

AGENDA MANAGEMENT SHEET

Name of Committee Cabinet

Date of Committee 9 July 2009

Report Title Warwickshire Sustainable Community Strategy

Summary What will Warwickshire look like in 2026?

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Would the recommendation decision be contrary to the Budget and Policy Framework? [please identify relevant plan/budget provision] No.

Background papers None

CONSULTATION ALREADY UNDERTAKEN:-

Details to be specified

- Other Committees
- Local Member(s) PSB Members - Involved in Consultation Process
- Other Elected Members PSB Members - Involved in Consultation Process
- Cabinet Member
- Chief Executive
- Legal
- Finance
- Other Chief Officers Involved in the Consultation Process
- District Councils Involved in the Consultation Process
- Health Authority Involved in the Consultation Process
- Police Involved in the Consultation Process

Other Bodies/Individuals

Involved in the Consultation Process

FINAL DECISION NO

SUGGESTED NEXT STEPS:

Details to be specified

Further consideration by
this Committee

.....

To Council

.....

To Cabinet

.....

To an O & S Committee

.....

To an Area Committee

.....

Further Consultation

.....

Cabinet - 9 July 2009.

Warwickshire Sustainable Community Strategy

Report of the Strategic Director for Customers, Workforce
and Governance & the Assistant Chief Executive

Recommendation

Cabinet approves the Warwickshire Sustainable Community Strategy 2009 – 2026 and recommends its adoption by Full Council.

Introduction

- 1.1 A Visioning Event held at the Nuneaton Town Football Club on 13th January 2009 provided the basis for the development of a Sustainable Community Strategy for Warwickshire. An outline of the proposed strategy was subsequently endorsed by the Public Service Board (PSB) at its meeting on 3rd March 2009 with the 1st Draft Strategy approved subject to comments.
- 1.2 The approach to a 2nd Draft was also agreed and this report now seeks to report on key developments since the April meeting and outlines the approach that will ensure the adoption of a Sustainable Community Strategy for Warwickshire in July 2009 in accordance with the timescales set by the PSB last year.
- 1.3 We have been very keen to make sure that wherever possible this is an 'outward facing' strategy that makes clear to Warwickshire people the role that they have to play in helping the achievement of the Vision and Strategy. The appropriate sections of the draft Strategy make this clear and should form the basis for a short sharp summary which can be widely distributed and publicised both through the press/ media and at Community Forums across the County

2. Progress

- 2.1 A 2nd Draft of the Warwickshire SCS was produced based on the comments received during the 1st Draft consultation stage and also discussions at the PSB meeting in April. This draft was then circulated for consultation on 21st May with the deadline for comments being 12th June 2009. Key comments received were:
 - **Target Audience:** Who is the Strategy aimed at – partners or members of the public, it needs to be free of jargon so that it can be understood by all partners

- **Alignment:** Consistency between the County and local LSP priorities, greater alignment required between measure and actions
- **Sub Regional:** include text around a focus on Coventry, Solihull & Warwickshire and sub regional working
- **Clarity:** Vision needs to be more explicit, articulated more clearly and referenced much earlier on within the document, make the document as clear as possible, wording of the outcome needs to be clarified

2.2 In addition to general consultation focussed work has also been conducted with specific groups to strengthen the document in relation to:

- Borough/District SCS alignment
- Narrowing the Gaps
- Data and Evidence available
- Regional and Sub-Regional linkages
- Cross Cutting Issues

3. Next Steps

3.1 The 3rd and 'near final' draft is attached as Appendix 1. Given that the process for developing an SCS commenced with the Public Service Advisory Meeting in January it was felt appropriate that the final document was submitted to that body for an opportunity to comment before adoption by Cabinet in July.

3.2 The wider meeting of the Forum was also be an opportunity for the partnership to consider its effectiveness in seeking to meet the priorities contained within the document. In doing so the partnership will also demonstrate its commitment to translate the strategy into reality as it seeks to achieve the aspirations contained within the document.

4 Conclusion

4.1 The development and ownership of a Sustainable Communities Strategy is fundamental to successful partnership working in Warwickshire. It is also crucial as a focus for sharing priorities and resources to deliver key outcomes. The SCS will become the vision that knits together partners in Warwickshire.

4.2 Cabinet is asked to endorse and adopt the SCS attached following the final consultation via the Public Service Board Advisory Forum on 29th June 2009.

David Carter
Strategic Director for Customers,
Workforce and Governance

Monica Fogarty
Assistant Chief Executive

Shire Hall
Warwick

17 June 2009

Warwickshire Together – People, Places & Business

The Warwickshire we all want to see in 2026

A Sustainable Community Strategy for Warwickshire

Final draft

17th June 2009

CHAIR'S FOREWORD

A Sustainable Community Strategy (SCS) is the long term vision for the area that provides the framework for all partners to work together to achieve. It recognises that there are many complex challenges facing society today and that a long term approach is required to tackle these in a way that is joined up, addresses inequalities, represents value for money and meets the needs of the communities of Warwickshire.

Crucially, this Strategy sets out a number of ways in which our residents can help the vision become a reality, particularly ways in which through an increased sense of ambition and aspiration, the vision can be achieved for everyone's benefit.

A date of 2026 has been set because it ties in with a number of regional strategies that provide a bigger picture of where the County, as part of the West Midlands, will be and look like in 2026. Equally many local strategies are looking to finish by then and it is important that these strategies work in tandem. A full list of these strategies, what they are and where they can be found can be viewed at Section 11.

Whilst the three year Local Area Agreement (LAA) will be a key mechanism for the delivery of the Vision for Warwickshire there will also be important references to plans for tackling inequalities within the County and through the localities agenda which will seek to empower communities and ensure that services are responsive and tailored to local need.

In the delivery of our objectives recognition will need to be given to our neighbours, particularly Coventry and Solihull, where a Sub-Regional response is required. This is especially true of matters relating to economic development, transport and housing.

It is also important to note that five sustainable community strategies exist at Borough/District (North Warwickshire, Nuneaton and Bedworth, Rugby, Stratford and Warwick) level which further reinforce local priorities and recognise the diverse nature of Warwickshire. The partnership has been assured that the strategies will complement each other through alignment and subsequent planning and delivery (including the development of a shared and synchronised timetable and approach to reviewing the six strategies).

It is very important that we all appreciate that this is a **STRATEGY** for the county leading to a Vision of what we all want to see in 2026. It is **NOT** a programme of work or a delivery plan. All partners recognise that this Strategy should be the keystone to inform the development of activities by the partnership and individual agencies and agree that, for this very reason, it needs to be a clear crisp document which sets the scene, describes our hopes and challenges, but avoids the level of detail that is currently found in the LAA and related documents.

And finally, a few words about why this is a **SUSTAINABLE** Community Strategy. This Strategy has been developed in accordance with the principles of sustainable development and aims to enable Warwickshire residents to meet their own needs and enjoy a better quality of life without compromising the quality of life of future generations.

