

**REPORT TO THE MEETING OF THE EXECUTIVE ON 18 MARCH**  
**PORTFOLIO: OVERALL STRATEGY AND POLICY DIRECTION**  
**REPORT FROM CORPORATE POLICY AND PARTNERSHIPS**  
**MANAGER**

**SUBJECT: SUSTAINABLE COMMUNITIES STRATEGY**

**1 DECISION BEING RECOMMENDED**

- 1.1 That, subject to Member comments, the draft Sustainable Communities Strategy is recommended to Full Council.

**2 REASON/S FOR RECOMMENDATION**

- 2.1 The Rochford Local Strategic Partnership has produced its draft Sustainable Communities Strategy (SCS). A copy of the draft is appended. The SCS Strategy is the key long-term planning document for improving the quality of life and services in Rochford District. It is the key document that brings together partners and links them to the Local Area Agreement (LAA) and is a cornerstone of the Comprehensive Area Assessment (CAA). Every local authority is expected to have developed and agreed an SCS with its Local Strategic Partnership (LSP).

**3 ALTERNATIVE OPTIONS CONSIDERED**

- 3.1 Not to have a SCS in place.

**4 OTHER SALIENT INFORMATION**

- 4.1 The LSP will monitor performance against the SCS and its action plan. Progress will be reported quarterly and an annual report published to partners, governing bodies, scrutiny committees and the public, ensuring accountability.
- 4.2 To accompany the SCS, the LSP will produce a detailed action plan. The action plan will be available in April 2009 (the action plan cannot be finalised until ratification of the SCS and further work by the thematic sub-groups. For example, the Crime & Disorder Reduction Partnership Annual Strategic Assessment and Partnership Plan).

**5 RISK IMPLICATIONS**

- 5.1 Not producing or ratifying the SCS will have detrimental impact on relations with key partners across the district and county.
- 5.2 The lack of an agreed SCS and action plan would have a negative effect on future CAA ratings.

**6 CRIME AND DISORDER IMPLICATIONS**

- 6.1 'Keeping Rochford Safe' is a key priority for the SCS. The Crime and Disorder Reduction Partnership is a key thematic sub-group of the LSP. Performance will be measured against the agreed National and Local indicators within the Local Area Agreement.

**7 ENVIRONMENTAL IMPLICATIONS**

- 7.1 'Promoting a Greener District' is a key priority for the SCS. The LSP Executive will monitor the Districts' performance against the agreed National and Local indicators within the Local Area Agreement.

**8 RESOURCE IMPLICATIONS**

- 8.1 Dedicated officers funded from the LSP budget are part of the Corporate Policy and Partnerships Unit.
- 8.2 A range of other Council officers are identified through the priorities of the SCS.
- 8.3 The LSP and the SCS assist in attracting complimentary funding to the District.
- 8.4 A Performance Reward Grant (£299,492) has been awarded to the LSP to fund a range of projects and initiatives from 2009-2011 that support the delivery of SCS priorities. These are measured against the agreed National and Local indicators within the Local Area Agreement.
- 8.5 An Additional Voluntary Support Grant (£65,000) has been afforded to the LSP by NHS South-East Essex to fund a range of projects and initiatives from 2009-2011 that support the delivery of SCS priorities. These are measured against the agreed National and Local indicators within the Local Area Agreement.
- 8.6 The LSP holds a reserve budget (approximately £60,000) for expenditure on LSP projects.

**9 LEGAL IMPLICATIONS**

- 9.1 The Local Government Act 2000 charged local authorities with "preparing a local community strategy" with their partners in the local strategic partnership (LSP). The community strategy is intended to outline a long-term vision for improving the quality of life and services in Rochford.

I confirm that the above recommendation does not depart from Council policy and that appropriate consideration has been given to any budgetary and legal implications.

SMT Lead Officer Signature: \_\_\_\_\_

### **Corporate Policy & Partnerships Manager**

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#### **Background Papers:**

None

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### **The Sustainable Community Strategy 2009 – 2021**

#### **Foreword**

It gives me great pleasure to introduce the new Sustainable Community Strategy for Rochford District.

