

Children's Services Scrutiny Committee – 13th September 2012

Report of the Director of Children's Services

Responses to Questions

Purpose of Report

1. To inform the Children's Services Scrutiny Committee of the written responses or circulated documents sent to Members following questions asked at the Children's Services Scrutiny Committee on Thursday 21st June 2012.

Background

2. As a result of questions asked at the Children's Services Scrutiny Committee regarding the items set out in the agenda, it was agreed that these would be itemised and responses circulated to all Members for their information. Below is a brief outline of the questions asked and supplementary information provided.

Children's Services Scrutiny Committee Work Programme 2012/13

3. It was agreed at the Committee meeting that an item would be included on the September committee relating to estimated exam results for 2012. This will be included as an information item and will be published on CMIS with the full confirmed results being taken to Committee in March 2012 as scheduled in the work programme.

Children's Services Scrutiny Committee Annual Report 2012/13

4. An action at the Committee meeting was for the Acting Director to liaise with the Cabinet Member with regards to sending Members leaflets and newsletters relating to duties and responsibilities. The August edition of the Corporate Parenting Newsletter was circulated to the Children's Services Scrutiny Committee members for information via email.

Questions regarding the Youth Service Report – Targeted Vulnerable Young People

5. A report on the Youth Service was taken. The Committee members were sent a letter outlining support that the youth service provides to schools, this is listed below. An update on the climbing wall at Kingswinford Youth Centre was included in the letter.

Work currently being undertaken with schools by the Youth Service

- 11 schools have Duke of Edinburgh Award units supported by the Youth Service.

- Schools request workshop support for enrichment or personal, social, health education subjects which can cover sex and relationships education, personal safety and anti social behaviour. Requests are followed up as and when received.
- Where required and as part of an agreed piece of project work with identified outcomes, the youth service will provide alternative curriculum activities with groups of pupils who may benefit from a focus on personal and social skills development. Current examples include a citizenship project at High Arcal School and the ASDAN (awarding body used by schools) short course award with Ellowes Hall School.
- All activities relating to youth voice are promoted through the schools including the elections for United Kingdom Youth Parliament, opportunities to contribute to consultations and recently the school councils were all offered places to attend the youth council debate with the Speaker of the House of Commons.

6. It was noted that Councillors requested to be on mailing lists for information on the youth clubs in their areas. The Youth Service Manager was informed of this for implementation.

Finance

7. There are no direct financial implications arising from this report.

Law

8. The statutory provisions relating to the above matter are contained in Section 111 of the Local Government Act, 1972, which enables the Council to do anything that is calculated to facilitate or is conducive or incidental to the discharge of its various statutory functions.

9. The rules of “proportionality” to reflect the political balance of the Committee do not apply to the appointments referred to in this report.

Equality Impact

10. The report takes into account the Council’s Policies on Equality and Diversity.

Recommendations

11. The Children’s Services Scrutiny Committee is recommended to note the contents of this report.



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Jane Porter
Director of Children’s Services

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Children’s Services Scrutiny Committee – 13 September 2012

Report of the Director of Children’s Services

The Academies Programme in Dudley

Purpose of Report

1. To update Councillors on the progress of the school academies programme in Dudley and the support offered to academies by the Council.

Background

2. In 2011, Parliament approved the Academies Act. This Act legalised a process enabling schools to seek Academy Trust status. In essence this enabled academies to be freed from Local Authority control, receive their funding direct from the Department for Education via the Education Funding Agency and have powers to innovate in order to raise standards.
3. Initially this option was only available to schools judged to be good or outstanding by the school inspection agency OfSTED. Any school electing to become an academy under this process were referred to as ‘converter academies’. Converter academies do not have to be ‘sponsored’ by a private or voluntary organisation.
4. Within 2011 Education Act the Secretary of State extended his powers of intervention in schools who failed their OfSTED inspection or whose standards remained below the floor standards (60% of children attaining Level 4 in English and Maths for primary and 35% of pupils attaining 5 A* - C (including English and Maths) in secondary).
5. As part of this intervention the Secretary of State can impose a ‘structural solution’ on a school. Structure solution equates to making the school an academy. In the media, such schools are referred to as ‘forced’ academies. These academies do require a Department for Education approved sponsor from the private or voluntary sector.
6. At the time of writing this report, Dudley has five secondary ‘converter’ academies. There are no ‘forced’ academies in the Borough. No primary schools have yet converted to academy status. It is difficult to predict how the pattern will develop over the next twelve months. It would be accurate to say that there are schools, both primary and secondary considering academy status as an option. It is equally accurate to record that the Office of the Schools Commissioner is also engaging in challenging debate with Dudley over those schools who have failed their inspection. It is therefore possible that more academies will appear in Dudley in the near future.
7. In response to these developments the Council has reviewed services and support to be offered to academy school. Attached at Appendix 1 is the draft publication outlining the services being offered to academy schools as a ‘traded’ or buy back provision.

Finance

8. The funding generated from the Traded Services charging will be used to support the work of the various teams and departments delivering the services outlined in the 2012/13 Academies Traded Services brochure.

Law

9. An academy is a school that is directly funded by central government and independent of direct control by local government. The Academies Act 2010 sought to expand the number of academies and additionally extended academies with the introduction of the Free Schools Programme.

Equality Impact

10. The equality impact is expected to be positive for all children and young people especially for those from targeted groups. This report takes into account the equality of all our children and young people in the Borough.

Recommendations

11. The committee is requested to receive and comment on the content in the report.



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Jane Porter
Director of Children's Services

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List of Background Papers

Appendix 1 – Academy Brochure

TRADED SERVICES FOR ACADEMIES 2012/13



CONTENTS

FOREWORD

Welcome to the new edition of traded services for Dudley academies which provides details of Dudley Council services available for 2012/13.

The information in this brochure aims to assist headteachers and governors with the smooth and effective running of their academy.

As you can see we offer a comprehensive list of services to support you to manage your academy.

We aim to be flexible in our approach and offer value-for-money.

What you can expect:

- A commitment to support you in making the best use of a budget while maximising the impact of raising educational standards.
- Service delivery by professional officers with an understanding of the context and needs.
- Evidence of high quality service provision.
- Services delivered within appropriate national and local requirements.

If you want to discuss any information in this brochure please do get in touch.

Dave Perrett

**Assistant Director, Education,
Play and Learning**

3	ADMISSION APPEALS - AN INDEPENDENT SERVICE	19	FLORAL DECORATION
5	CARETAKING, CLEANING AND MANAGEMENT SUPPORT	20	GOVERNOR SUPPORT - CLERKING
6	COMMUNICATIONS	22	GOVERNOR SUPPORT - TRAINING
7	CONNEXIONS	23	GROUNDS MAINTENANCE
8	COUNSELLING SERVICE	24	HUMAN RESOURCES
9	COUNTRYSIDE SERVICES	32	INFORMATION MANAGEMENT SYSTEMS (IMS) ADVICE AND SUPPORT
10	DUDLEY DESIGN AND PRINT	33	LANDSCAPE DESIGN SERVICE
11	DUDLEY EDUCATIONAL AND CHILD PSYCHOLOGY SERVICE	34	LEARNING SUPPORT SERVICE
13	DUDLEY ENVIRONMENTAL EDUCATION SERVICE	35	PLANNING SERVICES
14	DUDLEY MUSEUMS SERVICE	37	PROPERTY SERVICES
16	DUDLEY PERFORMING ARTS	39	PUBLIC LIBRARY SERVICE
17	EDUCATION INVESTIGATION SERVICE (EIS)	40	SECONDARY DATA
18	FREE SCHOOL MEALS ADMINISTRATION	42	SCHOOL IMPROVEMENT SERVICES
		44	SITE SERVICES
		45	SYCAMORE ADVENTURE
		46	TRANSPORT SERVICES
		47	WASTE CARE



ADMISSION APPEALS AN INDEPENDENT SERVICE

OVERVIEW

We provide an independent appeals service for admission to your academy.



WHAT THE SERVICE PROVIDES

- Receive and acknowledge incoming appeals.
- Organise a panel hearing of three members from a wider panel. This involves administration staff ringing around and agreeing date a hearing, checking which members are not eligible to serve and confirm in writing.
- Panel members are entitled to claim for travelling and subsistence allowances and a financial loss allowance. Panel members are also entitled to claim (but rarely do) for loss of earnings, including childcare costs which are necessarily incurred as a result of attending a panel or training.
- Draft agenda with proposed running order to be sent to the panel members in advance of the meeting to check if they know any appellants.
- Notice in writing to be sent to appellant 14 days plus, in advance of appeal hearing. Letter to be accompanied by Notes of Guidance (prepared by us) to parents.
- Report of admission authority to be copied and sent to appellant by first class post no less than seven days before the hearing.
- Agenda comprising running order, letters of appeal, with any additional information supplied, and report of admission authority to be copied and sent to panel members seven days in advance of a meeting.
- Attendance at hearing by a clerk. The clerk's role is to note the meeting and advise on procedural and legal matters. Also the service will try to contact appellants who have not turned up.
- The School Admissions Service will prepare the appeal statement and associated documents on behalf of the admissions authority. They will then act as presenting officer at the appeal hearing and will be present throughout stage one and stage two of the appeal hearing (academies only).
- The day after the hearing the service will field phone calls from appellants who wish to know the result.
- After the hearing, to draft and agree with the line manager, the decision letter giving all reasons for the decision and send it first class to the appellant within seven working days if possible.
- Legal requirement for panel members to be trained twice yearly, with an annual refresher. Cost of yearly event is more than £2,000.
- Requirement for panel chairs to be trained separately (done in-house).
- Keeps monitored details of appeal results for referral to Department for Children, Schools, and Families (DCSF) and others (e.g., Freedom of Information requests).
- Responding to Ombudsman on complaints referred to him (and any that may go to judicial review).



ADMISSION APPEALS AN INDEPENDENT SERVICE

BENEFITS TO YOUR ACADEMY

A professional, impartial and experienced service which supports your academy to carry out independent admission appeals.

COSTS

Three levels of service:

Level A: Academy schools only - all of the services £175 per appeal.

Level B: All of the services (with the exception of preparing the appeal statement and associated documents on behalf of the admissions authority and the attendance of a local authority officer to act as the presenting officer at the appeal hearing) £125 per appeal.

Level C: Attendance of a clerk at the meeting and the production of decision letter £50 per appeal.

WHO TO CONTACT

Steve Griffiths – Democratic Services Manager

01384 815235

steve.griffiths@dudley.gov.uk

Carol Fletcher – Governor Support Officer

01384 814367

carol.fletcher@dudley.gov.uk



CARETAKING, CLEANING AND MANAGEMENT SUPPORT

OVERVIEW

We are responsible for the provision of cleaning materials, consumables and entrance matting, along with the maintenance of all equipment, whether for replacement or repair. We aim to maintain high standards at all times and work schedules are produced for cleaning throughout the year.



WHAT THE SERVICE PROVIDES

- Management support.
- Technical requirements relating to cleaning operatives and work units.
- Equipment and site plans.
- Assistance in obtaining the services of a relief caretaker to cover emergencies.
- Facilitating personnel, including recruitment and selection, and liaison with HR First on behalf of the school where required.
- Relevant training, including induction package and health & safety practices.
- On-going site training.
- Cleaning materials/consumables are supplied on a half yearly basis; however, a 24-hour emergency supply is maintained within client services stores.
- Induction package for all new cleaning and caretaking staff.
- Faulty cleaning equipment is collected and replaced within 48 hours of notification.
- Entrance matting is inspected on a termly basis and replaced in accordance with the annual programme.
- Independent cleaning Quality Assurance inspections are undertaken annually and a written report is provided to headteachers/site managers. If standards are low, a re-audit is carried out within six weeks.
- A site data manual containing site plans, COSHH data, policies and procedures is supplied and kept for use by cleaning and caretaking staff on each site.
- Facilitation of a relief caretaker where necessary on an ad-hoc basis.
- Annual meetings with headteachers to discuss cleaning standards with the academy/site.

BENEFITS TO YOUR ACADEMY

We employ locally based managers, who are holders of the British Institute of Cleaning Science, Cleaning Operative Certificate, and are available to deal with any queries relating to the service and provide responses within 24 hours. Our annual quality inspections are conducted as part of a Quality Assurance procedure, in order to maintain high standards at all times. These routine site visits ascertain safe working practices and issues are reported back to headteachers. We also offer NVQ Level 1, Cleaning Building Interiors and, The Chartered Institute of Environmental Health Basic Certificate of Health and Safety in the Workplace, for caretaking and cleaning staff.

COSTS

Charges are calculated as a price per square metre

WHO TO CONTACT

Helpdesk Catering and Client Services

01384 814325

DccsHelpdesk.CS@dudley.gov.uk



COMMUNICATIONS

OVERVIEW

Dudley Council communications team has significant experience in working with schools, colleges and public sector organisations. We understand how important it is to create a positive image and communicate effectively to students, staff, governors, parents and other key stakeholder groups.

Marketing and communications in the world of education requires a specific tailored approach, one that understands an academy's aims and objectives, the parameters in which you work and the competitive and results-driven sector you find yourself in.



WHAT THE SERVICE PROVIDES

- Crisis media management. We all hope things go smoothly, but when they don't you need someone to step in with the expertise to handle the media and manage the communications instantly. We are here to do that for you.
- We will give you practical help and professional advice, working to deadlines with you and the media.
- We will use our marketing and communications experience to provide strategic advice and work on your behalf to promote your academy's interests in the best possible way.
- Our highly professional and experienced marketing and communications team can provide expert advice in creating innovative marketing campaigns.
- We can help you shout about good new stories and support you in managing the media to safeguard your reputation.
- Our in-depth knowledge of school communications, our good relationships with public sector partners and the local community enables us to deliver your communications in a timely and cost effective manner.

BENEFITS TO YOUR ACADEMY

We know that accurate media coverage, marketing and good public relations are important to your academy. They play a key part in promoting, protecting and improving your reputation in your community. Our team has all the skills needed to achieve this and provide sound and confidential advice in times of crisis.

COSTS

On request.

WHO TO CONTACT

Jan Jennings Head of Communications and Public Affairs

01384 815224

jan.jennings@dudley.gov.uk



CONNEXIONS

OVERVIEW

The Connexions Service provides a broad range of support related to careers information, advice and guidance. Support is offered to young people from Years 9 to 13.

Connexions can work with your academy to provide bespoke packages designed to complement current provision and provide impartial information, advice and guidance.



WHAT THE SERVICE PROVIDES

- Connexions Dudley is the recognised provider of information, advice and guidance services within the borough.
- Connexions currently delivers all the targeted services in every secondary school including Special and Pupil Referral Units (PRUs) in Dudley.
- Connexions offers one-to-one careers guidance interviews for students from Years 9 to 13.
- Groupwork sessions - Years 9 to 13 - around topics such as: C.V writing, job searches and career planning.
- Drop-in sessions for Years 9 to 13.
- Support for Years 8 or 9 students choosing options.
- Parents/carers evenings including Year 11 careers events and for Years 9 to 13.
- Collapsed timetable days for Years 9 to 13.