We intend to ensure that the development of the SCS builds on the considerable efforts already made by partners on the journey to a longer-term continuous process of improvement that will bring greater benefits to Warwickshire people and communities year on year.

Chair of the Warwickshire Public Service Board
June 2009

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****GUIDANCE ON LATEST DRAFT****

This Draft seeks to address comments that have been received in relation to the 1st and 2nd drafts of the SCS that was the subject of consultation between March and June 2009.

We are grateful to everyone who has engaged so enthusiastically and your comments have helped us to progress our work. You will see that, in overall terms, we have tried very hard to incorporate all comments, and have drawn further strategic links, whilst at the same time taking on board the clear advice of all that the document should be more visionary, less detailed and crisper.

This is the 3rd draft of the SCS and it has been produced for the Public Service Board Advisory Forum on 29th June after which, subject to any revisions, identified at the meeting, the SCS will be adopted by the Warwickshire Public Service Board and each of its member organisations for implementation from July onwards.

The SCS will provide the foundations on which to build a new approach to partnership based effectiveness, delivery planning and the development of our approach to outcomes based accountability.

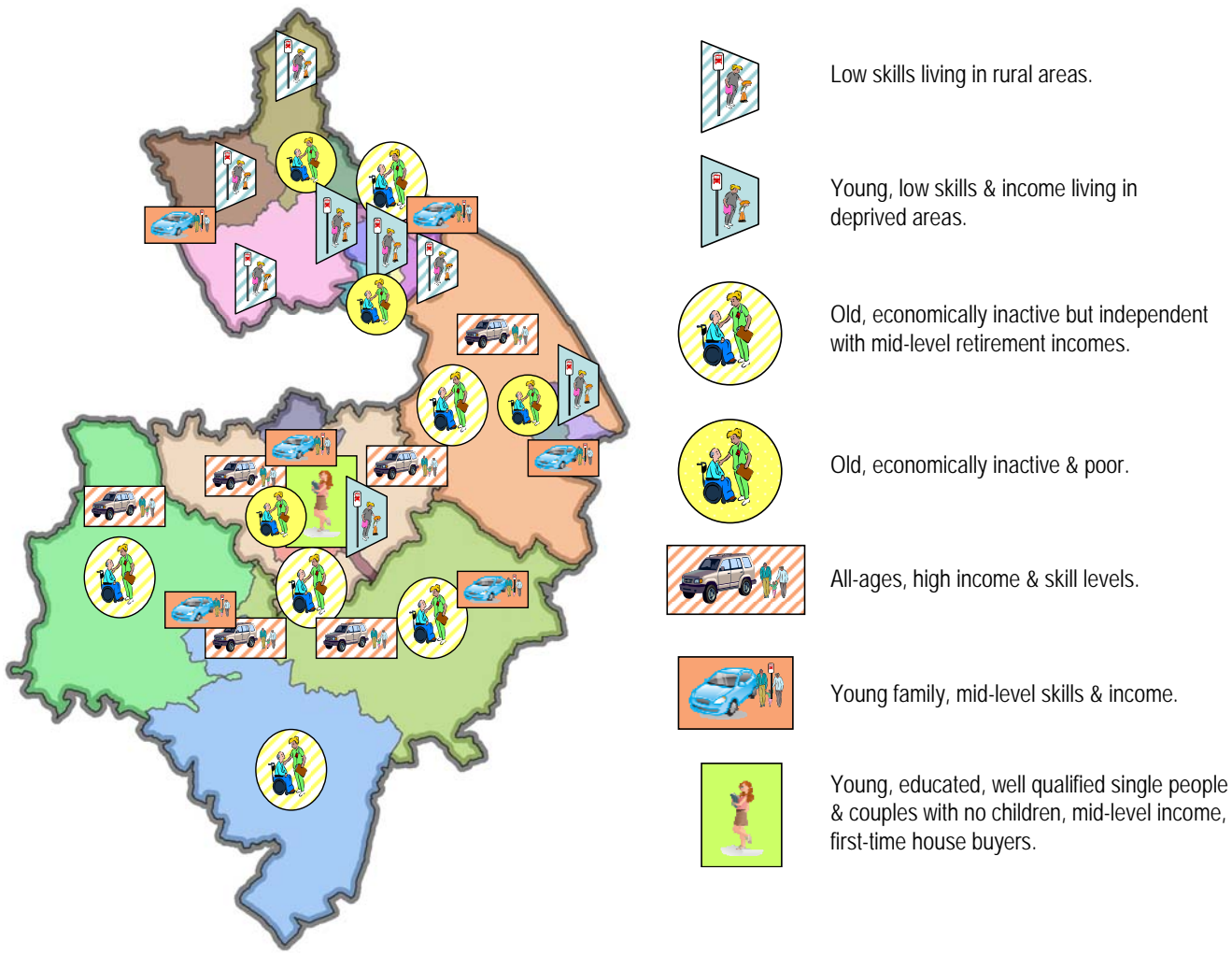
Comments/Queries should be directed to Nick Gower Johnson – County Localities and Communities Manager via Email nickgower-johnson@warwickshire.gov.uk and Bill Basra, LAA Manager via Email billbasra@warwickshire.gov.uk or Phone on 01926 412016

3-Welcome to Warwickshire

So how could we describe today's Warwickshire in a sentence?

In essence, it remains a microcosm of England. The challenges and opportunities faced by the nation are reflected in our County. Here, we describe some of the main challenges we face in Warwickshire today and outline the drivers that will influence public sector service delivery during the lifespan of this Sustainable Community Strategy.

Many of these challenges are summarised in the diagram below which illustrates the key demographic and economic issues facing the County and where those issues are concentrated. This is how Warwickshire looks in 2009; in overall terms, a pleasant place to live and work with good quality of life for most. However, like elsewhere, we are a diverse County facing inequalities and differences in opportunities and achievements amongst our communities. This Strategy describes how we will work in partnership to address these issues.



Our population of Warwickshire is changing, growing, and getting older...

Our County has been growing at above average rates in recent years, and this trend is set to continue.

There are approximately 125,000 children and young people aged 0-19 years in Warwickshire, who make up just under a quarter of the total population of the County. Each year approximately 6,000 children are born. Population forecasts predict a two per cent rise in the number of young people in Warwickshire over the next five years. The majority of the maintained school population in Warwickshire are of White British ethnic origin (86%), and the largest minority ethnic group is Indian (3%).

Alongside the general growth in population will be a particularly high rate of increase in the numbers of older people living here. This clearly brings challenges in terms of service provision, particularly with regard to health and adult social care and the emergence of personalised service delivery. This will result in very significant changes to the ways in which partners provide care and support services with the ways in which this happens becoming markedly different over the life-span of the SCS,

Along with the challenges, there is also opportunity, particularly ensuring that every effort is made to harness the skills and experience of older people as a legacy for the benefit of future generations, and, in relation to children and young people, ensuring their views and aspirations are taken fully into account by all services – especially through the progression of the Hear by Right standard across the public sector.

Inequalities persist...