This new strategy produced by the Local Strategic Partnership (LSP) has included a diverse range of organisations and the public in its development. The strategy gives all organisations a clear focus on the key priorities to be tackled within the district. We are fortunate within the Rochford District to benefit from beautiful landscapes, good standards of education, health and employment. However, this does not mean that we can be complacent. The district does have areas that don't achieve as well as other areas and we need to tackle this. We are also facing an ever increasing ageing population and whilst this is a good thing we need to ensure that services are available to help people in later life.

The Sustainable Community Strategy (SCS) has been produced by the Local Strategic Partnership – a partnership of key Public, Private and Voluntary sector organisations who have a duty to develop a long term vision and strategy for the area that contributes to and influences the Essex wide Local Area Agreement and the Local Development Framework for the District.

**Councillor Terry Cutmore,  
Chairman Rochford Local Strategic Partnership Executive Group.**

### **Our Partnership Vision**

**“Working in partnership to make our District a place which provides opportunities for the best possible quality of life for all who live, work and visit here”**

### **An Introduction to the Rochford Sustainable Community Strategy**

The Rochford Sustainable Community Strategy (SCS) introduces the long term vision, aspirations and objectives for the District of Rochford and its Local Strategic Partnership (LSP). The strategy was designed through consultation with the public, private, voluntary and community sectors. It has been developed with regard to national guidance and emerging national policy. This strategy provides a focus for all organisations to work together for the benefit of the whole community.

In developing this new strategy the LSP recognises that much work either by individual partners or through partnerships to address the needs and issues of the district has been in progress for a number of years with a significant number of outcomes already achieved. The LSP does not seek to duplicate this work but to add value by concentrating on issues that can only be effectively delivered by partnership working and are not being currently addressed efficiently by organisations or partnerships. During the period of the Rochford District SCS' development the Essex Strategy and Essex Local Area Agreement (LAA) have emerged that agrees with Government the priorities for Essex over the next three years. The LSP has had the opportunity to input to this document and where the issues identified at an Essex wide level are also relevant to the Rochford District have agreed to a basket of indicators that the LSP will seek to deliver as its contribution to the Essex Strategy.

## Appendix

In addition, individual organisations and the various partnerships have also agreed to sign up to targets within the Essex LAA that meet their identified priorities and the needs of the local community. The strategy is in line with national commitments to create Strong and Prosperous Communities<sup>1</sup>, about the development of local government and how local people should be able to engage much more in the decision making in their local area.

“There is a range of mechanisms, local, regional and national in place that is designed to support the work of the Sustainable Communities Strategy. These are;

**Rochford Local Strategic Partnership (LSP):** Brings together the views of the local public, private, voluntary and community sectors in Rochford, to turn the vision of the Sustainable Community Strategy into a reality.

**Our Sustainable Community Strategy (SCS):** Creates a long-term, sustainable vision to 2021 in Rochford.

**Local Area Agreement (LAA):** A three year 'contract' between a local area (represented by the local authority and other partners through the Local Strategic Partnership) and central Government to deliver particular priorities as set out in its Sustainable Community Strategy.

**Local Development Framework (LDF):** The new Planning Framework that sets out the spatial development within area.

**Comprehensive Area Assessments (CAA):** The new assessment regime for local public services in an area.

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<sup>1</sup> <http://www.communities.gov.uk/publications/localgovernment/strongprosperous>

## Appendix

### **About the Rochford Local Strategic Partnership**

The local Strategic Partnership (LSP) is a non statutory multi agency partnership which brings together, at a local level, the different parts of the private, public, community and voluntary sectors. The Rochford LSP was established in 2002 and produced its first Community Strategy in 2004. The Partnership is made up of an executive board consisting of representatives of RDC, Elected Members, Essex Police, Essex County Council, NHS South East Essex, representatives of the third sector and local businesses along with representatives of the five thematic partnerships that support the delivery of the Community Strategy.