BENEFITS TO YOUR ACADEMY

Connexions staff have a wealth of knowledge and experience. Our Personal Advisers are qualified to the level six government requirement for delivery of information, advice and guidance services and we have recently achieved the Matrix Quality Standard.

COSTS

Daily rate	£200
Half day	£100
Hourly rate	£ 28

WHO TO CONTACT

Helen Ellis, Connexions Commissioning Manager

01384 811400

01384 812848

connexions@dudley.gov.uk



COUNSELLING SERVICE

OVERVIEW

We have a team of specialist counsellors with extensive experience of working in educational settings. They provide a confidential service for pupils with social, emotional or behavioural concerns to help them to fulfil their potential and access their learning.



WHAT THE SERVICE PROVIDES

- Specialist counsellors who provide counselling and play therapy in the academy premises during academy hours and liaise with staff, parents and carers and other agencies when appropriate.
- A flexible service according to requests.
- Consultation to staff in your academy to assist them in their management of pupils with emotional and behavioural difficulties.
- Counselling for adults.
- Consultation, training and group work in response to requests from your academy or other agencies.

BENEFITS TO YOUR ACADEMY

Counselling and play therapy are effective early intervention strategies to support pupils with emotional and behavioural difficulties to help them function more effectively and prevent deterioration in their behaviour, attitude and mental health.

This service is confidential to academies and clients and our counselling work with clients is within the 'Ethical Framework for Good Practice' of the British Association for Counselling and Psychotherapy (BACP). All our records are kept according to Data Protection guidelines and we have the support of Dudley Council services for consultation about legal issues, should they arise.

COSTS

Fixed rate based upon the actual services required

WHO TO CONTACT

Dudley Counselling Service

01384 814239

counsellingservice.cs@dudley.gov.uk



COUNTRYSIDE SERVICES

OVERVIEW

Dudley borough contains some truly fantastic areas of countryside. Some of our sites are nationally and internationally famous and provide real green oases in the centre of our urban sprawl. Wren's Nest is a National Nature Reserve which is internationally important for its geology. The Leasowes is a Grade I listed historic landscape known throughout the world as one of the first true landscape gardens. Saltwells is a 250 acre nature reserve in the centre of the borough, known for its tremendous show of bluebells in springtime and its resident Exmoor ponies. Fens Pools in Brierley Hill is known as a birdwatchers' paradise and is also internationally recognised for several other protected species that are resident there.

WHAT THE SERVICE PROVIDES

Educational opportunities outdoors to suit the particular needs of the group. As well as recognised Forest Schools activities we can also undertake outreach visits to schools for pre or follow-up activities with

groups. Some activities are pre-designed, based on what we know is popular with our existing school audiences, others can be designed in consultation with teachers to meet your particular needs.

BENEFITS TO YOUR ACADEMY

- An enjoyable outdoor experience that adds another dimension to learning in the classroom.
- A huge educational resource on your doorstep .
- Support from Dudley's Countryside Services staff.
- Trained Forest School leaders.

COSTS

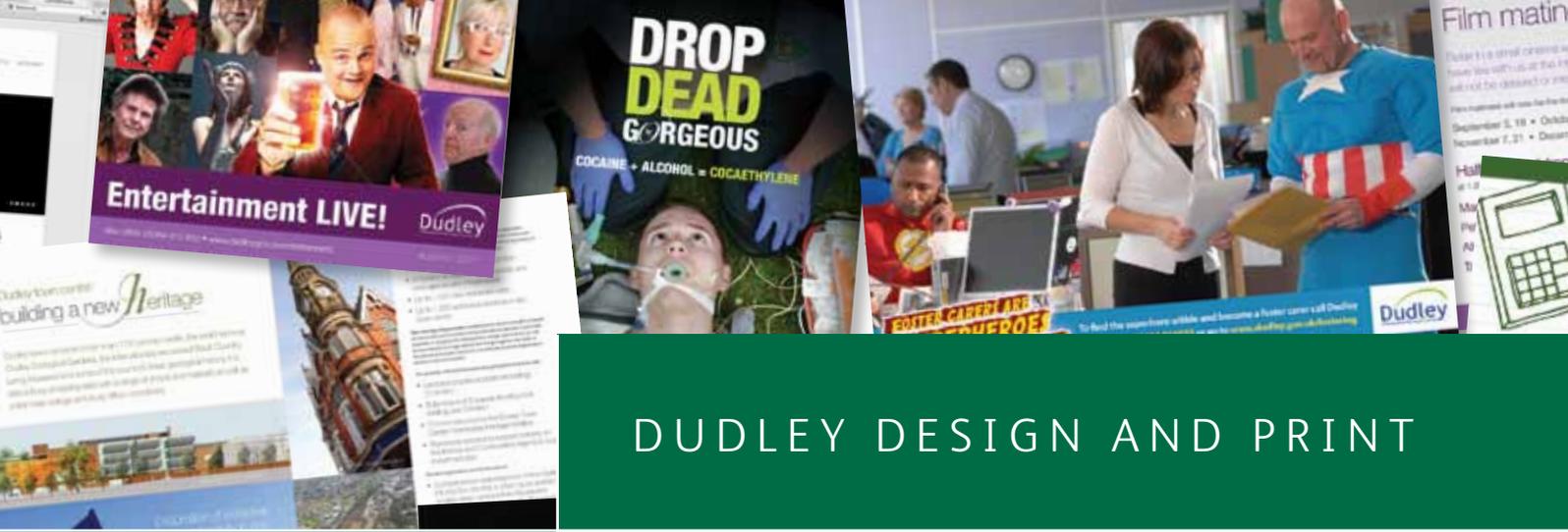
Most activities can be provided free of charge, some may have costs.

WHO TO CONTACT

Dave Keeley, Countryside Manager

01384 814189

david.keeley@dudley.gov.uk



DUDLEY DESIGN AND PRINT

OVERVIEW

We are Dudley Council's design and print team and we offer our specialist expertise to your academy.

We already work with a number of schools within Dudley offering best value, stability, years of experience, quality products, great turnaround times and of course we're local and always around to help.



WHAT THE SERVICE PROVIDES

As the council's design and print provider we have the ability to handle any type of project from basic office stationery to full colour print and promotional items.

We can offer a complete service including creative design work and photography or produce a simple print job from your own artwork. Above all we have years of experience which we are happy to share with you.

Our services and products include:

- Design and marketing expertise
- Full colour and black and white print

- Personalised digital print
- Prospectus
- Office stationery
- Website design and production
- Newsletters
- Large format, such as banners and pop ups
- Signage
- Promotional items
- Posters and leaflets
- Leavers books
- Photography
- SATS paper print
- Mail merge and data handling
- Support services
- Certificates
- Year planners and diaries

BENEFITS TO YOUR ACADEMY

Each commission is unique and is tailored to your precise requirements. The design team can manage the whole process from the early days of discussing your vision through to the final completion and delivery of product.

COSTS

All our costs are extremely competitive, please contact us for further information or a quote.

WHO TO CONTACT

Matt Baker

Graphic Designer/Account Manager

01384 815541

matt.baker@dudley.gov.uk



DUDLEY EDUCATIONAL AND CHILD PSYCHOLOGY SERVICE

OVERVIEW

Dudley Educational and Child Psychology Service (DECPS) aims to optimise the learning, development and emotional well-being of children and young people in the borough.



WHAT THE SERVICE PROVIDES

- We work generically with schools through training for school staff or through consultation work.
- We focus on children with special educational needs, either through individual work or through work with groups of children.

BENEFITS TO YOUR ACADEMY

Dudley Educational and Child Psychology Service is a team of highly trained professionals who are all registered with the Health Professionals Council (HPC). Our educational psychologists have an honours degree in psychology and further professional qualifications at Masters or Doctorate level. The high level of qualification and the HPC registration ensures that our practice is sound and evidence based

We have a wide experience of using psychology in educational settings to consult, problem-solve or intervene in order to further the well-being of children and organisations. Our work can be shaped to meet the needs of your academy. Surveys of schools show that our service is well received by schools, parents and other professionals within the borough.

We are based in the borough and have good working relationships with other services (e.g. speech and language therapy, CAMHS, social care) and this helps liaison between different support services.

COSTS

So that we can maintain an efficient and reliable service, we suggest you buy services in advance.

We suggest that academies commit to buying in a package of 'credits.' These can be used over the year in a variety of ways that will meet the needs of pupils and the academy.



DUDLEY EDUCATIONAL AND CHILD PSYCHOLOGY SERVICE

Services are delivered in credits and below are some examples of the rates:

Consultation	1 credit
Monitoring and review	1 credit
Case formulation	3 credits
Interventions/therapy	4 credits

Training prices to be negotiated.

Cost of credits:

Basic credits (10 credits)	£1,050 (£105 per credit)
Advance credits in addition to the above	£95
Additional credits	£125 per credit

(for schools which have made a commitment from 1 April 2012 to a package but then need to buy further credits later in the year).

For academies which do not buy the basic package:

Credits on demand	£155
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WHO TO CONTACT

Dr Lisa Thistleton, Principal Educational Psychologist

01384 814350

lisa.thistleton@dudley.gov.uk



DUDLEY ENVIRONMENTAL EDUCATION SERVICE

OVERVIEW

Dudley Environmental Education Service provides a high quality, comprehensive and cost effective curriculum development and environmental awareness service. We are committed to giving all Dudley teachers and young people access to the highest quality advice and support on environmental education and related issues. We are based at Dudley Environment Zone, Roberts Primary School, Lower Gornal, which is now a focal point for renewable energy sources, boasting a 6kW wind turbine and 3kW solar PV panels.

The Ezone online digital curriculum service at www.ezonemag.net offers a wide range of exciting classroom and environmental resources. Materials cover all Key Stages and have been designed for both computer and white board use.

The website also offers a young people's section for pupils to publish and record their own work.

WHAT THE SERVICE PROVIDES

Curriculum support in:

- Literacy
- Numeracy
- Science
- Humanities
- Enterprise education
- Creative activities
- Health education
- Orienteering and physical activities
- Citizenship
- Sustainable development
- Forest School sessions

BENEFITS TO YOUR ACADEMY

The Ezone offers a full partnership scheme for all academies. Partnership academies get:

- Full access to all online curriculum materials.
- Full access to externally funded programmes.
- Full access to the in-school teacher guide programme.
- Free visits to the Environment Zone.
- Free curriculum consultancy support in their own school.

The Environment Zone has been awarded the DfE approved Quality badge which signifies a quality provision for learning outside the classroom. It is also an approved DfE Growing Schools Centre, a DfE Study Support Centre and is registered for selling curriculum online digital materials using e-learning credits.

COSTS

Subscription rate: £3 per pupil x total number in the academy. This allows use of Ezone services for a year.

Alternative rate: £6 per pupil for any session booked with Ezone if subscription rate not paid. Payment on the day via cheque will be required.

WHO TO CONTACT

Guy de Szathmary, Environmental Education Officer

01384 814170

guy.desathmary@dudley.gov.uk



DUDLEY MUSEUMS SERVICE

CULTURAL LEARNING AND GLASS WORKSHOPS

OVERVIEW

Our museums service offers expert-led education programmes and workshops at all three of its sites. Our Learning Programme offers teachers a dynamic and cost-effective way to enhance classroom coverage of important areas of the curriculum, in friendly, accessible and stimulating surroundings. The education team delivers a wide variety of learning experiences for all ages.



WHAT THE SERVICE PROVIDES

- Interactive guided tours on the history of glass at Broadfield House Glass Museum, Kingswinford and the Red House Glass Cone, Wordsley.
- Interactive talks on geology and the science of rocks.
- Kiln fused glass, glass engraving and glass painting workshops; we can provide a design brief for students to follow for their portfolio and an opportunity to exhibit at the Red House Glass Cone***.
- Heritage education sessions: Anglo-Saxons & Vikings, Romans, dinosaurs, discover glass.
- Business Studies and Leisure & Tourism presentations with question and answer session.
- Links to ASDAN.
- Glass outreach service.
- Free entry to all our sites.
- Teacher INSET days.

BENEFITS TO YOUR ACADEMY

The creative and cultural experiences we provide are unique, memorable and great value for money. We are always open to new ways of improving our service to you and welcome your views.

COSTS

Pay as you go service:

Discover Glass £5.25 per student, suitable for Applied Art, Art GCSE, Technology KS1-KS5 and adults. A joint site visit between Broadfield House Glass Museum and the Red House Glass Cone. Pupils design and decorate a kiln fused tile, participate in an interactive guided tour and watch a hot glass blowing demonstration with the opportunity to sketch in the afternoon using primary sources.



DUDLEY MUSEUMS SERVICE

CULTURAL LEARNING AND GLASS WORKSHOPS

Glass taster day, £20 per student (max 14 pupils), suitable for Applied Art / Art GCSE. A whole day working in our fusing studio. Students will work with float glass, learning basic cutting and design skills, have a go at engraving and work with Bullseye coloured glass to create a final piece.

Glass Outreach service, £35 per hour / £17.50 for additional hours.

An interactive presentation by our glass experts. Choose from: Stourbridge Glass, past and present, Cameo Glass, Jewels on the Cut (canal talk) and the Dudley Glass Industry.

Geology & Science of Rocks at Dudley Museum & Art Gallery £3.75 per student. Be entertained and amazed at the history and geology of the local area. Students will participate in the session and be able to handle artefacts.

WHO TO CONTACT

For general enquiries email: glass.museum@dudley.gov.uk or dudley.museum@dudley.gov.uk.

For specific, one off projects kate.figgitt@dudley.gov.uk

Dudley Museum & Art Gallery 01384 815575

Broadfield House Glass Museum 01384 812745

The Red House Glass Cone 01384 812750

***Exhibition depends on time of year and fitting into the Cone's exhibition plan.



DUDLEY PERFORMING ARTS

OVERVIEW

Dudley Performing Arts delivers Arts opportunities for young people in Dudley in partnership with schools and other arts organisations. As the Arts Hub in Dudley, our main areas of work are delivering the core roles of the National Music Plan and addressing the emerging outcomes from the Henley Review of Cultural Education.



WHAT THE SERVICE PROVIDES

- DPA provides a managed service delivering arts education.
- Whole class instrumental tuition.
- Small group/individual vocal and instrumental tuition.
- Performance groups such as bands, choirs, orchestras, dance groups, theatre groups.
- Visual Arts projects.
- After school clubs.
- The majority of our work is delivered in regular weekly sessions. In addition we provide a growing range of one-off curriculum enhancement projects such as 'street dance day' and curriculum based events at Netherton Arts Centre.
- Bespoke arts projects, festivals and events to suit your academy.

