Cabinet Member for Community Development Statement

The Community Development Portfolio comprises of the following areas:

- Community Leadership
- Community Strategy
- Joint Community Working and Partnership (County Council, Police etc)
- Neighbourhoods & Social Exclusion
- Community Safety including CCTV
- Community Engagement & Consultation
- Economic well-being & Business Network / Liaison

Enterprise Elmbridge

The Enterprise Elmbridge Action Plan 2015-17 was agreed at Cabinet in March to provide support for our town centres, tourism attractions and businesses.

Over 60 small and growing businesses across the Borough have been supported with expert, practical advice through the Elmbridge Business Masterclass series with workshops on leadership, marketing, international trade and business continuity. In addition we have supported over 40 local businesses with advice and signposting to funding, property and specialist support. Our largest and strategically important businesses have been engaged through the Elmbridge Big Business Board meetings and we have continued to build the Elmbridge Business Network to support our local business groups.

We have supported our town centres and our local independent retailers with a record number of votes and businesses nominated for the 2015 Independent Retailer of the Year and new ‘Did you know’ and ‘Shop Local Pledge’ campaigns to encourage residents to shop locally. We have developed a new retail welcome pack to support new entrants to the High Street, added interest and footfall across our High Streets with Elmbridge Street Live, Proms in the Park and Leisure Live events and helped to launch a new monthly farmers market in Thames Ditton to bring people into the area.

The Enterprise Elmbridge Twitter account continues to grow with nearly 500 followers. We have also had over 1200 click through’s on our Enterprise Elmbridge tweets.

Small Business Saturday

Small Business Saturday is a grass-roots campaign that encourages people to support small businesses in their communities, both on the Saturday itself and beyond to promote small business all year round. We are offering free parking on Small Business Saturday 5 December in our car parks in towns and villages across the Borough.
In partnership with our local business groups and small businesses across the Borough we will be encouraging residents to shop local by promoting special business offers and events across the Borough in the lead up to, on Small Business Saturday itself and in the lead up to Christmas.

In addition Discover Elmbridge will promote any business involved so that we get the maximum exposure for Elmbridge, our High Streets and the small businesses involved.

The Elmbridge Food Festival

The second Elmbridge Food Festival attracted over 11,000 visitors to Painshill on 26 and 27 September, an increase of over 3000 people on the 2014 event. This year we supported over 45 food businesses from around the Borough and region. The centre piece was the Food and Drink Theatre where 12 demonstrations took place showcasing local chefs and businesses. The event was not only a celebration of the thriving local economy but also the cultural diversity of the Borough with local musicians, including the Elmbridge Choir and Ember Big Band as well as children’s activities, including Cobham Rugby Club, bug hunting with the Countryside Team and street dance lessons from Outside the Box Dance Company.

The event also helped us to boost our social media followers, with an increase of over 550 people across our Twitter accounts, which gives us over 8000 followers. We also saw an increase of followers on Facebook and Instagram over that weekend. Feedback from both stall holders and visitors was overwhelmingly positive.

Elmbridge Civic Improvement Fund

The Elmbridge Civic Improvement Fund (ECIF) provides grants to local businesses to help boost the local economy and attract more people to use local services and amenities. Businesses can apply for up to 90% of costs towards a range of projects including shop fronts and signage, new street furniture, promotions and marketing initiatives, as well as learning skills and training initiatives. Since 2009, the scheme has allocated over £700,000 to 194 local businesses, with £115,570.21 allocated to 28 businesses during 2015/16 so far. In addition, this year we reached over £100,000 in payments to Weybridge business alone, holding a celebration day to mark the milestone and encourage further applications to the scheme.

Elmbridge Start Up Fund

In April 2015, £50,000 from the Elmbridge Civic Improvement Fund was allocated into the Elmbridge Start Up Fund. The grant scheme offers up to £1,000 one off grant towards start-up costs for Elmbridge-based pre-starts and start-ups up to 6
months. This can cover anything from marketing costs, to purchasing of equipment, or any other elements that can help to start operating in Elmbridge.