### **Achievements from the First Community Strategy 2004**

The first Community Strategy for Rochford was published in 2004 following large scale consultation with the public, organisations and agencies. The Community Strategy contained a large number of actions that the public felt would help make Rochford a better place. Since then the majority of these actions have been delivered or are ongoing items, these include;

- The Recruitment of Police Community Support Officers who now provide high visibility foot patrols across Rochford District, providing support to police and increasing reassurance to the community.
- A reduction of 32.9% in overall crime across the district. (as measured by the British Crime Survey, the highest crime reduction in the East of England),
- The expansion of the Springboard Housing Association handyperson scheme to include gardening support for elderly residents and people with disabilities.
- The creation, development and extension of the Cherry Orchard Jubilee Country Park.
- The delivery of 22 extra care units for elderly and frail elderly residents.
- The delivery of 5 supported housing units for women and children who have fled domestic violence.

## Appendix

- The delivery of 6 supported housing units for adults with learning difficulties.
- The development of Rochford Hospital as the main mental health service for South East Essex.
- A new leisure centre, outdoor courts and skate park facility in West Rayleigh.
- The refurbishment and improvement of the Rayleigh Windmill that has enabled the facility to be enjoyed and used by the whole community.
- Development of the community transport scheme.

### **Delivery of the Sustainable Community Strategy 2009 - 2021**

The Rochford LSP through its executive board and its thematic partnerships is determined that the achievement of the Sustainable Community Strategy's vision and its identified priorities lead to real improvements in the overall health, well being and quality of life of all our communities. In order to achieve this, the LSP is committed to lead in improving partnership working and delivery across the district. It is also committed to transparency, accountability and ensuring that delivery and performance are monitored.

Partnerships will be reviewed and encouraged to improve following national best practice, currently there are five thematic partnerships underpinning the LSP, and the Executive Board will be reviewing the structure of these groups and the structure and governance of itself. Performance will be monitored by a suite of indicators drawn from the National Indicator Set supplemented by a range of Local Indicators. These will, in the main be reported quarterly in line with the Local Area Agreement. Achievement will also be published in the annual report of the LSP which will be made available to partners, governing bodies, scrutiny committees and the public, ensuring accountability.



### Rochford District in 2008

The SCS has been developed from a robust evidence base of work. The full evidence base can be found here. <http://www.rochford.gov.uk>. The information and data used comprises of, but is not exclusive of the following;

- Rochford District Area Profile undertaken by Local Futures and commissioned by the LSP and the Planning Policy Department of the District Council to ensure synergy between the SCS and the LDF
- Joint Strategic Needs Assessment for Essex
- Strategic Assessment from the Crime & Disorder Reduction Partnership
- Work undertaken by Tribal for Rochford District Council's Access to Services Strategy
- RRAVS Needs Assessment of the Voluntary and Community Sector in Rochford District
- The evidence base has created a joint understanding of the needs of the district now and in the years to 2021.

Rochford District is situated in South East Essex within a peninsula between the rivers Thames and Crouch and with the North Sea to the east. The south of the district adjoins the urban areas of Southend-on-Sea and Castle Point. Much of the district's 65 square miles is designated as green belt and there are many miles of attractive coastline and nationally important areas of salt marsh. The largest town, Rayleigh and the other two main settlements of Rochford and Hockley have good rail connections to London and there is access to the A127 London-Southend Arterial Road and then to the A13 and M25. London Southend Airport is primarily situated within the district and the airport and surrounding area are part of the Thames Gateway regeneration area.

## Appendix

The District has a population of 79,000 people, predicted to grow to 80,300 by 2011. Compared to the East of England Rochford has fewer young children (0-4yrs), fewer young adults (19-31yrs) and overall more older adults (52-69) and marginally more older adults aged 80yrs and over. The population is among the older local populations in Britain and this is likely to increase with the over 65 population predicted to grow by 60% by 2029. There are some local variations in this pattern, with wards around Rochford town centre and to the north of the district recording older average ages than those along the west border.

### **The estimated population by broad ethnic group, 2004**

#### **Rochford**

**White % 97.0**

**Mixed % 0.9**

**Asian or Asian British % 0.9**

**Black or Black British % 0.8**

**Chinese or Other % 0.5**

Source ONS

The black and minority ethnic (BME) population is relatively dispersed amongst the urban settlements.

The Government's standard measure of deprivation and inequality in England is the Index of Multiple Deprivation (IMD). The IMD covers a number of aspects of deprivation including, disadvantage in education, income, employment, health and housing. The district is relatively affluent being 316<sup>th</sup> least deprived out of 354 districts. The district has approximately 33,700 homes and one of the highest proportions of owner-occupation in the country at 86%. Social housing comprises approximately 8%.