BENEFITS TO YOUR ACADEMY

Engaging with the arts is a vital part of the jigsaw that makes up a child's education. It is acknowledged that no single organisation can deliver every aspect of arts education and as such a range of partners are required. As the lead partner in Dudley's Arts Hub, DPA will work with academies to identify need and can offer services to help you develop an exciting range of opportunities for your students. DPA will take care of CRB, safeguarding training, performance management, recruitment, cover and will invoice you termly for all work delivered. We will visit you during the summer term to discuss costs/plans and will provide a clear plan and schedule of costs for the year enabling you to plan both curriculum and financial issues simultaneously.

COSTS

Staff time is charged at £36 p/h. Regular weekly provision is delivered over 34 weeks in an academic year and the minimum visit duration is one hour. A one-off curriculum day is based on six hours of staff time with additional charges should resources be required (e.g. arts materials, transport of drums). Separate charges apply for use of the Netherton Arts Centre.

WHO TO CONTACT

For initial enquiries contact DPA on **01384 813865**.



EDUCATION INVESTIGATION SERVICE (EIS)

OVERVIEW

Ours is a statutory investigation service which carries out investigation and enforcement services in relation to education, school attendance, behaviour, child employment, children in entertainment, children missing education and elected home education with child protection responsibilities also. These services are non-chargeable.

However, we also provide a traded Education Support Service offering a number of strategic and operational welfare support services.



WHAT THE SERVICE PROVIDES

- Management support and consultancy.
- Strategic support for attendance/pastoral related issues.
- Induction and supervision programmes for school support staff.
- Audit programmes on whole school approaches.
- Registration audit and analysis, trends and compliance identification.
- Attendance reviews/clinics set to suit your requirements.
- Chairing various meetings.
- Professional supervision and performance development to school support staff for attendance/pastoral.
- Briefing and training programmes.
- Welfare case work support.
- Home visit service to resolve issues.
- Brokering home/school relationships.
- Complaints investigation/independent investigation service.
- Tailored bespoke requirements.
- The EIS provides a free telephone helpline service.

BENEFITS TO YOUR ACADEMY

The EIS has provided a service to the education community since the inception of compulsory education in 1870. Only suitably qualified and experienced personnel are recruited to the service. Please note when considering the commissioning of services, we can assure you of the additional security that all staff have, regular training, data protection and information security compliance annually, advance child protection training biannually and all have CRB advanced status and a large network of access to support services.

COSTS

There are no upfront charges. Our charges apply depending upon your requirements and are flexible to suit your needs i.e:

- Monthly
- By the week
- By the day
- By the hour.

The hourly rate depends upon the activity and ranges from £33.18 to £47.84, but with no additional costs, any work beyond the hour is chargeable in 15 minute blocks of time, for example one hour and 15 minutes at the lower end would be charged at one hour of £33.18 and 15 minutes of £8.29, giving a total of £41.47.

WHO TO CONTACT

Keith Bates LLB (Hons), Head of Service
01384 814317 or 01384 813558
ews.cs@dudley.gov.uk



FREE SCHOOL MEALS ADMINISTRATION

OVERVIEW

With the recent increases in government funding for children entitled to free school meals it is important that you maximise this income stream. We are able to provide a fast and efficient free schools meals eligibility checking service for academies. We utilise software that links directly into the Department for Work and Pensions (DWP) and HMRC systems. Academies are currently unable to access these systems for themselves. We are also able to provide ad hoc reports during the school year to assist budget setting.



WHAT THE SERVICE PROVIDES

We provide a complete service to support academies with the administration of free school meals including:

- The prompt assessment of all free school meal applications (particularly important around the school census dates).
- Maintaining a database of all free school meal applications.
- Handling changes so records are kept up to date.
- Checking continuing entitlement at regular intervals.
- Handling of queries made by parents or schools.
- A dedicated team of staff.

BENEFITS TO YOUR ACADEMY

You avoid the need for your administrative staff to receive application forms from parents and to verify evidence of entitlement to qualifying welfare benefits.

We have immediate access to all relevant information that determines pupil entitlement, including links with the DWP and HMRC. This ensures that all entitlements are accurate, maximised and based on the most recent information. In most cases parents are not required to provide any documentation or evidence to support eligibility.

Our database is able to provide academies with regular reports that can also be used to aid budget setting.

COSTS & FURTHER INFORMATION

The cost of the service is £14 per pupil entitled to Free School Meals (calculated annually based on those on roll at 30 September)

Joanne Clews

Joanne.clews@dudley.gov.uk

01384 814886



FLORAL DECORATION

OVERVIEW

We hire and maintain sub tropical plant displays for your reception areas and offices on a 12 month contract. We also provide 24-hour hire of flowering plant displays/stage fronts/free standing groups and cut flower arrangements for open evenings/open days and presentation evenings. External planters, annual bedding displays and hanging baskets can also be supplied with an optional aftercare service.



WHAT THE SERVICE PROVIDES

- Professionally arranged plant displays for school reception areas with an aftercare service tailored for your needs. Uniformed staff will visit on a fortnightly basis to maintain the display to keep in prime condition. The cost for this Service is £104 per plant display for a period of 12 months.
- External plant displays; annual bedding displays, hanging baskets and external tubs/containers with an optional regular aftercare service to include watering, feeding, dead-heading and weeding. An example cost for this would be £99.80 per unit per annum. Hanging baskets and larger bedding displays can also be arranged.
- Plant displays for open/presentation evenings all gain extra impact from having high quality floral displays. Items requested are delivered and set out to your specification at a time/date stipulated by yourselves.

BENEFITS TO YOUR ACADEMY

We can enhance your reception area with professionally arranged plant displays with a tailored maintenance program to suit your needs ensuring a positive impression to all staff and visitors. We can also complement any special occasion with our short term hire.

COSTS

A list of charges for special events/awards etc up to March 31 2013 are:

- | | |
|------------------------------------|----------|
| • Front of stage | £160 |
| • Two side groups 40 plants approx | £120 |
| • Centre group of 30 plants approx | £100 |
| • Troughs 3ft | £15 |
| • Tub/Urn | £35 |
| • Table decoration | from £10 |
| • Pedestal arrangements | from £40 |
| • Bouquets and aqua bouquets | from £20 |
| • Long low table arrangements | from £20 |

WHO TO CONTACT

Andy Phillips, Interior Landscape Officer
01384 813198 or 07799 070500
andy.phillips@dudley.gov.uk



GOVERNOR SUPPORT - CLERKING

OVERVIEW

Our service provides a clerk to take minutes at governing body termly meetings. They are trained in procedural requirements in order that the governing body meets its statutory obligations, but individual advice can only be given if a copy of the Articles of Association are made available. There is also an option of purchasing a committee clerking service. Our clerks help ensure that the governing body operates fully within the legal framework in all its decision-making.



WHAT THE SERVICE PROVIDES

- Level A: Full clerking service for one governing body meeting per term including distribution of calling papers, advice at the meeting and provision of minutes.
 - Level B: Full clerking service for two governing body meetings per term as above.
 - Level C: Training and support only for academy-based clerks (main governing body meeting) comprising induction, termly briefings, further training as appropriate and on-going professional advice.
- Extra governing body meetings.
 - Clerking of committees.
 - Clerking of staff dismissal and staff dismissal appeals.
 - Pupil Discipline committees.
 - Subscription support for parent governor elections (annual payment to secure provision of paperwork as and when required).
 - Clerking of Admission Appeal meetings.

BENEFITS TO YOUR ACADEMY

Dudley Governor Support Clerking Service is a critical service in ensuring that the governing body works effectively. We provide a service which supports individual governors and governing bodies in their voluntary role.

COSTS

Charges are based on the number of meetings bought, which include an element for:

- Payment to clerk.
- Administration salaries.
- Overheads.
- Postage and printing.
- Training and briefing of clerks.



GOVERNOR SUPPORT - CLERKING

Level A £825
Level B £1,650
Level C £500

Extra Full Governing Body Meeting £275 full service, £200 clerk only

Committees (1 ½ hours, meetings £125 full service, £100 clerk only extending beyond this time will be the subject of an additional charge of £32 per hour, which will be calculated on a half-hourly basis).

Staff dismissal and staff dismissal appeals £195 per ½ day (3.5 hours), £390 per day (7 hours). Meetings extending beyond seven hours will be charged at 3.5 hourly intervals or part thereof. This charge will also apply to any duties undertaken by the clerk other than the attendance at the meeting and the taking of minutes.

Pupil Discipline Committee £100 clerk only

Clerking of Admission Appeal meetings
£50 per appeal clerk only

Parent Governor election subscription
£85 annual charge

WHO TO CONTACT

Carol Fletcher – Governor Support Officer
01384 814367
carol.fletcher@dudley.gov.uk



GOVERNOR SUPPORT - TRAINING

OVERVIEW

Subscribing to our governor training gives governors access to choice within a high quality programme of support and training.

The support provided will enable governors to meet their many statutory responsibilities and contribute effectively to academy improvement and promoting high standards.



WHAT THE SERVICE PROVIDES

- Induction.
- Core courses Child Protection, Safeguarding, Safer Recruitment, Support and Challenge, Achievement, Behaviour, Attendance, Ofsted, Human Resources.
- Commissioned training delivered in-house or in cluster groups.
- Password access to governor website.
- Modern Governor, e-learning modules which act as both a useful introduction to governorship and as a professional development tool for more experienced governors.

COSTS

The basis of the charge is a sliding scale based on the number of governors on the governing body and covers an element of:

- Salaries.
- Overheads.
- Course fees for trainers.
- Support materials.
- Postage and printing.

Service A: Access to the central governor training programme for all governors

Service B: As Service A with the addition of the Modern Governor E-Learning Package for all governors

	Service A	Service B
9 - 12 Governors	£480	£575
13 - 15 Governors	£600	£695
16 - 18 Governors	£720	£815
19 - 21 Governors	£800	£895

WHO TO CONTACT

Carol Fletcher – Governor Support Officer
01384 814367
carol.fletcher@dudley.gov.uk



GROUNDS MAINTENANCE

OVERVIEW

We provide a comprehensive grounds maintenance service. All operations are carried out by trained/qualified staff with due regard to current legislation including Health & Safety at Work Act, Control of Substances Hazardous to Health, Control of Pesticide Regulations and the Food and Environmental Protection Act.



WHAT THE SERVICE PROVIDES

- Grass cutting and maintenance.
- Shrubbery and rose bed maintenance.
- Design and provision of annual bedding displays and hanging baskets.
- Hedge maintenance.
- Tree surveys/advice.
- Tree surgery.
- Sports facility maintenance and sports markings.
- Play area maintenance.
- Chemical weed control (including advice and treatment of Japanese knotweed).
- Litter collection and sweeping.
- Hard and soft landscape design and implementation.
- Site measurements for accurate costing/tendering purposes (separately charged service).
- BASIS qualified pesticide specifier.
- Fully trained and certificated pesticide operatives.
- Fully trained and certificated arboriculturists.
- Horticulturally trained and experienced workforce and managers.
- Local workforce with full support from within other council contracts.
- Full range of well maintained vehicles, plant and equipment.
- Competitive rates.
- Full range of grounds maintenance tasks provided.
- Dedicated grounds maintenance management software.
- Advice on specifications and other horticultural issues.
- Recognised Investor in People (IIP).
- Competitive quotations for all types of ad hoc work.
- All managers are Institute of Occupational Safety & Health (IOSH) certificated.
- Independent quality monitoring system.

BENEFITS TO YOUR ACADEMY

Services from our expert team can be tailored to meet individual academy needs. Headteachers or site managers can review their schedules on an annual basis amending as appropriate to fit budget or quality standards. Green Care has an independent quality monitoring officer who will monitor the quality of service delivery to academy sites.

COSTS

Charges are based on bill of quantities and schedule of rates, which have been tested via the compulsory competitive tendering process (CCT).

WHO TO CONTACT

Russ Newey, Team Manager Green Care

01384 815516

green.care@dudley.gov.uk



HUMAN RESOURCES

OVERVIEW

Our extensive and experienced service, which covers all aspects of HR advice and guidance, means we are able to support academy governing bodies, headteachers and school management teams to help you manage your employees. A substantial amount of a school's budget is spent on staffing so academies need to have timely and effective procedures and access to expert guidance and support in the increasingly complex area of employment.



WHAT THE SERVICE PROVIDES

We provide an extensive service covering the full range of Human Resources requirements and you will have direct access to a team of experienced professionals in the education sector.

HR Advice and Support

- Telephone and email advice on general HR matters.
- Web-based updates on legislation, current events in HR and training updates.
- Guidance on policies and procedures.
- Advice on employment legislation.
- Strategic advice on the implications of national and local initiatives to headteachers and leaders.
- Identification of strategic HR initiatives that reflect national and local priorities.
- Facilitation of collective consultation and negotiation with trade union and professional association representatives.
- Provide support to schools in the completion of statutory staffing related statistics and collate returns to submit to the relevant body.
- The development and review of academy-based HR policies.
- Undertake negotiations and consultations with trade unions in connection with model policies and terms and conditions of employment.

- Advice on undertaking and completing equality impact assessments relating to employment.

Recruitment and selection

- Advice on contractual and legislative issues affecting all stages of the recruitment process.
- Provide model job profiles both operational and administration.
- Advice on good recruitment procedures.
- Implement pay awards.
- Design and deliver selection tests and attendances at interviews.
- Advice on equality and diversity issues relating to employment.

Sickness absence

- Provide advice and guidance on the application of the sickness absence policy.
- Assist the headteacher in making a referral to an occupational health adviser and to make best use of the report received in response.
- Advise on best practice and effective strategies for managing absence.
- Process medical retirements and give appropriate notice to staff.



HUMAN RESOURCES

- Advise academies of their responsibilities under the Equality Act 2010 and its implications for the continued employment of staff in this category.
- Assist in seeking redeployment opportunities for staff where this has been recommended by occupational health.
- Assist in liaison with government agencies and other groups who can assist in providing resources, equipment or expertise to facilitate continued employment.
- Advise on potential job redesign for staff covered by disability legislation.

Capability

- Provide advice on all issues relating to incapability whether in relation to health and attendance or performance.
- Give advice and guidance on informal one to one meetings at the early stages of the capability procedure.
- Assist in drafting action plans with clear training and development strategies and performance indicators following the informal meeting.
- Advise academies on planning and arranging formal hearings, including the preparation of documentation.

- Assist the headteacher in preparing their management case presentation to governors at the formal hearing.
- Attend formal hearings in order to provide procedural advice and guidance.
- Ensure that the conduct of the procedure meets the government/schools policy capability guidelines, particularly in relation to time scales.

