

West Cheshire Together

General meeting report.

AGENDA ITEM 9.

Report title	Sustainable Community Strategy Development: Progress Report
Description	An update on the process of the producing of the West Cheshire Sustainable Community Strategy (SCS).
Document purpose	The SCS will be the key document for the LSP, setting out the vision for the area, describing how people who live and work in Cheshire West want it to change over time. This document outlines progress to date and asks for partner support with the next stages.
Circulation list	West Cheshire Together
Decision/Action required	Partners are asked to: <ul style="list-style-type: none">a. Support the process outlined in the attached report on the production of and consultation on the SCS;b. Comment on the list of 'Big Issues' identified in the initial stages of consultation as a basis for drafting the SCS (attached at appendix A).c. Consider the timetable (attached at appendix C) and identify further opportunities for consultation and engagement within their own organisations/networks.
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Target audience	West Cheshire Together
Cross reference	Local Government and Public Involvement in Health Act, Planning Together

Report narrative
<p>1. Introduction</p> <p>1.1 The Sustainable Community Strategy (SCS) is the key document for the LSP is setting out a shared vision and shared sense of priorities for the area. Its purpose is to enable Cheshire West and Chester Council, in partnership with other agencies and local people through the Local Strategic Partnership, to discharge its responsibilities for promoting the social, economic and environmental well-being of the area; and providing community leadership.</p> <p>1.2 The purpose of this paper is to provide an update on activities undertaken to develop the SCS, and to provide further detail about the remaining stages. Specific points to note include:</p>

- a. Work undertaken to produce the CAA Self assessment has formed the evidence base for developing SCS priorities.
- b. Two events have taken place to inform the SCS development process: a stakeholder event on 25 June 2009 which identified 17 'Big Issues' to be addressed by the SCS and a wider network event on 20 July 2009 which further considered these issues (see appendix A).
- c. A joint consultation and engagement plan has been produced for the SCS and the Local Development Framework Core Strategy which suggests a two stage process for the production of these documents (see appendix B).
- d. A more detailed timetable of events and key meetings to take forward this process has been produced (appendix C)

1.2 The following section gives further details on each of these points.

2. Background

2.1 The first stage of SCS preparation requires a through understanding of current performance, needs and priorities in the borough. The CAA Self Assessment - "The Area in Perspective" - provides an honest assessment of local needs and the extent to which they have been translated into priorities, whether improvements and outcomes have been achieved and what gaps still need to be addressed. We are seeking to build on this evidence base through the consultation process which seeks to:

- test this understanding of local needs and priorities;
- consider the experience of place for different sections of our community; and
- identify the opportunities and approaches to addressing difficult cross-cutting issues that can best be tackled through partnership working.

2.2 Initial engagement aimed at focusing on these issues has taken place with partners. This has centred around two events:

- a Stakeholder workshop which took place on 25 June 2009 and sought to build on the evidence gathered for CAA to focus on the 'Big Issues' for West Cheshire for the next 10 years. Over 70 stakeholders from across the LSP structure came together to work in theme groups to identify areas of concern. This resulted in 17 'Big Issues' being identified which are summarised in Appendix A.
- a wider LSP Network event which took place on 20 July 2009. This brought together a wider audience, around 180 delegates including a good cross section of voluntary and community representatives from across the borough. It built on the findings of the previous workshop by asking delegates to prioritise the Big Issues, and also consider how and why this varies in different localities. An initial assessment of the outcomes of this event is also set out appendix A.

Further evidence of local variation of priority issues is being drawn from representations made at the meetings of Community Forums, Area Partnership Events and other community events taking place over the summer.

2.3 Partners will be aware that we are working towards a joint consultation and engagement programme for the production of the West Cheshire SCS and Local Development Framework (LDF) Core Strategy, with the intention that this could ultimately lead to a joint publication. A Joint Consultation and Engagement Plan has been produced which sets out the joint engagement approach. It recognises that this approach is currently being strongly encouraged by Government as not only representing best use of resources and minimising consultation fatigue but also allowing for a strong and supportive relationship between two key documents: the LDF suggesting the physical manifestation of the vision set out in the SCS.

2.4 The Joint Consultation/Engagement Plan sets out further detail of the programme of activities planned to progress the formal six week consultation period on the draft SCS/LDF Core Strategy. Between October and December 2009 there will be an intensive period of consultation on this document to test out its robustness. Wherever possible these activities will connect with/support other engagement activities and planned events. This will include:

- discussions with the LSP, the LSP Thematic Leads and thematic partnerships
- community consultation through APBs and Community Forums
- a further LSP Network conference
- targeted workshops with communities of interest
- targeted interactions with hard to reach/hard to hear groups
- a specific event for the Third Sector
- a specific event for Local (Town and Parish) Councils
- a borough Road Show (mid-Oct to early December)
- web based consultation using existing databases and networks

2.5 This work is being overseen by an SCS Working Group which draws together relevant officers from across the LSP framework and is chaired by Alistair Jeffs.

3. Recommendations

Partners are asked to:

- a. Support the process outlined in attached report on the production of and consultation on the SCS;
- b. Comment on the list of 'Big Issues' identified in the initial stages of consultation as a basis for drafting the SCS (attached at appendix A).
- c. Consider the timetable attached at appendix C and identify further opportunities for consultation and engagement within their own organisations/networks.