Rochford District scores well for the health of its population and this is supported by the Joint Health Needs Assessment despite having only average levels of physical activity. However, there are higher rates of hospital admission for cancers and higher than East of England mortality rates for lung and breast cancer.

## Appendix

Rochford District has a small but reasonably productive and enterprising economy. Although the district does not record significant levels of 'high skills', a solid foundation of basic and intermediate skills underpins the local economy and supports a healthy share of knowledge-driven jobs. This is backed up by small-area data which shows that very few of the knowledge workers in Rochford District work in the area, as relatively high proportions of people out-commute to parts of Basildon and Chelmsford as well as central London.

The comparatively small economic scale, modest levels of high skills and local competition may be undermining the sustainability of the Rochford District economy. The direction of travel for the local economy is not as positive as many other local authorities in the UK, resulting in Rochford District being ranked within the lowest quartile of local districts by its economic change score.

Overall the district is a generally prosperous part of the country despite only a modest share of resident 'knowledge workers', the typically higher paid employees. Conversely, higher levels of deprivation are found in the more rural parts of Rochford District.

Rochford District is home to a relatively large number of families, raising the average household size. The District is well connected overall, largely due to its rail links and proximity to London Southend Airport. However, drilling down to lower spatial levels reveals a stark divide between the urban and rural areas in respect of the use of public transport, perhaps reflecting unequal transport provision across Rochford District. This divide is emphasised by data on access to services which again results in a clear east-west, urban-rural divide.

Overall, the combination of an attractive natural environment, access to some good transport links and low levels of deprivation indicates a good quality of life for local residents. The Halifax survey 2008, which ranks areas for factors affecting quality of life, has placed Rochford district seventh in Great Britain as a choice of place to live, this is the 3rd annual survey conducted which details the thirty best locations in the country. The survey tracks where living standards are highest in Great Britain by ranking local performance across key indicators; covering the labour market, the housing market, the environment, education and health. The index examined data at local authority level. 408 local authorities were analysed in this survey. Data has been gathered from

## Appendix

sources including DEFRA, the Met Office, the Department for Transport and the Halifax house price database and the Office of National Statistics.

The LSP recognises that the District does not exist in isolation but has 'placed' itself in terms of its offer to its communities and those of neighbouring authorities as part of South East Essex and the wider Thames Gateway area. There is a reliance on these more urban centres of Southend and Basildon for jobs, recreation and leisure facilities with a reciprocal reliance from these areas on Rochford District providing a quality of life, residential accommodation, schools and open green spaces to visit for recreation in a more rural setting. Within the Thames Gateway strategy Rochford District has positioned itself as the green part of the gateway and will seek to fulfil that role and balance that against the need to develop greater support for its small entrepreneurial workforce and niche markets where appropriate. These will be addressed through the Local Development Framework in spatial terms and by the Economic Regeneration Group of the LSP that has the private sector and public sector agencies best able to support this development.

The Social aspects of the district score well but the LSP acknowledges that there are challenges at ward and sub ward levels with lower skills levels, pockets of relative deprivation and a lack of accessibility to facilities and services, partly through poorer transport links in rural areas. Whilst crime rates are low the perception of and fear of crime has been identified as an issue within our communities, which is already being and will continue to be addressed by the Crime and Disorder Reduction Partnership. In addition with an increasingly ageing population there is a need to develop greater social cohesion between differing generations existing within our communities.

### **Our Priorities 2009 - 2021**

The Sustainable Community Strategy process has provided the LSP with the knowledge and understanding of the issues that have been identified in our district as the priorities for consideration and action.

The LSP will concentrate on the following seven key areas over the next three years, we will however also be managing the performance of, undertaking or supporting work on other areas.

**Supporting the Ageing Population**

**Fostering Greater Community Cohesion**

**Strengthening the Third Sector**

**Increasing Accessibility to Services**

**Keeping Rochford Safe**

**Encouraging Economic Development: Skills, Employment and Enterprise**

**Promoting a Greener District**

An Action Plan will be developed annually that will performance monitor projects, activity and actions that relate to these seven identified priorities. See Appendix 1 for the Action Plan.