Disciplinary

- Advise on disciplinary matters, at both informal and formal stages.
- Draft standard letters throughout the process.
- Advise on the necessity or advisability of suspension of staff and attend the academy to support the headteacher in the formalities of suspension.
- Assist the headteacher (or nominee) in management investigations and fact-finding meetings.
- Assist in the preparation of documentation for formal disciplinary panels under the disciplinary policy.
- Advise the headteacher (or nominee) on the presentation of their case at a formal hearing and in collating all paperwork.
- Attend formal hearings with the presenting officer for support in order to provide procedural advice and guidance.



HUMAN RESOURCES

- Resource HR and legal representatives for panels on behalf of the academy who will attend hearings to advise on procedural matters and the suitability of the sanction imposed or redress awarded.
- Continuation of support should any employment tribunal claims be lodged.

Grievance

- Advise on grievance matters, at all stages.
- Draft standard letters throughout the process.
- Advise on the necessity or advisability of suspension of staff and attend the academy to support the headteacher in the formalities of suspension.
- Assist the headteacher (or nominee) in management investigations and fact-finding meetings.
- Provide advice and support in the preparation of documentation for formal panels of governors under the grievance policy.
- Advise the headteacher (or nominee) on the presentation of their case at a formal hearing and in collating all paperwork.
- Attend formal hearings with the presenting officer for support in order to provide procedural advice and guidance.

- Resource HR and legal representatives for panels on the behalf of the academy who will attend hearings to advise on procedural matters and the suitability of the sanction imposed or redress awarded.
- Arrange mediation by suitably trained staff to resolve grievances at the informal stages.
- Continuation of support should any employment tribunal claims be lodged.

Complaints

- Support the academy and governing body on handling and managing complaints, including attending meetings and drafting letters where required, where the complaint relates to employment matters.

Safeguarding

- Referral (where appropriate) and advice on employment issues relating to safeguarding issues.
- Support during investigations.
- Referral to ISA or other regulatory bodies as required.
- Our commitment to safeguarding may require a referral in some instances if information is disclosed that has not been referred appropriately.



HUMAN RESOURCES

Restructure

- Advise on appropriate re-organisation processes to be used and consulted upon with staff and trade unions.
- Assist with drawing up of staffing structures and providing advice on job descriptions.
- Attend consultation meetings as required with staff and trade unions, drafting the section 188 notice where redundancies are being considered.
- Assist in the assimilation process for existing staff into new posts.
- Ensure that redundancies are handled in compliance with legal requirements and that staff are selected fairly for redundancy.
- Advising and providing support at “right to make representation” meetings prior to notice being issued.
- Advice on the redeployment of staff.
- Change management – consultation document drafts.
- Academy closure support.

Conditions of service

- Advice and interpretation on the application of employee conditions of service and how these should be applied within an academy framework.

- Advise on the implementation of statutory and regulatory changes impinging on the employment of school based staff including the Teachers Pay and Conditions document, the Teaching Agency, Employment Law and European Directives.
- Undertaking job evaluations in line with statutory provisions for new and amended posts.
- Advise on ACAS codes of practice and other models of HR good practice.
- Attend meetings with head teachers/governors/senior administrative officers to discuss changes to conditions of service.
- Advise on interpretation of employment law and contractual status of employees, their rights and entitlements.
- Seek legal advice on behalf of academies on employment and related issues and interpret and advise on the application of legal advice.
- Implementation of pay and grading review and continual housekeeping of data.
- Updates on relevant changes to teachers’ pay and conditions, the burgundy book, the green book etc.
- Advice on all conditions that are outlined within the contracts.



HUMAN RESOURCES

TUPE

- Advice and support relating to amalgamations including TUPE advice.
- Support at collective, individual employee or third party meetings relating to TUPE.

Training

- Provide new head teacher induction training.
- Training on new initiatives that impact on your human resources.
- Review or support the negotiation of non-model HR employment policies.
- Audit of academies' HR policies.

Administration

- Preparation and photocopying of packs for formal hearings.
- Production of formal letters (i.e. not model letters).
- Postage and/or delivery costs (other than second class).
- Attendance at meetings/hearings outside normal office hours (to recover staff time).
- Co-ordination and administration of compromise agreements where HR have not been fully involved with the case.

HR Transactional Services

- Checking that pay instructions are in accordance with legislation and terms and conditions of employment and advising the headteacher/nominated academy officer in this regard.
- Electronic administration of new starters, contract amendments, leavers and changes to pay.
- Provision of contractual documentation and starter packs for new appointments.
- Issuing contracts of employment.
- Management of automated and manual HR systems.
- Amendments to employee contracts in response to changes in legislation (e.g. SEN allowances).
- Provision to assist with head teacher new appointments including furthering of applications.
- Pre-employment checks (List 99, Health Questionnaires, GTC check).
- Provision of information for mortgage/loan requests.
- Provision of information for reference requests.
- Basic advice on terms and conditions of service.



HUMAN RESOURCES

- Advice and liaison with headteacher/ nominated officer and employees on maternity leave.
 - Advice and liaison with headteacher/nominated officer and employees on adoption leave.
 - Advice and liaison with headteacher/nominated officer and employees on unpaid leave.
 - Processing of supply staff payments.
 - Processing of monthly absence returns.
 - Monitoring of half and nil pay dates during absence.
 - Monitoring of temporary contract end dates.
 - GTC registration fees administration for part-time teachers.
 - Checking, processing and authorisation of Criminal Records Bureau checks.
 - Raising requests for cheques where there has been an underpayment or absence of payment.
- Payroll**
- A comprehensive payroll service is provided for all staff employed at the academy together with a pension administration service.
 - Calculation of gross pay, including allowances, awards and arrears for backdated changes. Pre and post payroll reporting to ensure accuracy of payments, to satisfy internal and external audit procedures.
 - Calculation of net pay including pre and post payroll reporting and checking.
 - Actioning of statutory deductions and payments e.g., tax, National Insurance, pension contributions, sick pay, maternity pay, paternity pay, adoption pay, recovery of student loans, strike pay and court orders.
 - Actioning of non-statutory deductions and payment e.g., occupational sick pay, maternity pay, paternity pay, union subscriptions, charitable donations, Credit Union, pension AVCs, The Teaching Agency.
 - Payment of net pay to employees' bank/building society accounts.
 - Distribution of payslips.
 - Implementation of pay awards, re-gradings and incremental progression.
 - Completion of statutory returns; communication with external bodies and retention of all documentation as legally required:
 - Reconciliation of all statutory deductions and completion of year end returns;
 - Production and issuing of documents such as P45, P46, P60 and P11D.



HUMAN RESOURCES

- For West Midlands Pension Fund: reconciliation of all contributions and completion of monthly and year end contributions, salary and service returns; annual determining of pension band for employee contributions; continuous reporting of changes which affect pension records e.g., change of name, address, hours of work
- For teachers' pensions: reconciliation of all contributions and completion of monthly contribution returns; end of year service return; completion of year end contributions return; participation in annual external audit. Estimates of pension entitlements.
- Dealing with payroll and pension related queries including those from employees, academies, HMRC, pension schemes, third party insurance claims.
- Emergency cheque payments in extenuating circumstances, usually at additional cost to the academy.
- Reclaiming overpayments and associated procedures re HMRC, pension scheme and accountancy.
- Responding to third party insurance claims.

Recruitment Advertising - HR First

This is available to all academies wishing to recruit teaching and non-teaching staff in a professional and cost effective manner.

- Maximum discounts with all media via a contracted recruitment advertising agency (TMP Worldwide) eg, 41 % discount in Express & Star and 14.7 % discount in TES.
- Expert advice available from staff in HR First, and in turn, our new contracted advertising agency offer further support on cost effectiveness and achieving best results through the use of the most effective media.
- Entry onto the council's internal/ external weekly bulletin for all non-teaching posts which is widely circulated into local job centres, career offices, leisure centres, libraries and organisations representing minority groups.
- The production of high quality, high profile advertising presented in your academy's corporate style or bespoke services for creative advertising campaigns.
- Upon request, provision of example job descriptions and person specifications where available.



HUMAN RESOURCES

BENEFITS TO YOUR ACADEMY

We understand the pressures placed on governors, school managers and their administrative staff when dealing with a large number of competing demands and current issues faced by academies. We have established long-standing and good working relationships with schools, trade unions and professional associations, internal and external agencies. You will have access to comprehensive and confidential advice, support and guidance in all aspects of HR within an academy context.

COSTS

Charges are based on the number of staff contracts and the range of services required.

WHO TO CONTACT

Rachel Jones/Sam Webb - Deputy Head of HR supporting Children's Services

01384 818290

rachel.a.jones@dudley.gov.uk

sam.webb@dudley.gov.uk

Julie Black - Interim Head of HR supporting Children's Services

01384 813848

julie.black@dudley.gov.uk



INFORMATION MANAGEMENT SYSTEMS (IMS) ADVICE AND SUPPORT

OVERVIEW

Our IMS traded service is now in its tenth year and is highly valued by many clients. The service provides comprehensive advice, guidance and support (including INSET) in maximizing the use of IMS across ICT networks. We also provide the DGfL's suite of analysis programmes known as SCHOLAR (Schools Online Assessment Resources).

These resources allow you to analyse your pupils' academic performance in a number of different ways. These are updated on a regular basis to comply with statutory changes or user requirements and have continued to expand over the last four years.

WHAT THE SERVICE PROVIDES

- Management of pupil data across a variety of applications (e.g. learning platforms and SCHOLAR).
- Generating analyses of pupil data. For example this could be held in Integris, or a range of alternative IMS.
- Secondary SCHOLAR 2012 includes analysis programs for pupil progress monitoring and pupil performance tracking. New features for 2012 will include additional ability bandings for Key Stage 2 performance and a performance overview report for Key Stage 4 giving a summary of headline performance statistics.
- Making pupils' data and analyses available to classroom staff so that data has a positive impact on learning outcomes.
- Producing a wide range of reports for use by a variety of audiences (e.g., parents, governors, OFSTED).

BENEFITS TO YOUR ACADEMY

The DGfL client team is committed to providing high quality, 'at-cost' support to maximise the potential of the IMS. Staff have a thorough knowledge of information management software and the use of data to support the management of learning. They are fully briefed on all current statutory requirements including the key area of data security.

COSTS

Universal offering:

- Telephone and email support. No charge

Type A agreement:

- Secondary school SCHOLAR 2012 resources
- Training sessions (minimum 1 per year) £373
- One school support session
- Additional school support session £183 per session

Type B agreement

- Secondary school SCHOLAR 2012 resources £296
- School support sessions (subject to availability) £214 per session

Secondary schools using Alternative IMS

- Price on application.

All prices exclude VAT.

WHO TO CONTACT

Danny McLaughlin, DGfL IMS Adviser

01384 813844

danny.mclaughlin@dudley.gov.uk or dmclaughlin@saltwells.dudley.gov.uk



LANDSCAPE DESIGN SERVICE

OVERVIEW

We design and manage the implementation of landscape schemes; these can be any size and level of complexity. We have particular experience of schools landscape projects having delivered successful landscape schemes for new schools and for school extensions. We have also delivered many innovative designs for existing school grounds to help schools make better use of their land and to create attractive and usable outdoor spaces.



WHAT THE SERVICE PROVIDES

- Feasibility studies and masterplans for school ground improvements with outline costs.
- Assistance with and advice on bidding for grant funding.
- Detailed design of school ground improvements, 'outdoor classroom' opportunities, integrated public art and landscape projects, and sports facilities.
- Identification and appointment of contractors, ensuring best value.
- Management of the works contract to a pre-agreed budget and programme whilst ensuring consistent quality control; work can take place during the school vacations to minimise disruption.
- Advice on grounds maintenance implications.

BENEFITS TO YOUR ACADEMY

Each commission is unique and is tailored to your precise requirements. The landscape team can manage the whole process from the early days of discussing your vision through to the final completion of the scheme on the ground.

COSTS

Fees are normally charged either as a lump sum or as a percentage of the project cost, with the terms of each landscape commission set out in a clear brief, which is agreed at the outset with you.

WHO TO CONTACT

Liz Dickinson,
Landscape Practice Manager
01384 817010
liz.dickinson@dudley.gov.uk

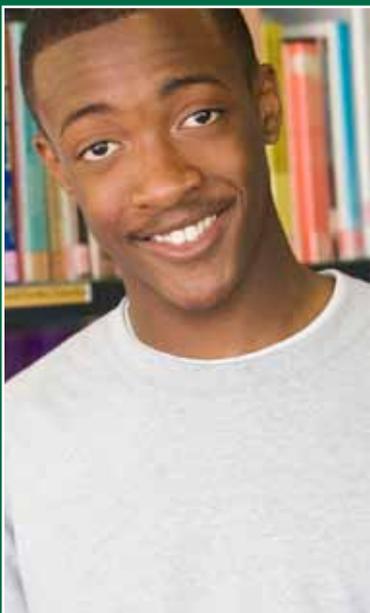


LEARNING SUPPORT SERVICE

OVERVIEW

We work in partnership with schools, education settings, parents, governors and other professionals to raise the standards of achievement for pupils with special educational needs, particularly in the areas of learning difficulties (literacy and numeracy) and specific learning difficulties/dyslexia.

The Learning Support Service has regard to the principles and procedures of the Special Educational Needs Code of Practice (DfE [DFES 2001]) and as such acts in the role of external specialist.



WHAT THE SERVICE PROVIDES

- Consultation, advice and training.
- Assessment, monitoring and reviewing of pupils.
- Specialist teaching and interventions.

BENEFITS TO YOUR ACADEMY

We offer good value for money and provide clients with access to the full range of the specialist resources and teaching staff from across the whole service. Our team is made up of highly experienced, specialist teachers, the majority with additional Special Educational Needs and/or SpLD qualifications, recognised by Joint Council for Qualifications (JCQ), the British Dyslexia Association (BDA) and the Professional Association of Teachers of Students with Specific Learning Difficulties (PATOSS).

The service is a member of the National SENSSA Group (Special Educational Needs Support Services Association), the regional MidSENS group (Midlands Special Educational Needs Support Services) and has corporate membership of both the PATOSS and the BDA. In addition, we work in partnership with Birmingham University and Dudley, Sandwell and Wolverhampton local authorities to provide accredited training for SENCOs, specialist teachers and teaching assistants. Continuing professional development is very important to our team and through these groups and other providers, we are able to maintain and develop cutting-edge provision.

COSTS

The services' are provided in 'units' attached to activities, rather than calculated on an hourly rate.

Units are offered at variable rates, based on purchasing bands. The greater the number of units purchased, the lower the unit rate.

WHO TO CONTACT

Denise Foxall – Head of Service

01384 813733

alice.grasso@dudley.gov.uk



PLANNING SERVICES

OVERVIEW

Any organisation or individual carrying out building work has a legal obligation to seek planning consent and a building control provider to oversee the works.