Warwickshire is perceived to be a generally affluent County, providing good quality of life and a pleasant environment for its residents, and this is certainly the case for the majority. However, it is acknowledged that inequalities of **both opportunity and aspiration** exist among and within our communities and are visible across all aspects of community life, from crime rates to life expectancy, unemployment to educational achievement.

A challenge for agencies in Warwickshire over the next twenty years will be to put in place not only the tools and infrastructure to deliver sustained improvement for all of our communities, but also ensuring that future generations do not experience the same level of inequality that we see today.

Commonly called the '**Narrowing the Gaps Strategy**', our challenge is now to translate what is now a massive evidence base and set of aspirations into a coordinated programme of activity which will really make the difference that all partners and local people wish to see happen both in the short term and by 2026.

Reacting to the current economic downturn and planning for recovery...

Warwickshire has a long and proud tradition of commitment to the promotion of economic well-being. However, this Strategy has been produced in the context of an economic recession, and it is hard to consider long term objectives when the attention is on responding to immediate need. Partner agencies in Warwickshire, as elsewhere, will need to intervene where possible to reduce short term impacts of the recession.

The current economic downturn will not persist for the lifespan of this Sustainable Community Strategy, and a challenge for the County will be to position itself strongly for the medium to long term and react to opportunities that will arise during economic recovery. This includes making special efforts to ensure that we hold on to what are generally regarded levels of achievement and opportunity – for example the very good levels of young people in the County who are in education employment or training.

This will involve anticipating the future needs of the labour market, and putting in place the training and skills to meet a different set of employment opportunities. It will also involve a willingness to embrace new industries, support innovation and understand that the profile of industry in the County must and will change in response to global drivers.

... and that's not all

Although the recent falls in house prices will have improved the situation slightly, housing affordability is still an issue, particularly in certain parts of the County. Those on the lowest incomes still find it difficult to find affordable properties; one impact may be that we find it increasingly difficult to recruit to key worker occupations and to develop specialist housing solutions for those members of our community who have particular and different needs to the majority population.

The lack of affordable housing is also reflected in part by the sizeable waiting lists for social housing. While the demand for social housing has increased throughout recent years, the supply has remained relatively static. Given the anticipated growth in population over the next twenty years, we will need to respond now to ensure the issue is not significantly worse in 2026.

In doing this we must ensure that we do not look at housing growth as an isolated issue. It is of key importance to the future well-being of the County that the services likely to be needed by local people are considered along-side housing growth plans.

Another challenge for agencies to face is the discrepancy between the service needs we have to meet and the service wants our customers perceive to be important. Our communities tell us, increasingly, that the things that needs improving most in their neighbourhoods are activities for teenagers, road repairs and traffic congestion. Meeting the expectations of our residents while at the same time delivering core services such as education, social care, community safety and housing will continue to present a challenge during the lifetime of this Strategy.

While some of the issues and challenges described here are taking place on a national or global scale, there are measures we can take locally to influence their outcome in the Warwickshire context. We can influence the general distribution of population growth through spatial planning. We can ensure resources are dedicated to help reduce inequalities across the County. We can play a stronger role in the housing market, helping to bridge the gap between demand and supply. This Strategy describes how, together, we can respond to these challenges during the next twenty years and help Warwickshire flourish.

4-Our Vision for Warwickshire

Our vision for Warwickshire is simple:

'People, Places & Business - The Warwickshire we all want to see in 2026'

Underpinning this vision are the following principles:

Warwickshire Together

We will only achieve our ambitions if we work together, as organisations, across sectors and as communities. This also means recognising, embracing and utilising the diversity of Warwickshire. It also means reaching out to our neighbours for solutions that require a sub-regional and/or regional response.

By working together and planning for the future we can be aspirational. Too often the 'realistic' has been a euphemism for caution, short sightedness and a lack of ambition based in part on the baggage of historical legacy. We need to think outside of the box and think of the Warwickshire that we really want, invigorate a renewed sense of ambition and aspiration and then strive together to achieve that vision.

Improvement for All

As a County we perform well. Warwickshire is a better place to live than many areas of the West Midlands. But when we look elsewhere (particularly the South East), it is evident that we as partners and individual agencies could do better across the board for **all** of our residents.

Narrowing the Gaps

As a County we know that inequalities exist on the basis of where people live, who they are or what their background is. As the County gets better; partners need to make sure no one is left behind through targeted work that puts the emphasis on prevention, access and the provision of choice. Indeed, we need to strive to ensure that those in the most disadvantaged areas see the quickest improvements in their quality of life.

Until recently, there was a tendency to explain these issues as a 'North: South' divide in the County. Whilst undoubtedly there is a preponderance of inequalities faced by some communities in the North of the County it is now agreed to be too simplistic simply to describe 'The Gaps' in these terms as inequality of opportunity and access to services are faced by a number of individuals and groups across the County.

So, the gaps faced by some local people and communities are present both in terms of geography and specific communities of need, including those people who may be disadvantaged through disability, age long term illness and through their role as a carer.

Local solutions

The Warwickshire Sustainable Community Strategy recognises that a balance needs to be sought between the achievement of immediate objectives and a longer term vision of what Warwickshire should look like. In setting out that vision and what needs to be done there is recognition that partnership working with a community focus must drive the implementation of this strategy. Taking this on board will involve relying heavily on our multi agency approach to community engagement and the localisation of services known as 'The Localities Agenda'.

Together we will improve by:

- Agreeing on the needs of priority groups and individuals, having a shared commitment to narrowing the gaps and focusing joint activity in priority neighbourhoods
- Being driven by equality and diversity considerations - tackling disadvantage and inequality of access affecting both rural and urban communities and also specific groups, for example disabled children, young people and adults and people from Black and Minority Ethnic and emerging new communities
- Focusing on prevention and early intervention and where necessary rehabilitation and reintegration of socially excluded groups and individuals
- Developing and applying neighbourhood and locality management approaches to the delivery and evaluation of local services
- Ensuring that the Strategy and the LAA follows sustainable development principles
- Gathering and sharing knowledge of the priorities of local people and communities, including developing a common evidence base and sharing consultation, engagement processes and other intelligence
- Sharing the responsibility for solving problems and issues both across agencies and with local people and the business community

5-Bringing the Vision to life

Our vision for Warwickshire encompasses three key themes from which the outcomes which we want to achieve for Warwickshire in 2026 are taken from:

People

- We belong to safer, and stronger communities where people get on better together
- We live healthier, more active and independent lives
- We all have an increased opportunity to enjoy and achieve