### Supporting the Ageing Population

**Our objective is to ensure that older people in Rochford District are able to live independent lives for as long as possible and receive high quality services when they need them.**

The Rochford District has the highest life expectancy in Essex at 80.3 years although there are variances within the district and it is predicted that between 2007 and 2029 the population of over 65 year olds is expected to grow by 60%. At the same time the number of people under 45 will reduce, this will have an affect on the types of services that will be needed and the way they will be delivered to enable people to access services they need in ways they feel able to access them.

Older people have told us that they want to stay in their homes as long as possible; this is an issue that is particularly pertinent to the subject of housing provision. It is important that housing is designed to be flexible to changes in people's circumstances, therefore it will be a requirement within the District that homes meet the 'Lifetime Homes Standard', ensuring homes can be adapted to meet changing needs, for example, by having staircases that are wide enough to accommodate a chairlift. In addition, to support independent living, a range of services from all sectors will be increasingly needed to assist the growing number of older people to live healthy, safe and fulfilling lives. There is work to be done to ensure people have the information available to them so they can take advantage of services they are entitled to and where there are currently gaps in provision that the LSP provides additional help and support to fill these gaps.

To achieve the above and meet the targets set by National and Local Indicators the LSP will "have regard to" and be measured by performance in respect of the indicators below.

## Appendix

National Indicators (NI)	Local Indicators (LI)
<p><b>NI 8</b> Adult participation in sport and active recreation</p> <p><b>NI 120</b> All-age all cause mortality rate</p> <p><b>NI 141</b> Percentage of vulnerable people achieving independent living</p> <p><b>NI 123</b> Stopping smoking</p>	<p><b>LI 2.1</b> People over 65 who say that they receive the information, assistance and support needed to exercise choice and control to live independently</p>

### Examples of our work

- Telecare Service
- Blues Body Care 'Fit for Life' Programme
- Adult Community Learning Voucher scheme
- Springboard Handyman and Gardening scheme

### Fostering Greater Community Cohesion

**Our objective is to make Rochford District a place where residents have a sense of belonging in their communities. To enable residents to have the opportunity to participate in civic life and to reduce all inequalities within our communities.**

Inclusive communities where people have pride in the place they live helps create a good quality of life. There are currently 'sticking points' between the differing generations within our communities. There is a perception of anti-social behaviour and a fear of crime and disorder.

Between 2001 and 2021, the East of England Plan requires that 4,600 additional dwellings are built in the district and we need to ensure that developments are planned that are well related to infrastructure, community facilities and play space enabling new residents to integrate into their new community. We will endeavour to make Rochford District a place where residents have a sense of belonging in their communities, have the opportunity to participate in civic life and where inequalities are reduced. 23% of respondents in the BVPI survey felt they would like to have more influence in decisions making locally but 71% felt they couldn't do

## Appendix

this at present. To encourage and increase the numbers of people volunteering and to increase the number of intergenerational activities and projects. We will also facilitate innovation in local democracy processes.

To achieve the above and meet the targets set by National and Local Indicators the LSP will “have regard to” and be measured by performance in respect of the indicators below.

<b>National Indicators (NI)</b>	<b>Local Indicators (LI)</b>
<b>NI 8</b> Adult participation in sport and active recreation <b>NI 6</b> Participation in regular volunteering	<b>LI 7.2</b> Feeling safe

### Examples of our work

- Expansion and development of the Rochford District Neighbourhood Watch Scheme
- Further development and district wide provision of the STAR project •Rochford District Citizen of the Year
- Open Arts project • Sails in the Wind project encouraging public participation & volunteering
- DisabledGo • Rochford District Sports Awards and Sports Festival • Activerochford Community Activity Network

### Strengthening the Third Sector

Our objective is to support and encourage the development of a vibrant Third Sector.



## Appendix

The Third Sector includes voluntary and community organisations, charities, social enterprises, cooperatives and mutuals. The Office of the Third Sector and significant funding encourages organisations to develop their capacity, the Quirk Review and developing Community Asset transfer continues this process. This enables the Third Sector to provide a diverse range of services to the community from social care, young people's activities, work placements, training and transport. The exact number of Third Sector organisations within the District is unknown although Rochford and Rayleigh Association of Voluntary Services (RRAVS) has approximately 90 members.