WHAT THE SERVICE PROVIDES

DEVELOPMENT CONTROL

We provide free and confidential pre-application advice to applicants and deal with all applications for planning consent for the borough.

BUILDING CONTROL

We carry out the council's statutory duty of applying Building Regulations. This means assessing proposed work to ensure compliance and inspecting work on site as it progresses at certain

stages to ensure buildings are safe, energy efficient and have reasonable access for all.

We provide free and confidential pre-application advice and deal with building regulations applications.

We also have experts in access and energy issues.

BENEFITS TO YOUR ACADEMY

DEVELOPMENT CONTROL

Early engagement allows any issues or amendments to be dealt with at the initial stages of the design process preventing potential delay and cost to your school. For larger projects this includes an expert multi-disciplinary development team approach including Highways, Environmental Health, Nature Conservation, Historic Environment, Urban Design and others (as appropriate to the scheme).

BUILDING CONTROL

Ours is a high-quality service based on extensive knowledge of local conditions provided at a market competitive rate.



PLANNING SERVICES

COSTS

DEVELOPMENT CONTROL

Pre-application advice is free. Planning applications are subject to nationally-set fees available from Dudley Council's website or via the duty officer 9am - 5pm.

BUILDING CONTROL

Our pre-application advice is free. Smaller schemes are based on sliding scale fees as set out on our web pages at www.dudley.gov.uk and based on an hourly rate of £45. The fee for larger schemes is by negotiation and we would always advise a quote is sought in any event.

WHO TO CONTACT

DEVELOPMENT CONTROL

Email development.control@dudley.gov.uk or call the duty office on **01384 814136** for general and pre-application advice.

For larger projects it is advisable to contact Helen Martin, Head of Planning helen.martin@dudley.gov.uk or call **01384 814186** or Sarah Willetts Planning Control Manager sarah.willetts@dudley.gov.uk or call **01384 814077**.

BUILDING CONTROL

Craig Worgan, Building Control Manager,
01384 814114
craig.worgan@dudley.gov.uk



PROPERTY SERVICES

OVERVIEW

We have the experience of caring for your building and are a quality assured organisation – working to ISO 9001:2008 Quality Standards. We provide an expert one-stop-shop for your building needs and retain professional staff trained in all aspects of buildings and their services. Our technical team of building surveyors and building services engineers is available to diagnose any building defects and advise on solutions and costs. We also manage and maintain an approved list of contractors for all types of work.



WHAT THE SERVICE PROVIDES

- Technical inspections and advice.
- Formal meetings with you to discuss any repair and maintenance matters, assess building condition, and to review service quality and performance.
- Building development plan meetings in conjunction with the Building and Estates team to review your strategic property issues and your long-term plans.
- A review of your individual premises checklist to make sure your statutory tests and inspections are valid.
- A review of your key hazard reports with you at your termly meetings to ensure they are current and understood – they include:
 - Electrical Periodic Inspection Reports.
 - Asbestos Survey Reports.
 - Water Quality Reports . (Legionella).
 - Fire Safety Plans (advice on fire precaution works and alarms).
- Building security advice – response to any significant building security incident to advise on options/costs for intruder alarms, access control systems and CCTV.
- Insured loss incidents – management of all aspects of the building/service recovery process including co-ordinating matters with the insurer, the loss adjuster, and the Building and Estates team.
- The design, procurement and management of small building projects, surveys and specialist building advice.
- Advice on costs, timescales and funding.
- Appointing a named project officer to lead and manage your project.
- Commissioning the work and securing all necessary statutory permissions, such as planning consents and Building Regulations.
- A one-stop-shop approach to your project – we fully design and manage every aspect of your project.
- Advising you and overseeing the role of all parties involved with the arrangements for construction health, safety and welfare.
- Supervised and quality-assured construction process with formally certified key progress and payments.



PROPERTY SERVICES

BENEFITS TO YOUR ACADEMY

We provide value for money through quality-assured procurement systems and benchmark our charges against construction industry standards. We work within industry standards and the financial regulations, contract standing orders and policies set by the council.

We employ construction industry best practices, new materials, new methods of identifying defects and support and maintain staff continuing professional development (CPD)

COSTS

Fees vary according to the scope and complexity of the work but are always agreed with you in advance of any work commencing. Academies are invited to take out our low cost annual agreement, the Repair and Maintenance Plan, for their routine property management requirements.

The Repair and Maintenance Plan is a one-off annual charge for: repair services, inspection and testing services, surveys and advice .

WHO TO CONTACT

Paul Bickerdike, Head of Property Services

01384 814107

paul.bickerdike@dudley.gov.uk



PUBLIC LIBRARY SERVICE

OVERVIEW

Dudley Libraries support literacy and promote reading for pleasure, which is a key factor in children's ability to achieve in life.

Public Libraries not only offer a range of books and other stock, free internet access, quality online reference resources and study support but also the opportunity for children and young people to meet authors, poets and participate in creative workshops.

Libraries offer welcoming spaces for children and a safe environment for young people to meet. Services can be accessed at libraries, whether based in a town centre or in the local community or at library links which are based in joint community facilities.

It is free to join the library service, there are no lower age limits and you can join in person at any library or online.

Services are also available 24/7 online at www.dudley.gov.uk/libraries

Dudley libraries recognise the important role they have to play in supporting children and young people and are continually developing services to meet their needs.

WHAT THE SERVICE PROVIDES

- Public libraries offer a local community facility within easy reach of academies.
- Library sessions – class visits to the local public library where children and young people are introduced to the public library, library skills and reading for pleasure through story times and an introduction to new authors and books. They are encouraged to join the library so that they can then access the full range of library services.
- Libraries have visiting authors, poets, storytellers and illustrators which often tie in to national initiatives such as World Book Day.
- Library staff are able to visit academies to demonstrate the online reference resources such as Student Britannica and a wide selection of Oxford University Press publications to groups of staff and students.
- Study support is offered with revision guides and homework help in person or through the 24/7 Enquire service.
- Participation in the new Dudley Teen Book Award organised with Dudley Schools Library Service.
- There is an opportunity for selected groups of young people to engage in book selection with the support of the Teen and engagement librarian.
- Libraries offer work experience placements and opportunities for young people to volunteer.

BENEFITS TO YOUR ACADEMY

Public Libraries offer a range of free resources for children and young people which support reading for pleasure and learning, providing a place to study and resources for homework help.

COSTS

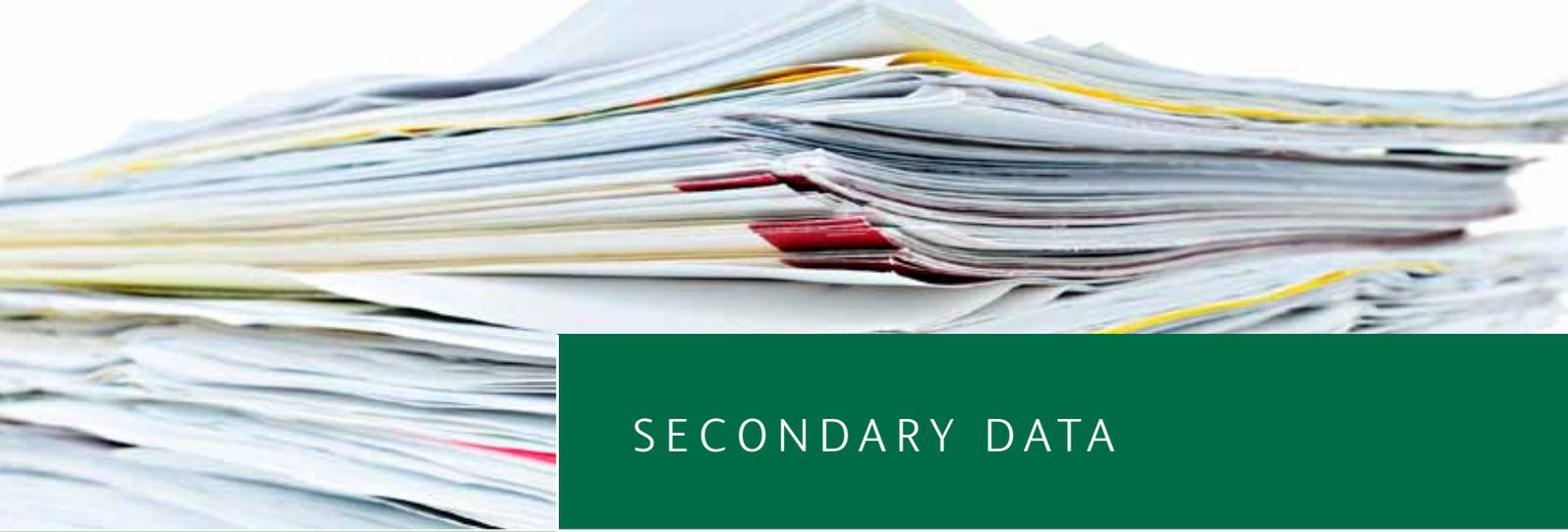
Public library services are free to use.

WHO TO CONTACT

Hazel Birt principal librarian children and young people

01384 812964

hazel.birt@dudley.gov.uk



SECONDARY DATA

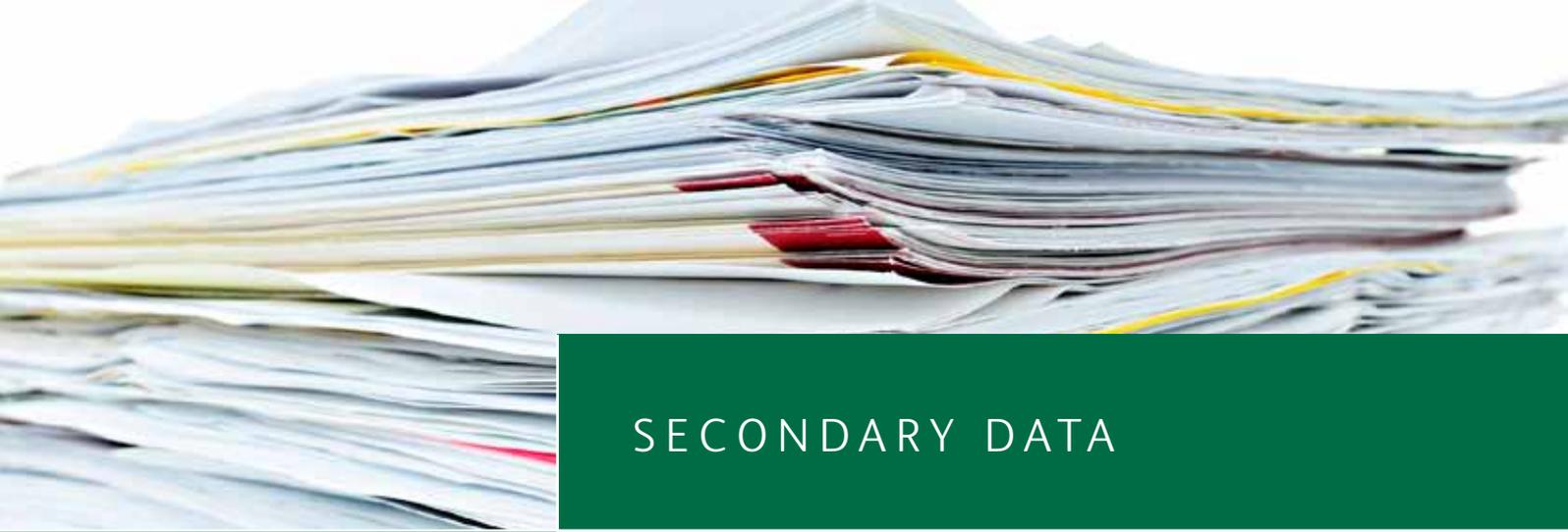
OVERVIEW

We have two teams which work together to provide a comprehensive data package for academies. Our assessment team & performance & development team (attainment) have designed, developed and provide comprehensive data analysis to support raising the standard of achievement and attainment.



WHAT THE SERVICE PROVIDES

- Licence and subscriptions for relevant software – National Consortium for Examination Results/Educational Performance Analysis System (NCER/EPAS).
 - Fischer Family Trust (FFT) pupil data, account and account management schools will receive:
 - Access to FFTLive.
 - Account management.
 - Pupil level data and estimates for Y8, Y9, Y10 and Y11.
 - School level summary data and analysis.
 - Self-evaluation report.
 - KS3 and KS4 value added analysis.
 - Y6 – Y7 transition – provision of early data in July. Academies will receive KS2 data in July as part of the Y6/Y7 transition process. This is an Excel file containing:
 - KS2 test results.
 - KS2 teacher assessments.
 - KS1 teacher assessment prior attainment data.
 - Contextual data e.g. FSM, SEN.
 - Y6 – Y7 transition – provision of Common Transfer File (CTF). In August academies will receive a CTF file as part of the Y6/ Y7 transition process. This will contain, for Dudley pupils only:
 - KS2 test results.
 - KS2 teacher assessments.
 - KS1 teacher assessment prior attainment data.
 - Contextual data e.g. FSM, SEN.
 - Academies can import this file directly into their IMS, an efficient and time- saving method for Y7 KS2 results and context data.
 - GCSE results day academies complete and return a pro-forma. The returns are co-ordinated into a spreadsheet that shows:
 - All schools' comparative data.
 - Provisional LA figures.
 - Circulated to schools before 12.30pm on that day.
 - Y7 estimates in FFT. We match pupils' data to send to Fischer Family Trust which then provides KS3 and KS4 estimates for Y7 pupils in FFTLive. This involves:
 - Collecting a current Y7 CTF from schools.
 - Matching Y7 pupils to FFT data and investigating unmatched pupils.
 - Sending checked data to FFT.
 - FFT calculates estimates and makes them available through FFT Live.
- This work ensures that academies have ALL the relevant information in FFT by October half-term – well before RAISEonline is available. (Note: Y7 is NOT in RAISEonline)
- Access to Portal for shared comparative data. Provision of and access to data for headteachers through the Headteachers Data site on the Portal. This will allow us to continue to share data and transfer files securely.



SECONDARY DATA

- EPAS account and account management. EPAS online is a sophisticated KS4 and KS5 in-depth analysis tool. EPAS can:

Complement existing in-school data analysis.

Be available by the end of September.

Give early indicative data, both for Dudley and national.

Respond quickly to new indicators.

Offer great flexibility in reporting on different groups of pupils.

Provides subject performance, progress, value added and residual data

- Managers meetings. Data Managers' meetings are now to be included in the Data package. It includes, three meetings throughout the year – one-a-term. Updates and support.

BENEFITS TO YOUR ACADEMY

We provide an experienced and efficient service using the latest data capture tools. We are able to help you monitor and analyse data which is key to raising educational standards in your academy

COSTS

For the standard package - £2,000 per academy.

