



PLATFORM 2 OUR SOCIAL ECONOMIES

Communities that become resilient to economic or other shocks and where people have the confidence and pride to stand on their own two feet to compete and fully participate in community life.



Two years ago in Surf's Up we set out an ambition to develop Enterprising Communities across Adur and Worthing (communities of geography, common interest, business, etc.)

By enterprising, we meant communities that can come together, recognise the challenges they face, innovate, create and realise opportunities, effectively taking and managing risks, encouraging active participation, self reliance and self determination.

Over the past two years or so we have started to create the platform to unlock the energy and unleash the power of people in the community to run and improve their own lives and the places in which they live. We have done so whilst maintaining an essential safety net and recognising that some communities and some people may require more active and enabling support to make real progress.

THE PLATFORM ELEMENTS

Together with our partners, we will develop a range of elements to help our enterprising communities thrive.

- **FULLY UNDERSTANDING THE NATURE OF OUR COMMUNITIES** (of place and interest). Having the “hard” data, “soft” intelligence and key relationships, understanding aspirations, opportunities and untapped assets as well as where real and significant needs lie to create a map of our community networks. We must then use that intelligence to create impactful intervention, ourselves and in partnership with our communities and other providers to empower people to create solutions that work
- **TACKLING THE CHALLENGE OF INSUFFICIENT SUPPLY OF HOUSING** (of all tenures) for our communities. The lack of homes acts as a drag on our financial economies as well as preventing a number of our residents (or would-be residents) being able to settle and take their full places in our community
- **CONTINUE TO RUN A CAREFUL SAFETY NET** of services for those unable initially to use the platforms
- **TARGETING OUR SERVICES** “upstream” towards prevention of problems and to equip people with the skills, knowledge and wherewithal to thrive independently of the State
- **BRING OTHER RESOURCE TO PLAY** (CSR, NHS upstream investment, social finance etc.). Not just financial resource, but creative resource and energy that delivers economic and community value for our places
- **ACTIVELY PROMOTING SOCIAL INNOVATION AND SOCIAL FINANCING.** Helping new social entrepreneurs to get up and running and create value
- **SUPPORTING A RANGE OF INTERVENTIONS** (either directly or via others) that deliver long term health and wellbeing outcomes for individuals and communities

“ ...UNLEASH THE POWER OF PEOPLE ”



- **DEVELOPING OUR ROLE AS CIVIC SOCIAL ENTREPRENEURS.** Identifying strengths, need and resource across our places, creating networks and convening conversations that support the co-development of long term practical solutions. Not claiming to “know everything” but co-designing with a variety of community partners the solutions that work for the right people, in the right place at the right time

- **CREATING NEW SOCIAL BUSINESS VEHICLES** (as with South Downs Leisure Trust) where a strong focus on social outcomes can be driven by a commercial business model for the benefit of our people, communities and places.