However a needs assessment survey undertaken in 2006 identified that half of RRAVS members had not undertaken training or development or sought funding. The average volunteer age is over 50, there is a shortage of volunteers, the income of 80% of voluntary groups is less than £10,000 per year and the lack of collaborative working with other Third Sector organisations has led to closures. Work needs to be done to educate groups to develop their volunteers in order to improve and sustain their organisation. The LSP will be working closely with the Third Sector to ensure it is in a more robust position to provide these services.

<b>National Indicators (NI)</b>	<b>Local Indicators (LI)</b>
<b>NI 6</b> Participation in regular volunteering <b>NI 7</b> Environment for a thriving Third Sector <b>NI 135</b> Support for Carers <b>NI 11</b> Engagement in arts	<b>LI 7.2</b> Feeling safe

### Examples of our work

- Funding for Third Sector developed via Chief Officer for RRAVS
- Laptop project
- Community Transport
- Sails in the Wind project encouraging public participation and future volunteering
- The annual Rayleigh Arts Festival
- Young Carers Scheme run by Rochford and Rayleigh Association of Voluntary Service

**Increasing Accessibility to Services**

**Our objective is to reduce inequalities in service provision and add extra value through a holistic approach to ensure that rural communities and those at particular disadvantage have access to all services.**

People’s expectation of being able to access services at a time and place that suits them has changed. From research undertaken we know that residents in Rayleigh have 100% access to essential services. Elsewhere access to services declines and in the more rural parts of the district there are relatively few essential services within easy reach.<sup>2</sup> Transport links within the district suffer from congestion and public transport links are poor outside of the urban areas, this will require all service providers to work collaboratively to take services to the more remote rural areas.

The District has high levels of phone and internet connectivity with a population that regularly uses the internet from home and the work place. Service providers are able to make services available online, however, we must ensure that those who do not have this facility are also able to access our services.

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Public sector agencies are tasked with providing equitable access to services and increasing efficiency, in rural areas this is a particular challenge where relatively low populations make delivering services less cost effective. The LSP will encourage both statutory and Third Sector agencies to work collaboratively to provide where needed services where direct provision is not cost effective.

National Indicators (NI)	Local Indicators (LI)
<p><b>NI 120</b> All-age all cause mortality rate  <b>NI 163</b> Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 2 or higher  <b>NI 164</b> Proportion of population aged 19-64 for males and 19-59</p>	<p><b>LI 5.1</b> Access to Services  <b>LI (NI 165)</b> Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 4 or higher</p>

<sup>2</sup> Essential services defined as post offices, banks, doctors, council services with 2 km

for females qualified to at least Level 3 or higher	
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### Examples of our work

- Activity Sessions for children and adults with special needs at the Warehouse
- Increasing the number of and service provision of Children Centres
- School Holiday Disability Play Scheme • Develop the use of mobile services in rural areas, Healthy Chance

### Keeping Rochford Safe

**Our objective is to ensure that our communities feel safe and that their fear of crime and their perception of crime decreases.**

In 2006, a review of the Crime and Disorder Act 1998, sought to strengthen the process of the requirement to produce a detailed audit of crime, through consultation with key agencies and the wider community, to use the findings to identify strategic priorities and set targets and performance measures. This resulted in each Crime and Disorder Reduction Partnership (CDRP) producing a Strategic Assessment.

Rochford District CDRP has been the best performing CDRP in the East of England, achieving an unprecedented 32.9% in crime reduction in 2007/08. In contrast to such statistics, results of the latest Local Government User Satisfaction Survey (LUGSS) show perception of anti-social behaviour in Rochford as being ranked 5th out of 15 similar Local Authorities. It is also recorded that local residents display disproportionate levels of fear of crime compared to actual crime statistics. This suggests that perception and the fear of crime is an issue within our communities, the LSP in partnership with the CDRP address this.