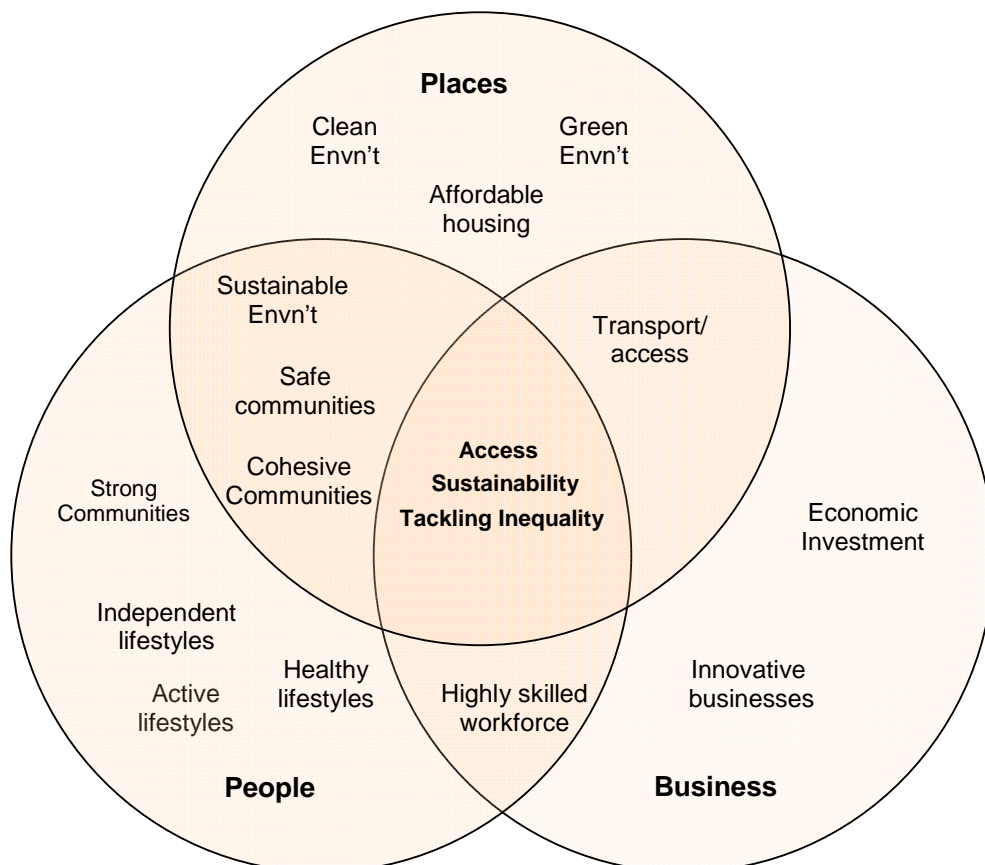
Places

- Our environment is cleaner, greener and more sustainable
- Our housing is more appropriate and affordable
- Our places and services are more accessible with improved public transport and readily available essential services

Businesses

- Our economy is more innovative, competitive and entrepreneurial
- Our workforce is better trained and more highly skilled
- Our economic well being is continuously improved

The diagram below demonstrates the relationship which exists between these themes and the central role that access, sustainability and tackling inequality will have in achieving our vision.



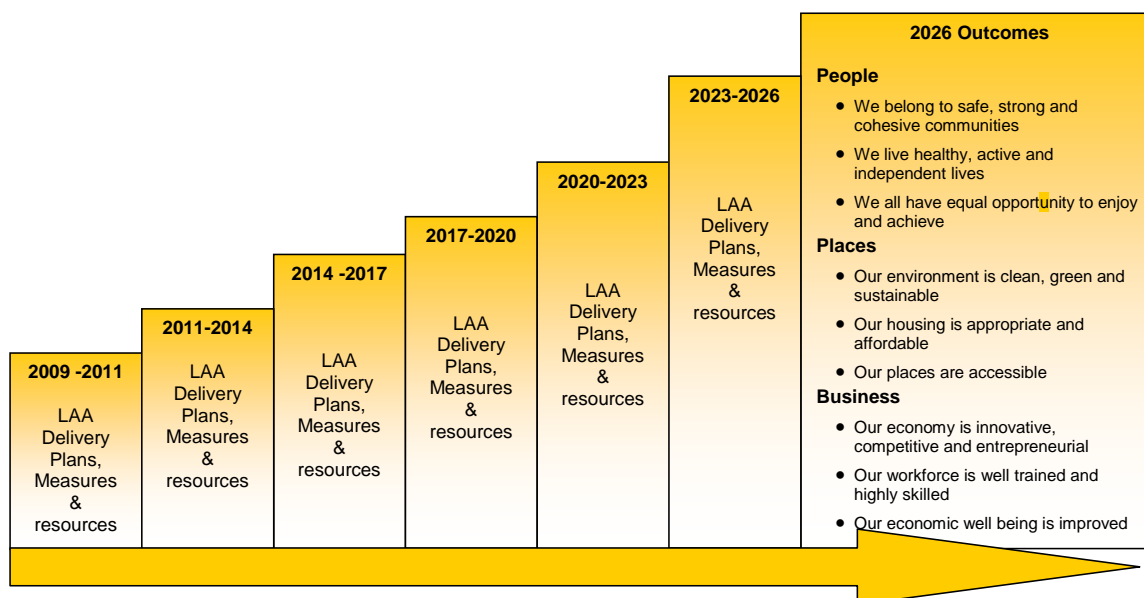
How will we deliver the Sustainable Community Strategy?

The SCS provides a long term vision for Warwickshire and it is the Warwickshire Local Area Agreement (LAA) which is both the **Companion Document** and **delivery vehicle** for the Sustainable Community Strategy. This is to be found on the LAA website – www.warwickshire.gov.uk/laa

The LAA is a contract between central government and partners in Warwickshire to deliver the outcomes as defined in the SCS through partnership working.

Each LAA sets and agrees targets and actions to be delivered over a three year period and is refreshed annually to ensure that it remains focused on the needs of the community. Progress against these targets will be monitored on a quarterly basis by the relevant agencies and the Public Service Board.

Between now and 2026 the successful delivery of the actions and targets will incrementally take us towards the achievement of our agreed outcomes, as demonstrated in the diagram below:



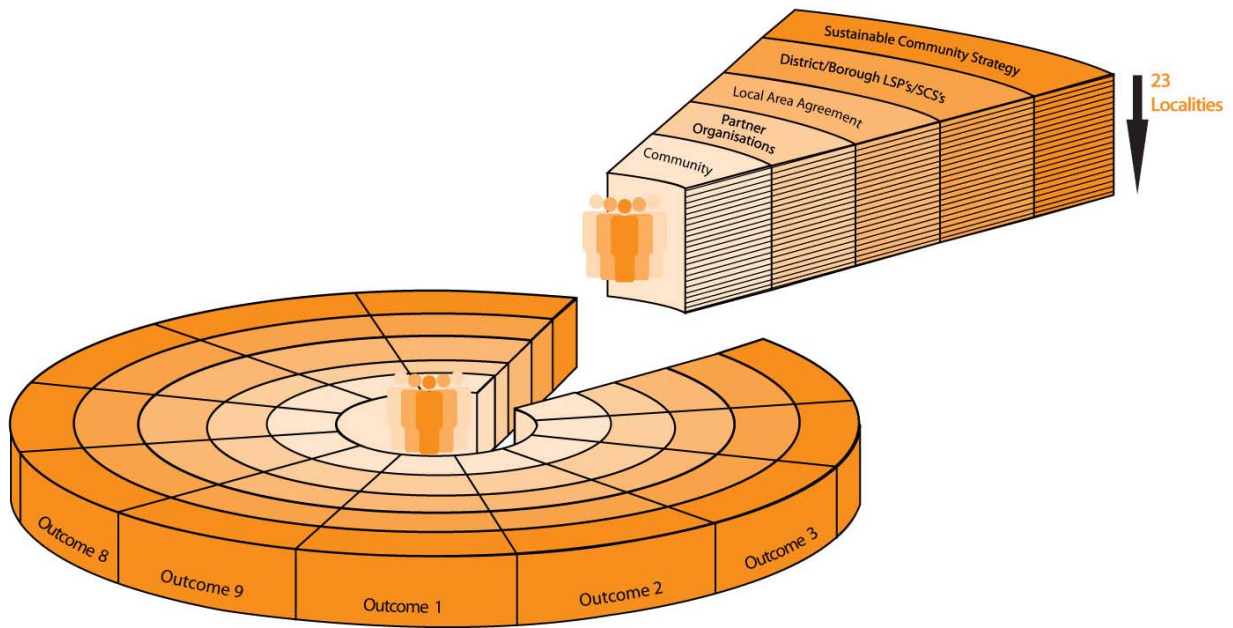
After each LAA has run for 3 years, we will be able to reflect our achievements and review our direction to ensure that the vision for Warwickshire in 2026 resonates with local communities and takes account of changing developments in a dynamic world.

We will also take the opportunity to annually review the effectiveness of our partnership working in delivering the agreed outcomes.

How does this Strategy work?

Together the nine outcomes form the Sustainable Community Strategy for Warwickshire, which encompass and complement the District/Borough Strategies.

It is these outcomes which will shape the content of our Local Area Agreement for Warwickshire and the work and contributions of the County's public agencies and communities, as demonstrated in the diagram below:



As part of the intensive development work involved in developing this Countywide SCS we have worked closely with and relied heavily on the commitment of our colleagues in the five district Local Strategic Partnerships across the County. There will never be a perfect match (and neither should there be) between the priorities and aspirations of the six Community Strategies. However:

- a) Our colleagues from the district Local Strategic Partnerships have assured us that there is the best fit possible between this Strategy and those at district level and:
- b) We have all committed ourselves to making sure that in the future we have an agreed and synchronised approach to the review and development of our Strategies. This approach will make things clearer and easier for all of and the citizens of the County.

The remainder of this strategy sets out how the starting position and vision for each outcome and highlights the role which both the communities and partner agencies can play in the achievement of aspirations.

Where do we want to be by 2026?

Under each outcome the Strategy will set out our aspirations for Warwickshire and what we can expect to see once all the activity has been delivered.

Where are now?

To know how far we have gone, we need to know where are starting from and under each outcome the Strategy sets out the current picture in Warwickshire, future trends and what inequalities need to be addressed during the achievement of the outcome.

What can Warwickshire people do today to help us get there?

Recognising that 2026 is along way away, under each outcome the Strategy sets out some things which we all, as members of the community, can do to help achieve each outcome.

Which partners will support delivery of this outcome?

Effectiveness partnership working underpins this entire Strategy and within each Outcome we have identified the key partner agencies who will contribute to its successful delivery. This is not an exhaustive list as all partners recognise their responsibility to look at their contribution 'in the round' – for example being very much aware of the direct links between good levels of emotional health, educational achievement, achieving safer more inclusive communities and economic progression.

6- Key Outcomes (People)

Outcome 6.1: We belong to safer, and stronger communities where people get on better together

Where do we want to be by 2026?

By 2026, Warwickshire will be a safer place with all members of our community feeling able to walk the streets and go about their business in confidence, with a reduction in the number of people killed or seriously injured on our roads. It will be a place where people from different backgrounds, ages and cultures are able to get on with each other and work with each other to develop a sense of community and pride in the places that they live in.

Where are we now?

In overall terms, Warwickshire is already a safe place to live and visit. Crime levels are below the national average and have been falling during the past two years. However, there is often a mismatch between perception and reality, and the fear of crime can be unnecessarily high. According to the 2008/09 Place Survey, only 11% of our residents feel very safe when out in their local area at night. Furthermore, one in six of our residents have a high perception of the level of anti-social behaviour in their local area.

Community cohesion remains a difficult phenomenon to measure with any great reliability. It is a qualitative, well-being measure that is hard to define in terms of statistics. With this in mind, the recent Place Survey tells us that 81% of our residents feel people from different backgrounds get on well together in their local area. Despite this, only six in ten residents feel they belong to their neighbourhood. Only one quarter of residents regularly engage in volunteer activity and a similar proportion feel they can influence decision-making in their local area. Despite that seemingly low figure, it is worth noting that only 24% of our residents want to be more involved in local decision-making.

What can Warwickshire people do today to help us get there?

- Simply not tolerating second best anymore. Making clear that there is a shared responsibility within every community to make it as safe a place as possible.
- Reporting incidents to enable us to build an accurate picture of crime and disorder (including arson and anti social behaviour) levels in your community
- Challenge and tackle minor incidents of anti-social behaviour within your community if it is safe to do so
- As parents, educate your children about acceptable conduct
- Drive at a safe and legal speed, wear a seat belt and don't mix driving with drink and drugs. Ensure that you and your children take up every opportunity to learn about road safety
- Improve the safety of your home and business e.g. against the risk of fire
- Attend your local Community Forum and talk to the Police, Fire and Rescue, Councils and other partners about your priorities for your area and then holding them to account for collective solutions.

- Join your local Neighbourhood Watch Group and play a full part in the ways in which you can make your community safer
- Challenge discrimination at every opportunity whether is down to race, age, disability or any other perceived difference.
- Volunteer to help in your local community and improve the overall quality of life in Warwickshire
- Get involved in and plan community events which bring everyone living around you closer together
- Get actively involved in the way in which things are done locally. e.g. your local school, youth club, older people's homes
- Take up every opportunity given to influence decisions that affect the life and future of your community

Which partners will support delivery of this outcome?

Warwickshire Police Force and Police Authority
Warwickshire Road Safety Partnership
Warwickshire Schools and School Governors
Warwickshire County Council including the Fire and Rescue Service
North Warwickshire Borough Council
Nuneaton & Bedworth Borough Council
Rugby Borough Council
Stratford District Council
Warwick District Council
The Volunteer Centres across the county and Citizens Advice Bureaux
Warwickshire Community and Voluntary Action
Warwickshire Race Equality Partnership
Age Concern Warwickshire
Local Voluntary Sector and Community organisations including Neighbourhood Watch Groups
Warwickshire Probation Service

6- Key Outcomes (People)

Outcome 6.2: We live healthier, more active and independent lives

Where do we want to be by 2026?