In addition to the provision of the data package as described which includes support through telephone or email, bespoke work can be commissioned at an additional cost. For example, it is possible to provide deprivation data, exclusions data and/or attendance data at an additional charge.

Please contact us to discuss your needs. Bespoke work will be charged depending on the time needed to design, develop and deliver the negotiated package (£400 per day).

WHO TO CONTACT

Andrew Kinsella – Senior Information Analyst

01384 815739

andrew.kinsella@dudley.gov.uk

Duncan Gregory – Adviser for Assessment

01384 813756

duncan.gregory@dudley.gov.uk



SCHOOL IMPROVEMENT SERVICES

OVERVIEW

We offer coaching and modelling methodologies to support and embed key messages from the latest research and national reports into the learning environment. Our consultants can coach and advise subject leaders, class teachers, teaching assistants and other professionals to develop the skills, knowledge and understanding they require to improve pupil outcomes. Staff will benefit from being kept up-to-date with the latest research and initiatives enabling them to reflect on their practice with a specialist in their field.



WHAT THE SERVICE PROVIDES

- Termly subject leader development meetings for four subjects (English, mathematics, science and ICT).
- Behaviour leaders network meetings (termly).
- Termly secondary deputies forum.
- Termly assessment co-ordinators update meeting.
- Email and telephone support that responds to the immediate needs of your staff.
- Bespoke support for four core subjects.
- Improvements in learning and teaching – through modelling good practice and coaching/ partnership teaching opportunities.
- Updating of subject knowledge and understanding.
- Sharing the current key messages pertinent to core subjects.
- Embedding improvements in subject leadership and management, learning and teaching.
- Embedding improvements in year group (pastoral/behavioural) leadership and management.
- Embedding effective use of data to target intervention. Identification of under-attaining or under-achieving groups and individuals including gender, ethnicity, gifted & talented and looked after children.
- Effective use of assessment for learning and assessing pupil progress to inform teacher planning, pupils steps in learning and tracking/ understanding pupil progress.
- Facilitate change, with the support of senior leadership teams.
- Opportunities to convey key messages, updates and share good practice.
- Regular review of support packages.
- Support the development of intervention programmes for identified vulnerable children (i.e. Gypsy Roma Traveller and MEA).



SCHOOL IMPROVEMENT SERVICES

BENEFITS TO YOUR ACADEMY

Advice and support at any level can be tailored to your needs. Secondary consultants working for the Dudley team are experienced with all work in the secondary field – teaching, leadership and management support. They have networking contacts in their area of expertise to keep abreast of new and developing areas.

COSTS

£400 – a whole day (two sessions) £200 – a half day (1 session)
(for further details of costs please refer to the website)

www.edu.dudley.gov.uk/secondary

WHO TO CONTACT

Jane Pritchard – Senior Administrator

01384 818022

jane.pritchard@dudley.gov.uk

Steve Lockwood - Education Improvement Adviser

01384 814219

steve.lockwood@dudley.gov.uk



SITE SERVICES

OVERVIEW

We can provide your academy with cost-effective additional services to maintain your buildings.



WHAT THE SERVICE PROVIDES

- Facilitate the reconditioning of hard floor areas - to include, stripping, sanding and resealing of surfaces.
- Electrical Portable Appliance Testing.
- Carpet and upholstery cleaning.
- Site maintenance service to assist existing site staff in general DIY tasks around your academy site.
- Water damage and flood restoration equipment – to include advice and the supply of equipment to treat and dry out damaged areas.
- Carpet replacement and floor maintenance – to include heavy duty entrance matting.
- Specialist equipment for external maintenance and housekeeping – machinery and usage training provided. Machinery includes petrol sweepers for external grounds maintenance.
- Transport and logistics provision – transport and labour provided for heavy duty tasks.

BENEFITS TO YOUR ACADEMY

You will get an experienced, professional, timely and cost-effective service to help you maintain the physical assets on your site.

COSTS

Prices provided upon application following an on-site survey

WHO TO CONTACT

Catering and Client Services

01384 814325

01384 814300

DccsHelpdesk.CS@dudley.gov.uk



SYCAMORE ADVENTURE

OVERVIEW

For a fantastic day of fun, play and outdoor learning, come and join us at Sycamore Adventure, Dudley's state-of-the-art award-winning adventure playground offering inclusive play for all children and young people.

We welcome bookings throughout the year from organisations working with children and young people, including schools, nurseries, children's centres, childminders, youth groups, holiday play schemes, charities and specialist organisations. We can take up to 60 children and young people aged 0 - 19.

Our playground includes huge towers, swings, slides, a desert island and ship wreck, forests, racing tracks, fire pits, trampolines, water play, sand pits and much more. Our play barn offers a play room with a wide range of toys, sensory room, games mezzanine and toilet facilities.

WHAT THE SERVICE PROVIDES

- Free play: a range of loose parts and materials are provided to allow children to direct their own play without the intervention of adults.
- Forest schools: our trained team can provide outdoor learning in our forest environment.
- Sensory play: visit our amazing sensory room, explore with gloop or snow, water and sand play, sensory baskets, musical instruments, fabrics and scents. Sensory play will evoke the senses and stimulate your children and young people.
- Go karting: make use of our inclusive state of the art go-karts, including dual seated go karts, wheelchair accessible bikes, scooters and trikes. Inclusive biking sessions will provide a fun packed play session for all children!
- Team building: through a range of fun games and activities, our trained staff will support your children to improve group dynamics.
- Den building: our trained team support children to use a range of tools and materials to build their own dens and structures.
- Group games: our play team can provide a wide range of group games to get your children playing together.
- Arts and crafts: badge making, junk modelling, mask making and much more. The play team will provide children with a wide range of materials to get creative with.
- Story telling: our play team will bring stories to life in our adventure playground environment, using puppets, props and children's participation.

BENEFITS TO YOUR ACADEMY

Our skilled staff will help your pupils' team-building, learning and behavioural skills in a fantastic, new, vibrant, adventure play centre which is right on your doorstep.

COSTS

Half day booking (9.30am – 12pm/12.30pm – 3.15pm): £160; Full day booking (9.30am – 3.15pm): £320. (Book at www.sycamoreadventure.co.uk).

Package deal one

Four half day bookings/two full day bookings/combo of full and half day bookings: £590 (a saving of £50). Package deals run from April to the end of March, with payment required up-front.

Package deal two

Eight half day bookings/four full day bookings/combo of full and half day bookings: £1,180 (a saving of £100). Package deal 2 also provides the customer with inclusion on our distribution list where cancellations will be offered to the first responding group for free. Package deals run from April to the end of March with payment required up-front.

WHO TO CONTACT

Keith Rogers – Play Service Manager
01384 813755 or 07827 858577

play@sycamoreadventure.co.uk www.sycamoreadventure.co.uk



TRANSPORT SERVICES

OVERVIEW

We provide a complete contract hire service to schools, including the provision, servicing and inspection of minibuses, together with a comprehensive training package to nominated drivers.



WHAT THE SERVICE PROVIDES

We provide a complete transport service to your school including:

- Full MOT, service, safety inspection and maintenance package.
- Electronic scheduling of vehicle servicing via email.
- Replacement vehicle while vehicle is the off-road for servicing.
- Full Ford/RAC breakdown, recovery & roadside assistance service.
- Full three year manufacturers warranty on all vehicles.
- All fair, wear and tear items included.

- Tyre contract to support your vehicles, anywhere in the UK.
 - The issuing of Section 19 Permits.
- In addition, we can provide:
- Spot-hire vehicles.
 - Awareness raising of risk management and health & safety on the road.
 - Minibus MIDAS/ assessments.
 - Driver licence six monthly checks.
 - D1 & HGV driver training.
 - Driver's handbook.
 - Drivers Certificate of Professional Competence training.

BENEFITS TO YOUR ACADEMY

- Professionally trained staff providing quality vehicle service management; winners of the Association of Public Service Excellence Internal Transport Service Team of the Year Award in 2004 and 2008.
- Warranty agents for all Ford and Iveco products.
- Dedicated commercial vehicle workshops, with an onsite stores facility.

COSTS

Based upon the contract requirements, charges for these services are provided in the supplementary information available on request.

WHO TO CONTACT

Paul Massey, Fleet Manager
01384 814540
paul.massey@dudley.gov.uk

Karen Bull, Driver Training Officer
01384 814519
karen.bull@dudley.gov.uk



WASTE CARE

OVERVIEW

Dudley Council's Waste Care Section acts as both the Waste Collection Authority and the Waste Disposal Authority within the borough. All due care is taken to operate within the regulations contained in the Environmental Protection Act 1990. To comply with current legislation it is a mandatory requirement for schools to complete and sign a transfer note, which identifies the type of waste and quantity produced on an annual basis. Such documentation will be provided by the Waste Care Section, together with a contract for the service. You are required by law to keep a copy of the transfer note (these are renewed and charged on an annual basis).



WHAT THE SERVICE PROVIDES

- Waste collections, at the specified collection fee, will be made for 40 weeks (term time only).
- An increase in collections can be arranged.
- A range of containers for control of waste.
- A waste collection and disposal service to suit customer needs.
- One-off single bulk collections.

BENEFITS TO YOUR ACADEMY

We are the Waste Collection Authority, delivering all waste to the Waste to Energy plant, producing electricity for the National Grid. We operate a modern, well-equipped and maintained fleet of vehicles each manned with trained personnel.

Safety is important. Vehicles are equipped with rear view CCTV equipment and every effort is made to service schools at times to minimise contact with pupils. We service in excess of 3,300 trade customers each week, our vehicles operating exclusively within the borough.

COSTS

Fee per container/collection:

1100L £8.45

660L £6.73

There is an annual charge of £9.40 for the provision of the waste transfer note.

WHO TO CONTACT

Sue Perkins, Technical Assistant (Trade Waste)

01384 814788

sue.perkins@dudley.gov.uk

Quarterly Corporate Performance Management Report

Summary for Scrutiny Committee on Children's Services

Quarter 4 (January to March 2012)

Quarterly Corporate Performance Management Report

Contents

Section 1: Introduction **Page 3**

Section 2: Performance Summary Quarter 4 2011/12 **Page 4**

Section 3: Reporting on Council Action Plan Priorities **Page 5**

Health and Wellbeing **Page 6**

Individual and Community Learning **Page 9**

Community Safety **Page 13**

Section 1: Introduction

This is the fourth Quarterly Corporate Performance Management Report of 2011/12 highlighting performance for the period January 1st 2012 to March 31st 2012.

The report represents local people matters and priorities contained within a number of key activities and indicators. There has been a radical reduction in the number of indicators in the Council Plan, and a determination to operate a revised, slimmed down performance reporting system that focuses on the key local outcomes. Our aim is to reduce the bureaucracy of performance reporting but to make our local priorities and our performance more open and transparent.

Following consideration by Corporate Board, the Cabinet Performance Management Sub-Group and Cabinet, this report will be made available to the public via the internet.

A performance summary, incorporating the key service achievements and issues affecting Dudley MBC during quarter 4, is included in **Section 2**.

The main body of the report focuses on the seven priorities contained in the Council Action Plan and progress against the key performance indicators and activities used to determine our delivery of these priorities is included in **Section 3**.

Section 4 includes current sickness absence information for the year to date, together with trend data for comparison.

Section 2: Performance Summary Quarter 4 2011/12

This section summarises the performance information and key achievements and issues affecting children's services in Dudley that are addressed in detail in the main body of the report.

There follows a brief summary of performance for each Council Plan priority, including any significant achievements and challenges. The detail behind these headlines is included in Section 3 of the report.

Individual and Community Learning Performance Review

Section 3: Reporting on Council Action Plan Priorities

The Council Plan 2013 sets out the Authority's priorities for the three year period 2010-2013. It provides a focus on where we want to be over the next three years and outlines how we are planning to meet a combination of key drivers:

- National priorities set by Central Government
- Aspirations of the Dudley Community Strategy 2020
- Issues that matter most to local people
- The unique challenges arising from the economic climate

This section provides a detailed review of the progress of the key performance indicators and activities contained within the Council Action Plan.

Traffic light status indicators are used to denote performance as follows:

In terms of the **key activities** they represent the following progress:

- ★ Good (ahead of schedule)
- Fair (on schedule)
- ▲ Poor (behind schedule)

For **key performance indicators** they represent performance as:

- ★ Better than target limits
- Within target limits
- ▲ Worse than target limits

Comments are included for key performance indicators where performance is below target limits or where additional, useful intelligence is available.

Scrutiny Committees receive a summary of this report based on their areas of interest. For clarity, key performance indicator scorecards include reference to the Scrutiny Committee monitoring its performance.