| COMMITMENT | | ACTIVITIES & PROJECTS | LEAD RESPONSIBILITY | PARTNERS INVOLVEMENT | TIMESCALES/MILESTONES |
|--|-------|--|---|--|--|
| 2.1 Preventing homelessness and delivering the <i>Homelessness Reduction Act</i> | 2.1.1 | Create two accessible and integrated multi-agency homelessness prevention approaches (pathways) for families and individuals, including care leavers and looked after children using the SameRoom service design approach. | Head of Housing | West Sussex County Council, West Sussex Coastal Commissioning Group, Community Works, Worthing Churches Homeless Project | September 2018 - Phase 2 Design work completed and move onto deliverables |
| | 2.1.2 | Supporting the county wide project to support households to remain safely in their homes through better and faster provision of grants and home improvements. | Head of Housing | West Sussex County Council, West Sussex District and Borough Councils | September 2018 - Review of project |
| 2.2 Enabling and increasing the number of affordable and suitable homes in our communities | 2.2.1 | Deliver the Adur District Council Housing Revenue Account (HRA) development programme. | Head of Housing | | December 2018 - New Development Manager appointed December 2018 - Albion Street development commenced. |
| | 2.2.2 | Engage with developers and registered social landlords to ensure the maximisation of affordable homes in our places. | Head of Housing Head of Planning and Development | | Ongoing |
| | 2.2.3 | Review and update our strategic and operational approaches to the sourcing of temporary and emergency accommodation to reflect the changing need demand and supply of homes. | Head of Housing | | September 2018 - Update strategy |
| 2.3 Supporting and sustaining Adur District Council Housing Service (Housing Revenue Account) as a successful and efficient business | 2.3.1 | Ongoing development of the rolling 30 year business plan. Reviewing costs and overheads, recharges and other budgets. | Head of Housing Chief Financial Officer | | December 2018 - Annual rent and service charge reviews |
| | 2.3.2 | Ongoing assessment and review of property and capital investment. | Head of Housing | | March 2019 - 10-20% stock assessed annually reviewed |
| | 2.3.3 | Improving income collection and operational delivery. | Head of Housing | | Ongoing |
| 2.4 Providing a Platform to encourage social innovation, social financing and supporting community and social entrepreneurs to create and deliver solutions that work for our places | 2.4.1 | Agree core principles of engagement and community involvement in design and delivery of the Councils work. | Director for Communities Director for Customer Services Head of Wellbeing | West Sussex Children's Safeguarding Board, West Sussex Adults Safeguarding Board | Self assessments for the West Sussex Boards undertaken annually |
| | 2.4.2 | Encourage and support people and organisations in our places to develop opportunities for social innovation and social financing. | Director for Communities | Community Works | September 2018 - Social Innovation Network to begin pilot. September 2018 Social financing training with Community Works |
| | 2.4.3 | Ensure strong delivery and capture of key learning from SameRoom co-production and co-design projects, and ensure we are providing the right forums to facilitate social innovation and working with partners. | Director for Communities Director for Digital & Resources | A variety of community, voluntary and commercial partners involved | July 2018 SameRoom review completed September 2018 - The Conservation Volunteers Year One review December 2018 - Going Local Two year evaluation |
| | 2.4.4 | Working with the community of Shoreham and bereaved families to create a permanent memorial to commemorate Shoreham Airshow tragedy of August 2015. | Director for the Economy | Wide variety of stakeholders | September 2018 |

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| 2.5 Provide a platform to develop resilient communities, targeting resources across our place on the most vulnerable and those struggling families requiring limited assistance to stay afloat | 2.5.1 To encourage and empower the most vulnerable in our community to create community-based networks, reduce isolation and achieve their best outcomes. | Head of Wellbeing | Community Works, Department for Work and Pensions, West Sussex County Council | September 2018 - Loneliness and social isolation discovery project started |
| | 2.5.2 Develop relationships and pathways that enable our communities to benefit from the regeneration of our places and promote both financial and volunteering contributions from key economic stakeholders. | Head of Wellbeing Head of Major Projects and Investment Head of Planning and Development Head of Place and Economy | Community Works, Department of Work & Pensions, West Sussex County Council, Adur and Worthing Business Partnership, other infrastructure providers | September 2018 - Clear agreement on how development specific proposals will be surfaced, supporting place shaping initiatives June 2019 - Adur District Councils to start a review of its Supplementary Planning Document for s106 Development Contributions in 2018/19 and this will review contributions for health and wellbeing June 2019 -Worthing Borough Council will be preparing an Infrastructure Business Plan setting out the priorities for spending the Community Infrastructure Levy (CIL) Ongoing - identify opportunities to deliver education and apprenticeship opportunities through the Councils Major Projects programme Ongoing - through Adur and Worthing Business Partnership help facilitate relationships and opportunities as they arise |
| | 2.5.3 Ongoing development of volunteering opportunities for staff and our communities that enable skills and needs to be matched. | Head of Wellbeing Head of Human Resources Head of Place and Economy | Community Works Adur and Worthing Business Partnership | December 2018 - First set of proposals for Staff, Community and Voluntary Sector and Business |
| | 2.5.4 Increase awareness by promoting support for those who are struggling to cope, in particular those affected by the Welfare Reform and financial inclusion. | Head of Revenues and Benefits Director for Digital & Resources | Housing Services, Worthing Homes, West Sussex County Council | September 2018 - Review post Universal Credit roll out |
| | 2.5.5 Develop assessment/triage tools and data analysis capability in Revenues & Benefits to assist with advice and guidance to clients. Provide data for the early identification of problems shared with housing and other related services to enhance holistic support. | Head of Revenues and Benefits Director for Digital & Resources | Housing Services, Worthing Homes, West Sussex County Council | July 2018 - Develop options for external specialist support and software |
| | 2.5.6 Continue to support the Integrated Prevention and Earliest Help (IPEH) Service identify gaps and increase capacity for children and families that need support | Head of Wellbeing | West Sussex County Council | March 2019 - Annual review |
| | 2.5.7 Identify funding opportunities to support the sustainability of services to promote community resilience, health and wellbeing. | Head of Wellbeing Head of Place & Economy | Coastal Commissioning Group, West Sussex County Council | Ongoing |
| 2.6 Promoting the good physical and mental health of our communities | 2.6.1 Continue to address the wider determinants of health in our localities through programmes like, <ul style="list-style-type: none"> • Preventing Homelessness project • Going Local, • GoodGym • Wellbeing Hubs • Promoting local involvement and co-production of solutions between communities and partners. | Head of Wellbeing | West Sussex County Council, Coastal Commissioning Group, Public Health, Guildcare, Police | September 2018 - Communities and Wellbeing Refresh of Intelligence Framework March 2019 - Annual Review of Public Health Strategy March 2019 - Review of the Wellbeing Hubs |