## Appendix

National Indicators (NI)	Local Indicators (LI)
<p><b>NI 17</b> Perceptions of anti-social behaviour</p> <p><b>NI 18</b> Adult re-offending rates for those under probation supervision</p> <p><b>NI 20</b> Assault with injury rate</p> <p><b>NI 39</b> Rate of Hospital Admissions for Alcohol Related Harm per 100,000 population</p> <p><b>NI 111</b> First time entrants to the Youth Justice System aged 10-17</p> <p><b>NI 115</b> Substance misuse by young people</p>	<p><b>LI 7.1</b> Repeat incidents of domestic violence</p> <p><b>LI 7.2</b> Feeling Safe</p>

### Examples of our work

- Neighbourhood Watch funded co-ordinator to improve the scheme
- Teen Shelters around the District • Sanctuary and Careline schemes for victims of domestic abuse
- Women's Safety Worker supporting the Integrated Domestic Abuse Programme
- Youth diversion and education projects: Firebreak, Crucial Crew, Road Runner, Teen Café, Anti Bullying and Domestic Abuse workshops, Alcohol and Substance misuse workshops, Leadership in the Community Sports Awards, Hyper

### Encouraging Economic Development: Skills, Employment and Enterprise

**Our objective is to encourage a thriving and enterprising local economy that has high levels of skills, sustainable businesses and increased employment opportunities.**

## Appendix

Rochford has lower numbers of residents (of working age) qualified to NVQ level 3 and above than regional and national averages. Almost 19% of the working age population have no qualifications which is significantly higher than regional and national averages (Annual Population Survey 2007). We need to encourage the take up of Train 2 Gain provision by raising awareness of funding and support services that are available to employers who take this route.

At present 48% of Rochford's employed commute out of the District to work. The Office for National Statistics (ONS) Annual Population Survey (2007) showed that 39,200 Rochford residents were in employment. The ONS Annual Business Inquiry showed that there were 19,000 jobs in the District over the same time period. The average household wage in Rochford (£28,725) higher than the average for the workplace (£24,009) (Source: ASHE 2007), this would indicate that the more highly skilled residents commute out of the area to achieve higher wages we therefore need to encourage and support a growth in high value jobs. The potential for inward investment is limited due to geography, transport infrastructure and rurality. The LSP will encourage small business creation and growth as part of a sustainable community, particular attention will be paid to businesses that generate high skill, high wage employment to increase overall productivity and generate wealth for the local economy.

National Indicators (NI)	Local Indicators (LI)
<p><b>NI 163</b> Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 2 or higher</p> <p><b>NI 164</b> Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 3 or higher</p> <p><b>NI 166</b> Median earnings of employees in the area</p> <p><b>NI 171</b> New Business registration rate</p>	<p><b>LI (NI 165)</b> Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 4 or higher</p>

Examples of our work

## Appendix

- Rochford in Business Initiative
- Eco-enterprise centre
- Back to Work Skills Programme

### Promoting a Greener District

**Our objective is to address the causes of climate change at a local level for the benefit of those that live, work in and visit the District.**

There is scientific consensus that man-made greenhouse gas emissions drive climate change, the effects are potentially irreversible. Various mediums have addressed the subject and our everyday behaviours have been influenced for the better. The inevitable consequences of climate change will continue to occur for the next few decades because of past human activity and the inherent inertia in the climate mechanism. Temperatures will continue to rise for approximately 40 years as will sea levels for more than a century. It is therefore vitally important for all LSP partners to pursue actions of adaptation and mitigation in the future. The need for change is vital for Districts in Essex, because not only is the county low lying, being situated within the Greater Thames Estuary; it is also one of the driest parts of the UK. The increased demand for development, population and lifestyle changes will increase the District's vulnerability to the effects of climate change.

As an LSP we should take steps to ensure that potential risks to people, the environment, property and businesses in the District are minimised. Our own impacts as separate partners are minimised and we recognise and realise the opportunities that may arise due to the effects of climate change (where they do not worsen the impact on others).