Health and well-being

Priority HW2 Tackle inequality in physical health and mental well-being

Objective 1 Improve people's physical health

ref	Key Activities	Status	Progress	Lead Officer
HW2.1b	Reduce harm to children by limiting the access to alcohol and tobacco		121 test purchases for alcohol and tobacco were carried out, with 9 sales for alcohol and 2 sales for tobacco.	Nick Powell DUE

Priority HW2 Tackle inequality in physical health and mental well-being

Objective 2 Improve people's mental health and well-being to ensure vulnerable people are safeguarded

ref	Key Activities	Status	Progress	Lead Officer
HW2.2a	Ensure that vulnerable children and young people are safe from maltreatment and neglect		<p>Social workers for the township clusters have been appointed and work has commenced on an early intervention casework screening approach within St Thomas's Ward. A similar approach has been identified to respond to rising numbers of children subject to neglect in Lye based around the children's centre facilities and in partnership with Action for Children.</p> <p>With early intervention money the family intervention project will be extended and will work with the troubled families group to target families who meet the Dept for Communities criteria. Funding has been secured for an education liaison worker for the DART (Domestic Abuse Response Team) to enhance early identification and service provision.</p> <p>Funding has also been secured to enhance the street teams' project to respond to children at risk of sexual exploitation and young runaways.</p>	Pauline Sharratt DCS

HW2.2b	Ensure looked after children have good care, security, stability and achieve the best possible outcomes	●	The quality of care provision in regulated settings has been maintained to good and outstanding standards. Data has been reviewed and targeted activity is being focused in the 10-15 age groups where we have seen the greatest rise in admissions. Family Intervention Service is being extended to provide greater capacity to respond to families experiencing difficulties. The Independent Review Officer Service (IRO) has been enhanced to support the timely formulation and implementation of care plans. We continue to perform well on placement stability.	Pauline Sharratt DCS
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Key Performance Indicators									
Direct.	Ref:	Definition	08/09 Actual	09/10 Actual	10/11 Target	Q1 Actual	Q2 YTD Actual	Q3 YTD Actual	4 YTD Actual
DCS	T_F 003	% of looked after children/care leavers conceptions	-	-	-	Annually reported			N/A -
DCS	NI 112	Under 18 conception rate	-	-	-	Annually reported			See comment -
<p>Comment for T_F 003 This was a new locally developed indicator for 2011-12, on review across the year it has not provided robust management information. A new indicator will be developed for 2012-13. In summary for 2011-12 - the number of conceptions of LAC/care leavers in the whole teenage conception cohort is currently April 2011 to date is 11.1% of the teenage conception population (known) is made up of LAC and Care Leavers. The overall figure for 2011-2012 was 7.2% of recorded conceptions were made up of LAC and Care leavers.</p> <p>Comment for N1 112 NB Figures are available 14 months in arrears, data is up to 2010. There is no national target; a local target has been agreed for 2012-13. There has been a further reduction in teenage conceptions for Dudley to 25.8% reduction since the 1998 baseline 54.7%.</p>									

Key Performance Indicators

Direct	Ref	Definition	10/11 Target	10/11 Actual	11/12 Target	Q1 Actual	Q2 Actual	Q3 Actual	Q4 Actual	Scrutiny Committee
DCS	DCS NI 148	Care leavers in employment, education and training	-	Availably in July	60%	57.1% ●	50% ●	50% ●	26.7% ▲	Children's Services
DCS	DCS NI 59	% of initial assessments for children's social care carried out in less than 7 working days	-		67%	59.1 ▲	58.60% ▲	57% ▲	80.80% ★	Children's Services
DCS	Local DCS C&F 012	Number of looked after children per 10K of the child population		94	94	95 ●	96.8 ●	96.9 ●	104.90 ▲	Children's Services
DCS	Local DCS Q&P 015	Number of children subject to a child protection plan per 10K of the child population		34.6	34.3	33.4 ●	35 ●	36.6 ●	33.3 ●	Children's Services

Comment for DCS NI 148 - The figure for Quarter 4 has dropped and remains a challenge. A number of meetings have taken place with Post 16 Providers ensuring they understand the needs of Care leavers and adapting provision to suit needs. The OfSTED Inspection result for Economic Wellbeing - Looked After was a positive result we achieved 'Good'. Priority for Quarter 1 2012-13 will be to work intensively with 16yr and 17 yr olds in order to sustain positive outcomes. (4 young people from a cohort of 15)

Comment for DCS C&F 012 - - Numbers of LAC have been rising both locally and nationally. The number of new admissions in Dudley has remained relatively static but children are staying longer in care for a variety of reasons including complexity of case history, court delays and in Dudley we maintain a comprehensive post 16 support package to prevent children being prematurely placed for independent living. The particular rise in Dudley is within the 0-4 and the 10-15 age group.

We have a number of targeted initiatives as follows:

Targeted youth support panel focussing on prevention of reception into care 10-15 age group and targeted activity to return young people admitted on a voluntary basis home as soon as practicable with support.

- Work with the children's centres to provide early identification of families requiring additional support in the 0-4 age group. We have appointed social work posts for the locality clusters to provide social work expertise and to assist professionals in managing risks.

Focussed activity on progressing special guardianship orders which transfer parental responsibility to carers and the children in these circumstances cease to be looked after.

Individual and Community Learning

Priority ICL1 Widen participation in adult and family learning to enhance personal and social development, knowledge and skills, employability, health and wellbeing				
Objective 2 To improve numeracy, literacy and life skills of children and adults to improve life chances.				
ICL1.2a	Improve outcomes for children aged 0-11 (early years and primary)	●	Validated performance data for all key stages (0-11) were presented to Scrutiny Committee this term. This data confirms that Dudley continues to make adequate progress for all key stages, with good or very good in early years.	Dave Perrett DCS
ICL1.2b	Improve outcomes for children and young people aged 11-19 years (or aged 25 for those with disabilities)	●	Validated performance data for all key stage (11-19) were presented to Scrutiny Committee this term. This data confirms that Dudley continues to make adequate progress putting the Borough in line with the national average.	Dave Perrett DCS
Priority ICL2 Remove barriers to learning and supporting local people, particularly vulnerable groups, to raise their aspirations and to realise their potential				
Objective 1 To narrow the gap in educational achievement between vulnerable key groups of children and young people and the borough average				
ICL2.1a	Improve outcomes for children aged 0-11 (early years and primary)	●	2011 key stage 2 SAT results indicate that the gap between children receiving free school meals and their peers has increased by 2% (percentage of children achieving level 4 and above in both English and Maths). Results for looked after children continue to rise. Full details are accessible in the Education Attainment Report presented to scrutiny committee.	Dave Perrett DCS
ICL2.1b	Improve outcomes for children and young people aged 11-19 years (or aged 25 for those with disabilities)	●	2011 key stage 4 GCSE results indicate that the gap between pupils in receipt of free school meals and their peers has increased by 3% (percentage of pupils attaining 5A* - c including English and Maths). For pupils from ethnic minority backgrounds performance remains variable. Full details are accessible in the Education Attainment Report presented to scrutiny committee.	Dave Perrett DCS

Key Performance Indicators							
Direct.	Ref:	Definition	09/10 Actual	10/11 Actual	11/12 Target		
DCS	NI 072	% of children assessed against the Early Years Foundation Stage Profile (FSP) achieving 78 points (with at least 6 in each of the scales in personal, social and emotional development and communication, language and literacy)	-	-	50	Annually reported	54
DCS	NI 073	% of pupils achieving level 4 or above in both English and maths at Key Stage 2	-	-	80	Annually reported	73
DCS	NI 075	% of pupils achieving level 5 or more A* - C or equivalent, including English and maths, Key Stage 4	47.90	-	61	Annually reported	58.5
DCS	NI 80	Achievement of level 3 qualification by the age of 19	-	48	53	Annually reported. Data not available	N/A

Priority ICL2 Remove barriers to learning and supporting local people, particularly vulnerable groups, to raise their aspirations and to realise their potential

Objective 1 To narrow the gap in educational achievement between vulnerable key groups of children and young people and the borough average

ICL2.1a	Improve outcomes for children aged 0-11 (early years and primary)		<p>2011 key stage 2 SAT results indicate that the gap between children receiving free school meals and their peers has increased by 2% (percentage of children achieving level 4 and above in both English and Maths). Results for looked after children continue to rise.</p> <p>Full details are accessible in the Education Attainment Report presented to</p>	Dave Perrett DCS
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			scrutiny committee.	
ICL2.1b	Improve outcomes for children and young people aged 11-19 years (or aged 25 for those with disabilities).	●	2011 key stage 4 GCSE results indicate that the gap between pupils in receipt of free school meals and their peers has increased by 3% (percentage of pupils attaining 5A* - c including English and Maths). For pupils from ethnic minority backgrounds performance remains variable. Full details are accessible in the Education Attainment Report presented to scrutiny committee.	Dave Perrett DCS

Key Performance Indicators

Direct	Ref	Definition	10/11 Target	10/11 Actual	11/12 Target	Q1 Actual	Q2 Actual	Q3 Actual	Q4 Actual	Scrutiny Committee
DCS	DCS NI 117	16-18 years olds who are not in education, employment or training (NEET)	n/a	4.1%	To be set	5.1%	5%	5%	N/A	Children's Services
						-	-	-	-	

Key Performance Indicators							
Dire ct.	Ref:	Definition	09/10 Actual	10/11 Actual	11/12 Target		
DCS	NI 092	% gap between the lowest achieving 20% in the early years foundation profile and the rest	-	-	31.80	Annually reported	31.40
							
DCS	NI 099	% looked after children who have been in care for at least one year who were in year 6 and achieved at least level 4 in English at Key Stage 2	37.50	37.00	50	Annually reported	50
							
DCS	NI 100	Looked after children reaching level 4 in mathematics at Key Stage 2	40.60	43.00	50	Annually reported	46
							
DCS	NI 101	% looked after children who have been in care for at least one year who were in year 11 and achieved at least 5 A* - C GCSEs or equivalent including English and Maths	7.70	19.00	21	Annually reported	18.2
							
DCS	NI 102i	% point gap between pupils eligible for free school meals and their peers achieving expected level at Key Stage 2	-	-	22.60	Annually reported	26
							-
DCS	NI 102ii	% point gap between pupils eligible for free school meals and their peers achieving the expected level at Key Stage 4	-	-	24	Annually reported	32.9
							-
DCS	NI 104	The special education/non SEN gap/achieving Key Stage 2 English and Maths threshold	-	-	54	Annually reported	52
							-
DCS	NI 105	% point gap between pupils identified as having special educational needs and their peers achieving 5 A* - C GCSE s grades or equivalent including English and Maths	-	-	44	Annually reported	50.9
							-

DCS	NI 107	% point gap between pupils in low attaining minority ethnic groups and their peers achieving the expected level at Key Stage 4	-	-	-	Annually reported	-
DCS	NI 108	% point gap between pupils in low attaining minority ethnic groups and their peers achieving the expected level at Key Stage 4	-	-	-	Annually reported	-

Community Safety

Objective 5 Children and young people substance misuse: Increase the number of young people leaving specialist treatment in a planned way

CS1.5a	Ensure that a referral process is in place and implemented for those children and young people leaving specialist treatment and in need of other services on exit	★	97% of young people who left treatment in an agreed and planned way were referred back/on to other young people's targeted or universal services. This compares to a national figure of 68%.	Audrey Heer CEX
CS1.5b	Ensure that there is an effective transition process in place for those young people leaving specialist treatment at the Zone and entering treatment with CRI (Adult Drug Service) or Aquarius (Adult Alcohol Service)	●	Report identified due to support and liaison work young people are more likely to be retained in adult treatment services following transition. Procedures have now been refreshed. Identifiable champions in both adult and young people's services will be monitoring all transitions.	Audrey Heer CEX

Priority CS1 Maintaining Dudley as the safest borough in the West Midlands

Key Performance Indicators

Direct	Ref	Definition	10/11 Target	10/11 Actual	11/12 Target	Q1 Actual	Q2 Actual	Q3 Actual	Q4 Actual	Scrutiny Committee
DCS	DCS NI 111	First time entrants to the youth justice system.	887	830	To be set	Data not yet available	N/A	Please see comment	Please see comment	Community Safety and Community Services

Comment for NI 111; The data is based on a 12 month rolling period. The most current data is Oct 10 to Sept 11 the outturn being a rate of 461 which when compared to Oct 09 to Sept 10 rate of 835 is a percentage change from selected baseline of -44.8%. Again an excellent outturn by Dudley exceeding the reduction of First Time Entrants (FTE) of the West Midlands Youth Offending Teams, YOT Family group and England outturns'.

Scrutiny Committee on Children’s Services – 13th September 2012

Report of the Director of Children’s Services

Directorate of Children’s Services – Contextual Information regarding Performance in the Following Areas:-

Care leavers in employment, education and training

Number of looked after children per 10,000 of the child population

Purpose of Report

1. To inform members of the committee about specific performance measures, and factors affecting performance measures, in a small number of specific areas highlighted in the quarterly reporting process.
2. To inform members of actions being taken and which are planned, to improve performance.

Background

3. The Directorate of Children’s Services reports regularly to Scrutiny Committee on issues where we are performing below target in order to help members understand why this is the case, and what the Directorate of Children’s Services and the Children and Young People’s Partnership is doing to improve. This report is based upon the performance measures within our Directorate Strategic Plan. In some cases performance measures have not changed since last time as they are based upon data that is only reported annually e.g. examination results.

Care leavers in employment, education and training

Whereas our target for this indicator for 2011/12 was 60% our actual end of year percentage was 26.7

The actual cohort (numbers of young people) contained 15 individuals who had their 19th birthday within the specified period. Of these 4 were in employment, education or training at the time of the report.

This area of work remains a real challenge due to the prevailing economic conditions, the national trend in youth unemployment, together with the circumstances of this group of young people.

The group are a priority for Connexions, the 16+ Social Care Team and the Looked after Children Education Team. Every looked after young person is provided with individual support to find a positive destination and this involves assistance in the completion and submission of applications and dealing with recruitment processes. Extensive work is done in colleges in order to prevent looked after children from dropping out of educational programmes.

Whilst every effort is made to maintain contact and support for individuals on leaving care, some of them move away from Dudley and choose not to communicate with us. Others are young mothers and have chosen to concentrate on their parental responsibilities rather than employment or education.

It is the case that more care leavers than ever before are gaining places in higher education. At the time of writing this report six looked after children are currently studying at University. One care leaver recently gained a first class degree in Marketing with International Tourism / Management and an increasing number of care leavers each year are applying for University places.

Number of looked after children per 10,000 of the child population

Whereas our target for the year was 94 the actual end of year figure was 104.9.

The numbers of children in care shows a rising trend in Dudley. The numbers of new admissions has remained relatively stable but the numbers of discharges has reduced. Children are staying longer often due to the complexity of case history and family circumstances. We have seen particular rises in the 0-4 and 10-15 age group with neglect accounting for the majority of the admissions. The number has a direct correlation to the numbers of people in receipt of job seekers allowance so the economic climate has a significant impact.

We have a higher proportion of children on statutory orders than the England average so these children will have met the threshold for care as determined by the courts.

We are accelerating the development of early support services and increasing capacity in our family support services. This will assist in the identification of need at an early stage and provide support to those children on the edge of care to prevent admissions wherever possible but also to provide care where there is a risk of or actual significant harm to children and young people.

It is the case that professionals are encountering more cases of poor parenting than was the case in previous years, and society's expectations about the need to protect children from neglect have risen markedly. The challenge of keeping children safe and controlling the costs of doing so is immense.

Finance

4. Our action plans concerning improvements in these areas are based upon existing budgets.

Law

5. The main pieces of legislation governing these aspects of our work are the Children Act 2004 and the Education and Inspections Act of 2006.

Equality Impact

6. OfSTED judges that Dudley's Services for all children and young people are good but agrees with our self assessment that the progress of children in care and those with learning difficulties/disabilities should continue to be seen as priorities for improvement.

