

BRECKLAND PARTNERSHIP

3rd February 2010

Report of Adam Jackson, Service Connector Manager, Breckland Council

MIGRATION IMPACT FUNDING (MIF)

1. Purpose of Report

- 1.1.1 To update LSP Board Members on the progress in delivering the Migration Impact Funding project and the planned future activities.
- 1.1.2 To give an overview of the META (Mobile Europeans Taking Action) project to date.
- 1.1.3 To give an overview of the One Stop Bus project to date.
- 1.1.4 Looking forward – developing both services.

2. Recommendations

It is recommended that the LSP Board:

- 2.1.1 Note [for information and planning purposes] the contents of this report.
- 2.1.2 Consider partner's commitment to the Migration Impact Funding project.
- 2.1.3 Considering current financial circumstances look at ways your service can get its key messages and services to the heart of rural communities across Breckland using the One Stop Bus.
- 2.1.4 To let us know what services you provide and events that you attend that are appropriate for the service connector team to link up with and/or attend.

3.1 Background

- 3.1.1 A successful application as previously disseminated and discussed was made to Go East and Communities and Local Government (CLG) and £220,000 was awarded in the first year (09/10)
- 3.1.2 Following recruitment of the Service Connector team both the META service and Mobile One Stop Bus services were launched in June 2010.

3.2 Overview

META Service:

- 3.2.1 The META partnership continues to work well with both parties seeing benefits from the joint working relationship.
- 3.2.2 Transaction levels remain consistent with the Breckland side of the partnership seeing on average 20 clients per day.
- 3.2.3 Staff and customer relationships have been built with trust on both parts.
- 3.2.4 Services delivered vary across a range of partnership services and beyond but in the main are Benefit, Tax and Housing orientated.

- 3.2.5 A number of successes have come from the project including rehousing clients, helping clients back to their home countries and finding shelter for homeless clients during the cold weather.
- 3.2.6 META staffs continue to link up with the Breckland team aiding their work on the Thetford Works! Project.

Mobile One Stop Bus:

- 3.2.7 The One Stop Bus has now been out on the road for 6 months and is slowly gathering momentum.
- 3.2.8 Transaction numbers have been small but consistent, dropping slightly during December but with a marked increase in interest so far in 2011.
- 3.2.9 Some locations have now been changed following a lack of interest; Beeston and Sporle are now new additions to the schedule with Great Ellingham and Narborough being removed.
- 3.2.10 The One Stop Bus is used as part of the Thetford Works project on the last Wednesday of each month and is to be used as part of the Thetford planning consultation in the next week.
- 3.2.11 The team have now linked up with the BBC to deliver the First Click campaign. This campaign sees training materials funded by the BBC and courses delivered by the team to residents who are unable to use a computer.
- 3.2.12 Publicity has been limited so far but residents are finding out about the course via the BBC and bookings are being taken. Some training has also recently been delivered and the feedback from trainees very positive. Promotion is now being aided by the course being included in Breckland's training guide.
- 3.2.13 The team carry on working on publicity, recently adding details to the Wayland Radio what's on diary as well as a radio interview, further articles in village magazines, Breckland Voice and flyering all locations on the day of visits.
- 3.2.14 The One Stop Bus is now clearly marked as a mobile customer services office following resident's confusion over what Poultec is.
- 3.2.15 The team are now attending parish meetings to promote the bus and look at going to other locations - South Lopham and Cockley Cley have already shown an interest.
- 3.2.16 The One Stop Bus and team are starting a partnership project with Norfolk Credit Union, plans have been agreed and the service will commence in March once promotion has taken place.

Thetford Works! Project

- 3.2.17 The MIF team are now working on the Thetford Works! Project on one day of each week, this involves planning and organising work clubs and helping clients with worklessness orientated issues. This project is in partnership with Keystone, Workwise and Flagship housing.
- 3.2.18 Five clients were signed up in the week beginning 17 January alone, with the team carrying out initial scoping interviews and now working with those and other clients to look for work, training and helping them to complete accurate CVs and job applications.
- 3.2.19 One client has recently found work aided by his involvement with the team.

3.3 Looking forward

- 3.3.1 Promotion of the projects will continue, with several positive stories now emerging these are to be released to the press to further engage residents and partners.
- 3.3.2 Funding is being looked at with a view to including leaflets in the annual Council Tax billing run, leaflets are also to be including in all customer services correspondence.
- 3.3.3 A 'goody bag' is being developed, this will include fire alarms as part of the Pride in Breckland link up with the Fire Service to encourage elderly people to install alarms and request safety checks. Other items may include energy saving light bulbs and trees as part of environmental campaigns
- 3.3.4 Following a meeting with the Operational Support team it is thought that the bus could link up with PCSOs on location at 'hotspots' this is being worked on.
- 3.3.5 The team are currently setting up a visit to Banham Poultry, a large rural employer.
- 3.3.6 Further rural locations are being looked at, Broadband access seems to be a key factor in success and this is also being investigated. Any new locations are likely to be implemented in March giving the First Click initiative time to settle in.
- 3.3.7 A meeting is being sought with the CAB to discuss its rural connections and possibilities of partnership working.
- 3.3.8 Considering the current economic climate further partnership working opportunities are being looked at with a view of helping other public services deliver campaigns to the heart of rural locations whilst adding further worth to the service and local communities.

4.1 Reasons for Recommendation(s)

- 4.1.1 The project has the potential to involve a broad spectrum of partners from the public, private and voluntary and community sector which should be encouraged.
- 4.1.2 The project is flexible in its approach and therefore can be modified in order to deliver a wide range of partnership functions such as consultation, training and skills, engagement, accessibility, develop social cohesion and in order to better understand the diverse communities we serve.
- 4.1.3 The rural and migrant communities represent a large proportion of our customer base that the Breckland Partnership needs to engage effectively with and to deliver according to their individual needs.
- 4.1.4 In order for the project and its services to continue to be developed and delivered it must be sustainable. Bringing in other key partners who have a need to engage with rural and migrant communities with relatively small cost through these outlets is a suitable solution for all.