By 2026, all Warwickshire residents will live healthier lives and health inequalities will be reduced. Older People and vulnerable people will have a choice to live independently within their homes and able to access the services that they need and participate within the communities that they live in. We strongly hope to see that all issues relating inequality and lack of equal access to services, especially health, have been addressed successfully.

Where are we now?

Relative to national averages, Warwickshire already performs well across most health indicators. Life expectancy is above average. However, along with national trends, Warwickshire is facing an ageing population. A particular issue associated with this is the comparative increase in *healthy* life expectancy. These are linked issues that relate to obesity, with the county's population appearing high on regional league tables for obesity levels.

Although overall life expectancy continues to increase, only a proportion of this increase is enjoyed in good health. More people are living to ages in which they are increasingly likely to experience chronic disease and disability. An ageing population brings increasing pressures, particularly in terms of adult social care.

There are significant levels of mental ill health in the County across all age ranges – for example, in relation to children and young people, currently services supporting young people with these issues are working with almost 2% of the school population aged 0-16 years.

What can Warwickshire people do today to help us get there?

- Taking responsibility for your own physical and emotional health - for example exercising five times a week, eat better (five fruit and veg a day) stopping smoking and drinking responsibly
- Keeping an eye out and make time for vulnerable people and elderly neighbours- particularly during the winter months
- Letting us know what you think of the services that we provide and how they could be made better even if this involves making a complaint
- Taking up every opportunity to express your views about the health and social care services that would best suit the needs of yourself and your community
- Taking a responsible attitude to sex and sexual health
- Getting involved in local voluntary and community organisations and groups particularly local groups which assist the vulnerable and elderly members of our community
- Supporting Carers – those people who are looking after someone without being paid

- Doing the simple things well - like giving a lift to someone to help them see their doctor, the hospital or some other important appointment

Which partners will support delivery of this outcome?

Warwickshire County Council
North Warwickshire Borough Council
Nuneaton & Bedworth Borough Council
Rugby Borough Council
Stratford District Council
Warwick District Council
NHS Warwickshire, General Practitioners and the Health Provider Trusts across the county
LINK – the Warwickshire Local Involvement Network
Warwickshire Schools, and Children’s Centres
Warwickshire Community and Voluntary Action and local voluntary and community organisations
Sport England

6- Key Outcomes (People)

Outcome 6.3: We all have an increased equal opportunity to enjoy and achieve

Where do we want to be by 2026?

Warwickshire people fulfil their potential to achieve and the gap between those currently achieving well and others has been reduced.

By 2026 we will improve the lives of children, young people and their families who live in Warwickshire by improving their quality of life and the life chances of all of them especially those currently disadvantaged.

Easily accessible and affordable learning opportunities are available to the whole population – with a recognition that informal learning and leisure opportunities directly influence the level of aspiration and achievement of the entire population.

Where are we now?

Generally, Warwickshire has strong performance in many of the educational attainment indicators. In 2008, more than half of all pupils taking GCSEs gained five or more good grades including Maths and English, above the national average. Furthermore, we have traditionally had low proportions of pupils not entering positive destinations (employment, education or training) upon leaving school.

However, these overall measures mask some significant variations amongst certain groups. For example, only one in five pupils who were entitled to Free School Meals were able to obtain the aforementioned strong performance in their GCSEs. Achievement levels vary considerably across different areas of the County, with a pupil attending school in Stratford-on-Avon District more than 50% more likely to obtain good GCSEs than a pupil attending school in North Warwickshire.

What can Warwickshire people do today to help us get there?

- Use all of your efforts to help your children and grandchildren to use learning and other activities to enable them to have the best possible chance to live a happy and fulfilled life
- Setting an example to your children or grandchildren by learning new things for yourself and getting involved in the life of your local community
- Asking for help from your local school or children's centre if you have worries about the well being of your children or how they are getting on
- Encouraging your children, young people and families to play and learn together
- Taking up every opportunity open to you to learn whether this is through a course, sports and leisure or getting involved in some community work
- Making sure that you use every chance you have got to influence and comment on the services and opportunities that exist through Community Forums, school activities and the County's Youth Forums

- Supporting your local school, become a school governor and get involved in your children's education
- Volunteering to help those who need it most, for example through reading schemes in local schools, and guiding those young people in your community who most need it

Which partners will support delivery of this outcome?

Warwickshire County Council

Warwickshire Schools and School Governors

Further Education Colleges, and other educational providers

Workers Education Association, University of the 3rd Age and other learning providers

Warwick and Coventry Universities

Coventry and Warwickshire Chamber of Commerce

Connexions

Local Voluntary and Community Organisations including the Volunteer Centres across the county

Learning & Skills Council

7-Key Outcomes (Places)

Outcome 7.1: Our environment is cleaner, greener and more sustainable

Where do we want to be by 2026?

By 2026, Warwickshire will be a cleaner place, where green spaces are preserved and actions taken to preserve and enhance the environment for current and future generations. The quality of the built environment will be enhanced in a manner that celebrates our local heritage and fosters a sense of place.

Warwickshire public sector agencies will set a great example to all on the reduction of their own carbon emissions and actively work with communities across the county to reduce their emissions in line with national and regional targets to tackle climate change and increase the security of future energy supplies.

We will make sure that plans for Housing Growth are implemented as low or zero carbon developments well adapted to climate change.

Where are we now?

We have dramatically improved recycling and composting rates which now stand at 44% and have stopped the growth trend in the total amount of waste reduced by households. We currently emit 8 tonnes of CO₂ per person per annum (this needs to be halved by 2026 to achieve national and international targets).

We have invested in public transport facilities to provide alternative means of travel other than the car and there has been a 6% drop in the numbers of primary school children going to school by car (to 43%) and an increase in the number of children opting to walk. Additionally, the number of cyclists has increased by 16% since 2004.

What can Warwickshire people do today to help us get there?

- Being proud of your place and not tolerating second best
- Taking responsibility for improving your local environment, keeping it clean and free of litter, waste and graffiti
- Reducing your own family's use of fossil fuels to save money and carbon emissions
- Getting involved with every opportunity you have to express your views on developments within your local communities and discussions about what it should look like
- Getting involved in local environmental and wildlife projects
- Recycling more and avoid using products that cannot be recycled or composted– so for example use cotton nappies not disposable ones – use your own shopping bags not store based plastic bags
- Using products that are made with recycled content
- Using your gardens or an allotment to grow fresh fruit and vegetables
- Insulating your home and ensure that all unnecessary power is switched off
- Finding out how you can use renewable sources for the home

- Use your car less frequently
- Travel by public transport wherever possible
- Reduce the number of air flights you take
- Reduce water use
- Send your children to a local school

Which partners will support delivery of this outcome?

Warwickshire County Council
North Warwickshire Borough Council
Nuneaton & Bedworth Borough Council
Rugby Borough Council
Stratford District Council
Warwick District Council
Warwickshire Schools
NHS Warwickshire
Warwickshire Community and Voluntary Action (WCAVA)
Warwickshire Environment Trust
Local Voluntary and Community Organisations, for Warwickshire Wildlife Trust, residents and tenants associations
Town and Parish Councils
Warwickshire Rural Community Council
Warwickshire Association of Local Councils

7-Key Outcomes (Places)

Outcome 7.2: Our housing is more appropriate and affordable

Where do we want to be by 2026?