Recommendation

7. That the report be noted by the committee.



.....
Jane Porter
Director of Children's Services

Contact Officer: Ian McGuff (Assistant Director Children's Services)
Telephone: 01384 814387
Email: ian.mcguff@dudley.gov.uk

CHILDREN'S SERVICE SCRUTINY COMMITTEE & THE HEALTH AND ADULT SOCIAL CARE COMMITTEE

SEPTEMBER 2012

Joint Report of the Director of Adult, Community and Housing Services, Acting Director of Children's Services, Director of the Urban Environment, the Director of Public Health and the Interim Senior Responsible Officer of the Clinical Commissioning Group

DRAFT JOINT HEALTH AND WELL-BEING STRATEGY

Purpose of Report

1. For the Committee to consider the Shadow Health and Well-Being Board's Draft Joint Health and Well-Being Strategy.

Background

2. In response to NHS reform, the Cabinet established a Shadow Health and Well-Being Board as a new Committee for the Council beginning in the 2011/12 municipal year.
3. There are a number of key functions for the Shadow Health and Well Being Board. These include the need to develop a Joint Health and Well-Being Strategy.
4. The Strategy should be built on the analysis of the Joint Strategic Needs Assessment which is a responsibility of the Directors of Children's Services, Adult Social Services and Public Health. This assessment combines analysis of both quantitative and qualitative data. Quantitative data includes issues such as demography; health issues such as substance misuse or obesity; and policy issues such as the number of looked after children or the number of adults receiving direct payments for their care. Qualitative data includes the outcomes of consultation and engagement with Dudley people either formally or informally.
5. The Shadow Board has met in public session as well as to undertake Board Development work. This has included consideration of proposed content of a draft Joint Health and Well-Being Strategy which is included as an Appendix to this Report. The Draft builds on the analysis of our Joint Strategic Needs Assessment.
6. The production of a Joint Health and Well Being Strategy is a key activity of the Shadow Health and Well Being Board. The work associated with such a Strategy supports the duty on Local Authorities and Clinical Commissioning Groups to improve health and the quality of health services.

7. The Shadow Health and Well Being Board has shaped its initial direction for a Joint Health and Well Being Strategy where key considerations have included:
 - the need to address the needs of all people “from cradle-to-grave,” across the whole life-course including an initial suggestion of the “Top Ten” Key Facts from our Joint Strategic Needs Assessment;
 - focus on important principles such as closing the health inequalities and care gap through health improvement and improvement in quality of health services;
 - next steps in improving our approach to integrated commissioning and provision between the Council and the Clinical Commissioning Group so that people using services have better pathways to care;
 - responding to the content of the discussion by the Shadow Health and Well-Being Board at both its public meetings and Development Sessions to date e.g. what a definition of “Well Being” has meant to the Shadow Board Members;
 - that the Strategy should be concise and produced to meet the needs of a range of audiences; and
 - that the public should be engaged in the development of the Strategy.
 - Knowing that more analysis on the needs of children and young people will be needed in the area.

8. Practically, a Planning / Editorial Group was formed on behalf of the Shadow Board and a First Draft Joint Health and Well Being Strategy was developed. This version was the basis for consultation with the public and stakeholders at the Shadow Board’s Engagement Event of 5th July 2012. Connected but targeted arrangements have been made to meet the needs of children and young people for engagement on the draft Strategy. In developing the Draft Strategy, the Shadow Board has also had available to it, the outcomes of a separate but connected engagement event organised by the Clinical Commissioning Group in June 2012 on connected issues linked to their Authorisation Timetable.

9. Nearly 150 people attended the Engagement Event from the public, partner agencies and other stakeholders in a single late afternoon session. A rich volume of material was gained through the Event.

10. Attendees were invited to consider the main facts arising from the Joint Strategic Needs Assessment as included in the Draft Strategy. Some “headline” responses to the Draft Joint Health and Well Being Strategy which have been used to inform the current Draft included:
 - *“better engagement with communities need to allow time to explain and for life experiences to be shared to distil views” ... “need to get representative structure right”*
 - *Start with child as that is the future*
 - *“better focus/greater understanding of mental health problems and the impact this can have on communities (particularly dementia)*
 - *“need to have clear links with other local strategies ie. child poverty strategy”*
 - *“promote walking groups, activities”*
 - *“divide in Dudley – look at poor areas what are the problems – can the better areas help the other areas?”*

- *“pressure on young people, body image”*
- *“smoking/drinking – bigger than Dudley, can create local opportunities but issue wider than here”*
- *“poverty an issue but middle class/ Mr & Mrs Average are actually struggling”*
- *“issues are around pathways of care and lack of communication”*
- *“sandwich people in 50’s and 60’s age groups caring for young children and elderly parents... stressed unable to work – how do we help them taking on bigger –loads”*
- *“doesn’t address unseen needs – people who don’t access healthcare for whatever reasons”*
- *“people with learning difficulties living with older carers – more support to individuals to allow carers to have a break”*
- *“need to give change a chance”*
- *“Missing – is anything about building personal resilience to tackle what life throws at you”*
- *“the doctors appointments do not come through quickly*
- *“changing attitudes and mindsets of users to help themselves e.g. people wait hours for a prescription for aspirin*

11. As follow-up to this Engagement Event, further engagement activity is being undertaken in September the outcome of which is not available at the time of writing.

12. It has been recognised that there is much to learn from the process that has been undertaken for this Draft Joint Health and Well Being Strategy and that we can learn from this with a view to producing an even more developed product during 2013/14. This process has also provided learning for next year which will be incorporated into the Board’s engagement strategy / arrangements.

13. The Shadow Health and Well-Being Board very much welcomes the comment and contribution of the Childrens Select Committee and the Health and Adult Care Select Committee on the content of the Draft Joint Health and Well-Being Strategy so that it can influence the direction of the Strategy overall.

Finance

14. Any financial implications arising from the content of this Report will be met from within existing budgets between the agencies.

Law

15. The background to the development of Health and Well Being Boards and the production of Joint Health and Well-Being Strategies lies in the guidance issued to date leading up to the enactment of the Health and Social Care Act 2012.

Equality Impact

10. The establishment of a Shadow Dudley Health and Well-Being Board provides an opportunity to extend the influence of the Council in working more closely with partners, particularly GP and Clinical Commissioners, to consider equality issues

through the work of the Board including the development of a Joint Health and Well Being Strategy. This Strategy will need to be informed by other strategies and principally the Health Inequalities Strategy.

11. Work on an Equality Impact Assessment is being undertaken in respect of the developing Joint Health and Well Being Strategy.

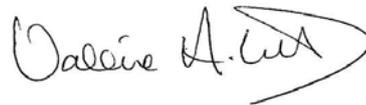
Recommendation

12. That the Committee -

- Comment on the current content of the draft Joint Health and Well-Being Strategy.



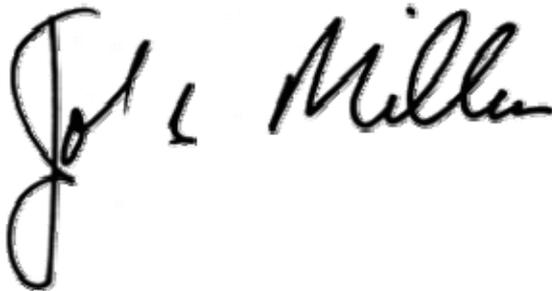
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Jane Porter
Director – DCS



John Millar
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the **Healthy Debate**

Dudley Shadow Health and Well Being Board

Draft Joint Health and Well Being Strategy



**Dudley Clinical
Commissioning Group**

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Have your say

on the local HealthWatch and Dudley's first health & wellbeing strategy

Dudley Shadow Health and Well Being Board

Draft Joint Health and Well Being Strategy

Introduction

Health and wellbeing boards are at the heart of the Government's plans to transform health and care and achieve better health and wellbeing for local people.

Two core responsibilities of the Boards are:

- Developing a Joint Strategic Needs Assessments
- A joint Health and Wellbeing Strategy.

Today's consultation centres on the joint Health and Wellbeing strategy.

Question 1 . What should the strategy be called?

The contents of the strategy will always be of the greatest relevance but its title is also of importance in terms of identification with its purpose. We would therefore appreciate your thoughts as to what the strategy should be called.

What should the strategy be called?

Background

Dudley has benefited from and is building upon a strong history of joint working between the public, private and third sectors. This has been managed in the past under the auspices of the Dudley Community Partnership – the Local Strategic Partnership for Dudley.

Dudley was one of the first health and social care economies in the country to produce its Joint Strategic Needs Assessment in 2007. This informed Dudley's Health and Social Care Commissioning Framework 2008/13, "Seeing The Bigger Picture".

A number of partnership bodies operate locally, developing, owning and implementing a series of joint strategies. Details of these joint strategies are set out in Appendix 1.

Terms of Reference for a Dudley Health and Wellbeing Board were first discussed in November 2010 and the Health and Wellbeing Board was established in shadow format as a committee of

Dudley MBC in April 2011. Since that time the Shadow Health and Wellbeing Board has met on 4 occasions and has also held separate development sessions on, inter alia, the Joint Strategic Needs Assessment (JSNA) and the Joint Health and Wellbeing Strategy (JHWS). Dudley CCG has participated in this process throughout and has been represented on the shadow H&WB from the outset.

This Joint Health and Wellbeing Strategy builds on the work which has already taken place in Dudley in recent times. It has been drawn up in the light of discussions which have taken place within the Health and Wellbeing Board.

What do you think ?

A stakeholder engagement event will take place on Thursday 5 July 2012 where we will begin the process of sharing the rationale behind this strategy with patients, carers, members of the public and other key stakeholders.

We want to know what you think and a number of questions feature in this document.

Please let us have your comments either to nick.perks@dudley.gov.uk or by freepost to:

Draft Health & Wellbeing Strategy
Communications
Dudley Council
FREEPOST MID223Q8
DY1 1BR

or hand in at the event on July 5th.

We will arrange another event in September 2012 to obtain further feedback on our priority actions, the strategy will

then be approved by the Shadow Health and Wellbeing Board in October 2012.



Joint Health and Wellbeing Strategies (JHWS) – The National Requirements

JHWSs are intended to be high level and strategic:

“..... we would encourage organisations to develop a JHWS that provides a concise summary of how they will address the health and wellbeing needs of a community and help reduce inequalities in health – rather than a large, technical document. The strategy should provide the overarching framework within which commissioning plans for the NHS, social care, public health and other services... are developed”.

(Liberating the NHS: Legislative framework and next stages; 2011, p.96)

We want our Joint Health and Wellbeing Strategy to be short and snappy and as easy to read as possible. Because the Strategy will highlight in an overarching way how we will reduce inequalities in health, much of the detail will be contained in other documents (see Appendix 1).

The priorities set out below will form the main focus for the work of the Health and Well Being Board starting from the development of policy through to implementation and managing performance.

Wellbeing – What is it?

As a first step in developing this strategy, we have discussed the notion of wellbeing and what it means. In 2008, an organisation called the New Economics Foundation (NEF) was commissioned by the Government to understand measure and influence wellbeing.

It was found that despite the exceptional economic prosperity of the last 35 years, individuals and communities did not necessarily feel better. After a certain level of income and material stability, having more money does not have an improved impact on the quality of our lives.

NEF identified five evidence based actions that lead to wellbeing as follows:

- Connect
- Be active
- Take notice
- Keep learning
- Give

NEF Action for Children have undertaken research which shows that the UK currently spends billions attempting to deal with the social problems produced by unhappy and deprived childhoods, such as drug abuse, family breakdown, obesity, mental ill health and crime. NEF has argued that resources can be saved and well being improved by changing to a more preventative system of care services for children and young people.

Members of the Shadow Health and Wellbeing Board have developed their own view of what wellbeing is made of.

Below is a “word cloud” based upon comments made by Board Members.



There are three important considerations that arise from this work:

1. Health and Wellbeing are not separate concepts –. Health is a very important part of wellbeing;
2. The importance of “family” – which draws attention to the “life course” approach (see below) to both the Joint Strategic Needs Assessment and the JHWS;
3. The importance of capturing subjective and practical information from a range of communities and individuals to balance, test and provide insight into the issues arising from the analysis of “objective” hard data.



Question 2. What does Well Being mean to you ?

The Life Course approach

Professor Sir Michael Marmot conducted a review of health inequalities in England and published a report “Fair Society, Healthy Lives”, in February 2010.

This report showed the link between economic status, health and wellbeing. Socio-economic status is an important determinant for health outcomes. Marmot has previously argued that being in control of one’s life is related to your socio-economic position and that society can be made more participatory and inclusive in order to increase overall public health.

In this sense, examining issues across the “life course” or different life stages is important. The role of public policy should be to intervene at appropriate points in order to create the type of individual autonomy required to deliver a better outcome.

The Dudley approach to life course is illustrated in the diagram below

Life Course Approach



Source: Department of Health, Census 2001, ONS mid-year population estimates 2008, Annual Population Survey 2008

This strategy will take a “life course” approach to health and wellbeing. In this context, early intervention will be an important principle in tackling inequalities across the generations.

Joint Strategic Needs Assessment

The Dudley JSNA is a live web based compendium of data and documentation which can be accessed at www.dudleylsp.org/jsna/

It reports on the needs of local people.

The Shadow Health and Wellbeing Board has considered this and identified ‘10 key facts’.

In addition, it has identified other areas (in italics below) it believes to be worthy of further attention and space is provided for your comments about these areas:-

Health Inequality Issues

Inequality of Outcome

1. Though life expectancy has increased in Dudley, men from the most deprived areas still live 9 years less than those from the most affluent fifth.

Lifestyles

2. Excessive consumption of alcohol. 65,000 adult heavy drinkers with 1 in 20 14 to 15 year olds drinking 15 units last week.
3. Obesity- 55,000 obese adults and 763 year 6 children are obese.
4. Smoking: 45,000 adults in Dudley smoke and 1 in 7 fifteen year olds smoke

Detection of ill Health

5. Blood pressure. Currently 1/3 of people with high blood pressure remain undetected.

Mental Health and Emotional Wellbeing

6. 1 in 4 people will experience a mental health problem at some point in their life; 1 in 6 adults have a mental health problem at any one time; and 1 in 10 children between 5-16 years of age have a mental health problem which will most probably continue into adulthood.
7. Suicide rates reflect the mental health of the of the community a whole.

Trends in Premature Deaths

8. Cardiovascular disease (CVD) and cancer remains the biggest killer.
9. Whilst premature mortality is decreasing for CVD and cancer, it is increasing for accidents and respiratory diseases probably continue into adulthood.

Social Determinants

10. Unemployment: This has impacted on all age groups but has hit 16 –24 year olds the hardest

Question 3. These are the needs we think are important.

Do you agree?

Have we missed any?

Priorities for action

On the basis of these key facts, the Shadow Health and Wellbeing Board will identify priority areas for action.

The CCG is committed to ensuring that these priorities are reflected in its Commissioning Plan and Intentions.



Question 4. What do you think should be our 'priorities for action'?

Integration

The local health and social care economy already makes use of mechanisms to promote integration across health and social care. In particular, Agreements under Section 75 of the Health Act 2006 exist for:-

- lead commissioning arrangements for learning disability services
- pooled budget for Falls Service
- pooled budget for Acquired Brain Injury Service
- pooled budget for Community Equipment Service
- pooled budget for the placement of children under 17 with disabilities outside Dudley

Our approach to integration will be outcome driven as follows:-

- we will identify those pathways where we believe a more integrated approach can deliver a better outcome;
- we will agree a revised pathway;
- we will identify the resources from commissioners supporting the pathways
- we will examine how resources may be better utilised – through pooled budgets, joint teams, joint posts.

Final thoughts

If you have any further thoughts about the strategy which you have not been able to record in the boxes above, please add them here: -