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| | 2.6.2 Promote better mental health in our communities through delivering the Mental Health Challenge Action Plan and sign up to the Time to Change employers' pledge. | Director for Communities | Adur and Worthing Health and Wellbeing Partnership | March 2019 |
| | 2.6.3 Promote the mental wellbeing of our Young People through the delivery of the 'OneGoodFriend' project and communication campaign - supporting our young people talking to someone about issues as they arise and address mental health issues early. | Head of Wellbeing Head of Communications Director for Communities | NHS, West Sussex County Council, Worthing High School, Change Grow Live (CGL) | July 2018 - Synthesis Workshop Autumn 2018 - Campaign to promote 'OneGoodFriend' Autumn 2018 - outcomes from Synthesis workshop implemented |
| | 2.6.4 Work with Coastal Care to ensure the development of all NHS and Social Care partners to integrate services that address health and social care needs through Local Community Networks in Adur and Worthing. | Head of Wellbeing Director for Communities | NHS, West Sussex County Council | Ongoing |
| | 2.6.5 Promote and support our Local Community Networks with particular focus on the prevention principles of Start Well, Live Well, Age Well. | Head of Wellbeing | West Sussex County Council, Coastal Commissioning Group, Coastal Care, Community Works, Guild Care, MIND and other voluntary sector organisations | Autumn 2018 - Implementation of outputs from OneGoodFriend discovery phase (see 2.6.3) March 2019 - Annual review of Public Health Strategy |
| | 2.6.6 Develop our Public Health and Sports and Activities strategies for Adur and Worthing that not only improves the quality and availability of sports facilities but which improves health and inequalities across Adur and Worthing. | Head of Wellbeing Head of Environmental Services | South Downs Leisure, Impulse Leisure Sports bodies and associations | April 2019 |
| | 2.6.7 Investigate opportunities to work in partnership with wellbeing to develop arts projects focused on health and wellbeing. Phase one focused on dementia, phase two on teenage mums and phase three on bonding opportunities for dad's and their children. | Head of Culture Head of Wellbeing | Guild Care, Integrated Prevention and Earliest Help (IPEH) West Sussex County Council, | April 2019 |
| 2.7 Promotion of our communities as safe places | 2.7.1 Prioritise safeguarding and early help across the Councils and communities by ensuring our services and policies are effective at identifying and tackling issues to keep individuals and families safe. | Director for Communities Head of Wellbeing | West Sussex Children's Safeguarding Board, West Sussex Adults Safeguarding Board | September 2018 - Self assessments for the West Sussex Boards undertaken every two years |
| | 2.7.2 Develop and deliver projects to support and enforce the prevention and reduction in antisocial behaviour and address, with partners, emerging crime types such as county lines, cuckooing and cyber crime. | Head of Wellbeing Head of Environmental Services | Adur and Worthing Safer Communities' Partnership | Ongoing |
| | 2.7.3 Reduce the risk of alcohol and drug related harm. Support the development of our night time economy by creating safer places. | Head of Place and Economy Head of Wellbeing | West Sussex Public Health, Adur and Worthing Health and Wellbeing Partnership, Coastal Commissioning Group | Autumn 2018 - Purple Flag Accreditation |
| 2.8 Playing our part in the reshaping of place based health services. Ensuring that our knowledge and understanding of communities is reflected in NHS/West Sussex County Council joint work on improving NHS Services (and public health preventative work) | 2.8.1 Work with Coastal Care to ensure the development of all NHS and Social Care partners in integrated services. | Chief Executive Director for Communities | Coastal Commissioning Group, West Sussex County Council, | Ongoing |
| | 2.8.2 Represent the interests of District and Borough (and Place based health systems) in strategic conversation and decision making at Coastal Cabinet as part of the sustainability and transformation plans and longer term redesign of health and public health across the Coastal West Sussex Footprint. | Chief Executive Director for Communities Head of Wellbeing | All Coastal Cabinet partners | Ongoing |