<b>National Indicators (NI)</b>	<b>Local Indicators (LI)</b>
<b>NI186</b> - Per capita reduction in CO2 emissions in the LA area <b>NI188</b> - Planning to adapt to climate change <b>NI191</b> - Residual household waste per household <b>NI192</b> - Percentage of household waste sent for reuse, recycling and composting. <b>NI 197</b> - Improved local biodiversity	<b>LI 10.1</b> Progressing the Living Landscapes Vision

### Examples of our work

- Rochford District Council Climate Change Strategy adopted
- Continue to improve recycling performance
- National Indicator County working groups e.g. NI188 EPACC (Essex Partners Adapting to Climate Change)
- Encouraging more sustainable travel options e.g. Greengrid, Travelbudi
- Promotion of renewables and minimising use of resources
- Improving environmental performance of residential and commercial development across the district
- Minimise the climate change impacts of those who live in, work in and visit the district

Outlined above are the seven areas the LSP will focus upon. The SCS Action Plan will further demonstrate how the identified priorities will be addressed and will include Specific, Measurable, Achievable, Realistic and Timely (SMART) targets. The process and actions will be regularly reviewed to reflect and adapt to any changing priorities and trends within our communities.

### APPENDIX (2)

#### Related Strategies and Plans (Links)

(The following Strategies and Plans were up to date at the time of preparation of the Sustainable Community Strategy but should be checked for relevance subsequently).

## Appendix

Essex Partnership:

<http://www.essexpartnership.org>

Rochford District Council Statement of Place:

[http://www.rochford.gov.uk/rdc/pdf/community\\_rochford\\_statement\\_of\\_place.pdf](http://www.rochford.gov.uk/rdc/pdf/community_rochford_statement_of_place.pdf)

Local Futures - Rochford Ward Data September 2007:

[http://www.rochford.gov.uk/rdc/PDF/community\\_rochford\\_ward\\_data\\_annex.pdf](http://www.rochford.gov.uk/rdc/PDF/community_rochford_ward_data_annex.pdf)

Local Futures - Rochford Ward Data September 2007:

[http://www.rochford.gov.uk/rdc/PDF/community\\_rochford\\_data\\_annex.pdf](http://www.rochford.gov.uk/rdc/PDF/community_rochford_data_annex.pdf)

Rochford District Council - Housing Strategy Draft 2008-2011:

[http://www.rochford.gov.uk/rdc/PDF/housing\\_strategy\\_2008\\_2011\\_draft.pdf](http://www.rochford.gov.uk/rdc/PDF/housing_strategy_2008_2011_draft.pdf)

Rayleigh, Rochford and District Association for Voluntary Service:

<http://www.rravs.org.uk>

Rochford District Council – Review of Global Warming Agenda

[http://www.rochford.gov.uk/rdc/PDF/committee\\_global\\_warming\\_review.pdf](http://www.rochford.gov.uk/rdc/PDF/committee_global_warming_review.pdf)

Rochford District Council - Economic Development Strategy:

[http://10.16.131.11/intranet/documents/pps/plans\\_and\\_strategies\\_economic\\_development.pdf](http://10.16.131.11/intranet/documents/pps/plans_and_strategies_economic_development.pdf)

The Rochford Compact:

[http://10.16.131.11/intranet/documents/pps/plans\\_and\\_strategies\\_social\\_compact.pdf](http://10.16.131.11/intranet/documents/pps/plans_and_strategies_social_compact.pdf)

Rochford District Council - Environmental Policy:

[http://10.16.131.11/intranet/documents/pps/pps\\_environmental\\_policy.pdf](http://10.16.131.11/intranet/documents/pps/pps_environmental_policy.pdf)

Rochford District Council - Local Development Framework:

<http://www.rochford.gov.uk/rdc/main.asp?page=351>



## Appendix

Rochford District Crime and Disorder Partnership – Annual Partnership Plan  
[http://www.rochford.gov.uk/rdc/pdf/plans\\_strategies\\_crime\\_disorder\\_annual\\_plan.pdf](http://www.rochford.gov.uk/rdc/pdf/plans_strategies_crime_disorder_annual_plan.pdf)

Thames Gateway South Essex:  
<http://www.tgessex.co.uk/index.php>

South East Essex NHS Rochford Joint Strategic Assessment:  
<http://www.see-pct.nhs.uk/content/file/Document%20Library/Rochford%20Joint%20Strategic%20Needs%20Assessment%20Apr%202008.pdf>

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### APPENDIX (3)

#### STRUCTURE & SUB GROUPS OF THE LOCAL STRATEGIC PARTNERSHIP

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# Appendix

The LSP is currently made up of an Executive Board and five partnerships that support the delivery of the Sustainable Community Strategy.