So far, the Fund has awarded £6,176.99 to 7 businesses for items such as:

- New computer equipment
- Promotional equipment
- Business cards
- Adverts in local magazines
- Websites

**Elmbridge Business Network**

The Elmbridge Business Network continues to meet quarterly, with representatives from local businesses. The Network has supported shop local initiatives across the Borough’s high streets in June, and are in the process of supporting local initiatives for Small Business Saturday on 5 December. Throughout the year they have also received a variety of presentations from organisations including, Surrey County Council regarding the parking strategy for Elmbridge, as well as a Counter Terrorism presentation from Surrey Police. The Network have also continued to provide grants to projects promoting local businesses, most notably their sponsorship of the 2015 Elmbridge Food Festival Food & Drink Theatre. The Network also held supplementary meetings to help raise the profile of the Rugby World Cup across town centres with local businesses.

**Elmbridge Community and Safety Partnership**

The Elmbridge Community Safety Partnership is a statutory requirement. The partnership allows partners to work even better together to address key community issues, and avoid duplication of discussions.

Domestic Abuse continues to remain a priority for the Partnership. In October 2015 Surrey Domestic Abuse Awareness week took place. This year the partnership organised a ‘wear it purple’ day to highlight domestic abuse and raise awareness of the Domestic Abuse services in Elmbridge. A social media campaign also took place.

Alcohol Awareness is also priority for the Elmbridge Community and Safety Partnership. In November 2015 Alcohol Awareness Week will take place and will be supported by the partnership. This year we will be promoting the Surrey Don’t Bottle it Up Campaign.

This year the Elmbridge Community Safety Partnership has been working with the Police and Crime Commissioners Office to launch an Elmbridge version of the Joint Enforcement Team (JET) a launch is expected by the end of the year.
Child Sexual Exploitation (CSE) has also been a priority for the Partnership. In July 2015 the Partnership hosted a conference to raise awareness of CSE and to highlight the issues. The event was attended by over 70 people, including Paragon Community Housing Group, Surrey Police, Surrey County Council, Surrey Heath Borough Council, Citizens Advice, London and Quadrant Housing Trust, Tandridge District Council, Epsom and Ewell Borough Council, Runnymede Borough Council, Childrens’ Centres, Thames Valley housing association and Victim Support.

This year CIAG has also been able to obtain funding from the Office of the Police and Crime Commissioner to commission work for individuals who are in need of some intensive support and continue to come to the notice of the Police and partners. This work has recently begun and will continue until March 2016.

Community Safety Public Meeting

The Partnership held its annual ‘face the people’ public meeting on an evening in June 2015 at the Civic Centre. This year the Partnership jointly hosted the event with the Police and Crime Commissioner.

The meeting was well attended by approximately 100 people, with a mixture of local residents, representatives of local groups and other interested parties. The meeting was also filmed to enabled residents to watch it live. We were also able to live tweet throughout the meeting.

The Partnership presented an overview of the previous twelve months and gave residents the opportunity to ask Board members questions about community safety concerns.

Junior Citizen

Once again Junior Citizen was held at Walton Fire Station for two and a half weeks in June. This year 19 schools attended with just over 1100 pupils. The students were split into small groups and rotated through a series of sets which covered fire safety, making 999 calls, water safety, road safety, anti-social behaviour, first aid, stranger danger and personal safety.

This year the Organisational Development Team also ran a set on internet safety.

CCTV

The Overview and Scrutiny Working Group established itself in September 2015. The Group has noted an improvement in CCTV performance and will now look at all potential opportunities for the future of CCTV, including the service provision and any opportunities for potential savings. A report on the findings will be presented to Overview and Scrutiny in 2016.
Family Support Programme

The Surrey Family Support Programme is Surrey County Council’s delivery of the Government’s Troubled Families Programme, operating across all 11 Boroughs and Districts. Phase 1 was implemented in the spring of 2013, with Elmbridge and Spelthorne becoming operational in June 2013 and later joined by Epsom and Ewell in October 2013. Elmbridge, Spelthorne and Epsom & Ewell are delivering the programme as the North East Surrey Family Support Team (NES Family Support Team).

The original programme was due to run until March 2015, however, in February 2015 it was extended to 2020. As a result of the extension the criteria has also expanded to include:

- Children that need help
- Adults out of work/financial exclusion
- Children who have not attended school regularly
- Crime and anti-social behaviour
- Health problems
- Domestic Violence

Families must meet at least two of the criteria.

The North East Family Support Team has a target to work with 144 families during 2015/16 and currently has worked with 61%. Across Surrey 625 families have to be turned around by the end of March 2016.