By 2026, Warwickshire will have a balanced mix of housing that is high quality appropriate and affordable to its people and communities.

Where are we now?

Housing indicators have been identified on numerous occasions as an area of concern for the County. Those on the lowest incomes still find it difficult to find affordable properties; one impact may be that we find it increasingly difficult to recruit to key worker occupations. The current housing stock does not adequately cater for the diverse needs of the population.

In 2008, the lower quartile property price in Warwickshire was, on average, more than seven times the lower quartile annual wage for a full-timer worker working in Warwickshire. This figure rises to nine times the average annual wage in Stratford-on-Avon District.

Population change and other factors demand an increase in the availability of suitable affordable housing allied with appropriate integrated services.

High house price to income ratios make it difficult for new entrants to the market and people who may be experiencing financial problems to service large mortgages. The County has seen notable increases in the number of possession orders during the past eighteen months.

The lack of affordable housing is also reflected in part by the sizeable waiting lists for social housing; in 2007, more than 14,000 households in Warwickshire were on Local Authority housing waiting lists. More than half of these were deemed to be in priority need. During the same period, there were around 2,700 dwellings let by local authorities or Registered Social Landlords. In other words, the number of dwellings let is only one fifth of the number of households waiting to be housed; we have a significant mismatch between demand and supply.

What can Warwickshire people do today to help us get there?

- Looking after your own home – keeping it up to scratch and in as good a condition as possible
- Taking advantage of the range of grants on offer to improve and insulate your home
- Taking advice from CAB and other advice providers on financial difficulties associated with your home
- Taking advantage of every opportunity to express your views and preferences about housing needs and your local community

- Taking pride in your home and your local community
- Getting involved in your local residents and housing association
- Using unused space in your home to provide a home for others

Which partners will support delivery of this outcome?

Warwickshire County Council
North Warwickshire Borough Council
Nuneaton & Bedworth Borough Council
Rugby Borough Council
Stratford District Council
Warwick District Council
Social Housing Providers cross the county
Private Landlords
Local Voluntary and Community organisations including residents' and tenants' associations

7-Key Outcomes (Places)

Outcome 7.3: Our places are more accessible with improved public transport and readily available essential services

Where do we want to be by 2026?

In 2026 all places in Warwickshire will benefit from improved access to transport jobs, services and facilities, with an emphasis on improved service access in the most disadvantaged and dispersed communities.

All communities have access to services that support their financial well-being

Citizens have no need to understand which agency is responsible for the delivery of a specific service.

Access to all services is available through a range of methods – face to face, in public sector buildings, through outreach, via community centres and by taking full advantage of broadband / digital television.

Public sector and voluntary sector staff, no matter what their professional discipline, and from all agencies are able to help local people access all services that are available to them

Where are we now?

An effective transport network is essential in order to give people, in both the urban and rural areas of Warwickshire, access to the opportunities and benefits that contribute to the enjoyment of a better quality of life. Public transport needs will continue to be met by bus, passenger rail, community transport services or similar initiatives or any appropriate combination of these modes. Each of these activities and modes have interlinked strategies and common aims and their provision will be integrated to provide the most effective transport service to Warwickshire's residents.

Local Transport plays a vital role in helping to deliver the wider vision of the partnership.

In addition to transport, access also relates to partnership based activity towards unified service delivery. There are increasing efforts to improve access to service by all Warwickshire people and communities through the establishment of a single and integrated access point for all service provision.

Insufficient use is made of the opportunities to make services accessible through local community centres, village halls and by word of mouth from the staff of service providers.

What can Warwickshire people do today to help us get there?

- Using more sustainable modes of transport where possible (walk, cycle, use public transport and car-share)
- Taking up every opportunity to use newly provided public transport opportunities
- As Employers promote sustainable travel initiatives, including car sharing, provide pool cars for business travel, negotiate reduced fares for staff with public transport providers.
- Taking up your rights and entitlements to support and services
- Advocating and supporting more vulnerable people in your community to help them achieve their rights
- Getting involved with every opportunity that there is to express your views and preferences for your community
- Using all available means of accessing information and services (e.g. via Libraries, One Stop Shops and local community centres) and, if you find this difficult to achieve, tell your councillor and others who represent your needs and aspirations.

Which partners will support delivery of this outcome?

Warwickshire County Council
North Warwickshire Borough Council
Nuneaton & Bedworth Borough Council
Rugby Borough Council
Stratford District Council
Warwick District Council
Warwickshire Community and Voluntary Action
Warwickshire NHS
Warwickshire Direct
Citizens Advice Bureaux across the County and other providers
Warwickshire Welfare Rights Advisory Service
Schools and Children's Centres
Community Centres and other Locally based faith and community organisations
Warwickshire Police
Warwickshire Rural Community Council
Warwickshire Association of Local Councils and Town and Parish Councils generally

8-Key Outcomes (Business)

Outcome 8.1: Our economy is more innovative, competitive and entrepreneurial

Where do we want to be by 2026?

By 2026, Warwickshire will be a County with a reputation for innovation and entrepreneurial spirit with a healthy balance of established businesses and a creative dynamism that encourages the indigenous development of new businesses and attracts interest and investment from elsewhere.

Warwickshire businesses have increased their competitive advantage in the global economy.

There has been a marked improvement in the establishment of businesses in the most disadvantaged areas of the county and in rural communities

Where are we now?

Warwickshire already benefits from a relatively strong and diverse economy, with a growing presence in knowledge intensive sectors (such as ICT and gaming, creative industries, business services and environmental technologies) whilst retaining a strong core of manufacturing businesses. The County has seen strong employment growth over recent years, and has attracted significant inward investment. However, to remain competitive within a global economy, we must continue to promote and support the growth of innovative and creative businesses.

The County as a whole has a strong record of new business start-ups, with new business registrations of 70.4 per 10,000 population – significantly higher than regional and national averages (55.5 and 60.1 respectively). However, across the County there are significant variations, with Stratford-on-Avon and Warwick districts with significantly higher levels of new registrations, and Nuneaton & Bedworth in particular with significantly lower levels. Broader measures of entrepreneurial activity within the County which look at people's attitudes and propensities towards enterprise also show a clear north/south split, suggesting lower levels of aspirations and business confidence in the north of the County.

What can Warwickshire people do today to help us get there?

- Think about ways in which your own ideas for running a business can become a reality – and take advice on this from organisations like the Chamber and Business Link
- Tell everyone how proud you are of your local community and encourage people from outside the county to see it as the place to be
- Make sure that you and your family take up every opportunity there is to learn and get trained
- Helping those with the responsibility to promote Warwickshire as a great place to live, work and do business

Which partners will support delivery of this outcome?

Coventry and Warwickshire Chamber of Commerce
Warwickshire County Council and the five District / Borough Councils
Learning & Skills Council
Warwickshire Voluntary and Community Action and the local voluntary and community Sector
Coventry Solihull and Warwickshire Partnership
Connexions
Job Centre Plus
Warwickshire Investment Partnership
Business Link West Midlands and Warwickshire Enterprise Consortium

8-Key Outcomes (Business)

Outcome 8.2: Our workforce is better trained and more highly skilled

Where do we want to be by 2026?

By 2026, Warwickshire will have a well skilled workforce that is equipped to meet local, regional and national challenges and where the incidence of low or no skills is greatly reduced. Skills in residents and the workforce are continuously developed

The public sector agencies in the county set a great example to all employers in the development and up-skilling of their workforces.

Local people, especially young, people have a strong sense of ambition and aspiration together with the opportunity to work flexibly in accordance with their life-style and family commitments.

Where are we now?

Warwickshire's residents on the whole have generally high skill levels. The County has fewer than average people with low or no qualifications, and higher than average numbers of people with high level skills (i.e. degree level or above). However, this general picture masks significant variations across the County.

Broadly, the north of the County is characterised by lower levels of qualifications (in particular, one in five of North Warwickshire's residents has less than a Level 2 qualification (equivalent to 5 GCSEs grade A*-C), and the south of the County is characterised by higher qualifications levels. In particular, Warwick District has the highest proportion of residents with a degree or equivalent qualification in the West Midlands, at 44.9% of the working age population.

What can we do today to help us get there?

- Talk to your employer about your training needs
- Take advantage of every opportunity there is to learn and be trained
- Enquire at your local college/University/ School or community centre about the range of courses available including informal learning
- Become a volunteer to improve your skills and help your local community
- Make sure that you take up every opportunity there is to express your views and preferences about the needs and priorities of your local community
- Support and guide a young person to help them achieve what they want to out of life

Which partners will support delivery of this outcome?

Coventry and Warwickshire Chamber of Commerce
Job Centre Plus
Further and Higher Education Institutions including Warwick and Coventry Universities
Warwickshire Education Business Partnership
Connexions
Warwickshire County Council and the five District and Borough Councils
Warwickshire Community and Voluntary Action
Coventry and Warwickshire Co-operative Development Agency
Learning & Skills Council
Warwickshire Probation Service

8-Key Outcomes (Business)

Outcome 8.3: Our economic well being is continuously improved

Where do we want to be by 2026?

By 2026, Warwickshire will be a County where people who face the biggest barriers to employment will benefit from employment growth, so they can access better jobs and have improved life chances for themselves, their family and the wider community.

Where are we now?

Whilst Warwickshire on the whole has high levels of employment and below average unemployment rates, there are significant pockets of concentrated worklessness that can be found throughout the County. In some wards, more than one in five of the working age population are out of work and claiming income related benefits, and more localised areas have rates far higher than that.

Concentrations of worklessness can increase the various barriers to employment that may already exist within our priority groups (such as poor skills or health related problems) by reducing confidence and aspirations, limiting the flow of information about job opportunities, and limiting accessibility to employment. We also know that employment is positively related to broader priority outcomes, such as improved health, increased sense of place and community cohesion, reduced incidence of poverty and lower levels of crime.

What can Warwickshire people do today to help us get there?

- Check what jobs are being advertised by Job Centre Plus and from other sources of information
- Check out local volunteering opportunities with your local Volunteering Centre
- Enquire at a local community centre or public access service centre (e.g. your local library) about the range of support and advice available to help people get back into the job market when they've not worked for some time
- Find out what courses are available from your local adult learning facility, college or university to help you increase your skills levels – many of these will be low/no charge if you are in receipt of out of work benefits.

Which partners will support delivery of this outcome?

Warwickshire County Council and the five District and Borough Councils
Job Centre Plus
Coventry and Warwickshire Chamber of Commerce
Warwickshire Community and Voluntary Action
Volunteer Centres across the county
Business in the Community
The Princes Trust
Warwickshire Schools
Further Education Colleges and Universities

9-Making it Happen

Working together

Our Sustainable Community Strategy has been developed in partnership and provides a common and shared understanding of what all public sector agencies in Warwickshire are aiming to achieve together.

Everyone has a part to play and our success will rely on continued engagement across all partners working together and within their organisations towards the achievements of agreed outcomes under a shared vision.

In seeking to deliver on our outcomes we will seek to ensure that partnership and performance arrangements are proportionate to the level of activity required and help rather than hinder the achievement of outcomes.

Talking together

Working together will rely on effective and genuine two way communication between partners and the public to ensure that:

- We ensure that we are doing what we have said that we will do and that communities are aware of this.
- We talk to communities to ensure that what we are doing is what the community wants and is having a difference
- That we respond to communities when we are asked to do so

To achieve this we will develop a joined up approach to communications to ensure that the message that is sent out to communities is clear, honest and above all joined up. Recognising that 2026 is some time away and that we live in a complex, dynamic world, this approach will offer opportunities from time to time for us to test with communities whether the outcomes that have been agreed within this document are still relevant and whether we need to adapt and refine those in the light of a changing environment and ultimately what you have told and will be telling us.

Sharing Responsibility and Sound Communications

Effective partnership working is the key to tackling many of the challenges facing the County. Whilst most parts of Warwickshire can properly be seen as being relatively prosperous, there are many residents living in both urban and rural areas who experience significant levels of deprivation. These complex issues cannot be addressed by any one agency working in isolation and demand joined up and focused delivery through partnership.

All partners recognise that the public has a key role to play in achieving the vision – whether you are a school pupil, a student, someone who works in the County or a local resident, our Vision cannot be achieved without your support and effort.

We have included in the Strategy a number of suggestions about how local people can help their communities grow and improve.

We must now make sure that, as a single public sector united around the Vision for 2026 we communicate with the public effectively and with a single voice, making clear to all the opportunities that exist for engagement and consultation and the very straightforward and practical ways in which everyone living and working in the county can help the Vision become a reality.

10-GLOSSARY

TO BE INSERTED

11-FURTHER INFORMATION

To be completed but to cover:

Warwickshire Sustainable Community Strategy (List of Source Documents Sept 08)

District Community Plans / Strategies:

NW Community Plan
NB Community Plan
Rugby SCS
Stratford Community Plan
Warwick Community Plan

Police

Warwickshire Policing Plan

NHS Warwickshire

Strategy for a Healthier Warwickshire

WCAVA

Draft Business Plan 2008-11

WREP

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Warwickshire 2015 Vision Publication (WCC)

Warwickshire LAA:

LAA 1
LAA 2

Warwickshire Story of Place

Warwickshire Quality of Life Report

Narrowing the Gaps Reports

Corporate Priorities District, Borough and County Councils

RSS / LDF??

--CONTACTS FOR FURTHER INFORMATION

--AVAILABILITY OF INFORMATION IN ALTERNATIVE FORMATS

If this information is difficult to understand we can provide it in another format, for example: in Braille, in large print, on audiotape, in another language or by talking with you. Please contact us on 01926 xxxxxx.