Appendix A: The Big Issues

LSP Stakeholder Workshop: Thursday 25th June 2009 “Cheshire West and Chester: The Big Issues for the next 10 years”

Over 70 Delegates attended this event and worked in thematic groups to identify the ‘Big Issues’ for West Cheshire for the next 10 years. This note captures the main points made and suggestions made about how these issues should be addressed. There has been no attempt to prioritise these issues.

SAFER STRONGER COMMUNITIES

Fear of crime and anti-social behaviour: to be addressed through seeking to change perceptions of different groups within communities; people feeling they are being listened to; people feeling safe in their communities, closing the gap between perception and statistics. Early actions include improving communication between generations, work to improve the cohesiveness of communities.

Local peoples influence on decision-making: to be addressed through action to make people feel informed, engaged and involved. Early actions include finding out how people want to get involved and developing communications so that they know what we are doing, how to get involved and what difference has been made.

Lack of joined up and collaborative working: to be addressed through improved coordination of activity between partners, sharing information, strategy alignment, sharing best practice. Culture of challenge not blame.

Alcohol and substance misuse: to be addressed through seeking to ensure minimal harm caused through improved access to services, education and improved attitudes/behaviour. Early action includes the development of a joint strategy.

Domestic abuse: a huge but hidden issue to be addressed through generating both cultural acceptance of domestic abuse reporting and the unacceptability of domestic abuse happening. Early action includes a joint strategy. Requires sustained funding in the future.

ENVIRONMENTAL SUSTAINABILITY

Shaping the Place: adapting the physical environment both to inevitable climate change and to enable and support sustainable living. The way forward set out in the LDF is critical to this.

Altering behaviours: improving awareness of the need to adapt behaviours to accommodate inevitable climate change and to live sustainably.

Resource efficiency: improved management and investment of scarce resources.

BUSINESS, ENTERPRISE AND CULTURE

Regeneration: need to identify opportunities and act quickly, bravely. Support communities in contributing to this. Importance of influencing regional strategies in favour of West Cheshire.

Transport and accessibility: particularly focusing on non-car transport options, innovative access to services. Needed to address access to employment from deprived areas. Early action would include a map and gap analysis.

Addressing economic downturn: continue to encourage regeneration activities but focus on those which will make a real difference to worklessness. Work with businesses to inspire confidence in the market. Promote faster decision-making. Map skills to opportunities.

HEALTH AND WELLBEING

Reduce Health Inequalities: Close the gap in life expectancy levels across Cheshire West & Chester: **mental health** being a major issue: need to combat deprivation and isolation, introducing capacity building for self-empowerment and listening to communities. Resources need to be targeted at specific areas (including rural areas and areas of economic deprivation) and issues (smoking, alcohol, drugs, obesity).

Age demographic: growing proportion of elderly people. To be addressed by knowing communities and planning appropriate accommodation and service needs. Valuing older peoples contributions and supporting active lifestyles. Ensuring that the proportion of public service spend reflects this demographic and that there is joined up approach to service delivery.

Delivering services to meet different needs: working towards a better fit between local services and local needs and therefore early intervention and prevention. Exploring more innovative uses of accommodation for service delivery.

CHILDREN AND YOUNG PEOPLE (CYP)

'Think Family' Strategy: Many of the priority issues for children and young people were inter-generational. Therefore looking at specific priorities in isolation would not deliver improvements to outcomes for children and young people. It was important to recognise that parents, carers and communities had a huge impact on children and young people and it was therefore essential to join up existing strategies (e.g. - healthy weight, teenage conceptions, mental health, poor educational attainment, worklessness, alcohol and substance misuse, domestic violence) and to address these issues on a cross-cutting basis with all thematic partnerships. The proposal suggested was that a Think Family approach was needed, strategically located as part of the Sustainable Community Strategy, owned by the Partnership, to ensure a focus on tackling poor parenting and providing support to parents and carers who needed it most.

Engagement of children and young people and families in partnership activities: so that their voices were heard and their views can be captured. A great deal of engagement activity took place by many agencies, but it was inconsistent and uncoordinated. This resulted in differing pictures of need – where one survey might suggest knife crime was the top issue for children and young people, but another might suggest bullying. The proposal was that the Partnership should commission the Children's Trust Board to set up an Engagement sub-group to lead on engaging with Children & Young People and their families. This must be a wide partnership of interested stakeholders and could be led by a communications specialist of the Local Authority. Its purpose would be to present a coordinated and aggregated view of voices and views that could be set alongside an integrated Local Strategic Partnership data set of statistical evidence that would greatly assist in informing service planning and prioritisation.

Narrowing the gap on a range of inequality issues. This was highlighted as the overarching priority outcome for Children & Young People in relation to the five Every Child Matters outcomes: *Be Healthy; Stay Safe; Enjoy and Achieve; Make a Positive Contribution; and Achieve Economic Well-Being.*

As part of the feedback session delegates were also invited to identify issues which hadn't been picked up by the groups. Suggestions were:

- Affordable housing and reducing the number of households with children who were in temporary housing
- Developing the role of the Third Sector
- Climate Change
- Understanding diverse communities

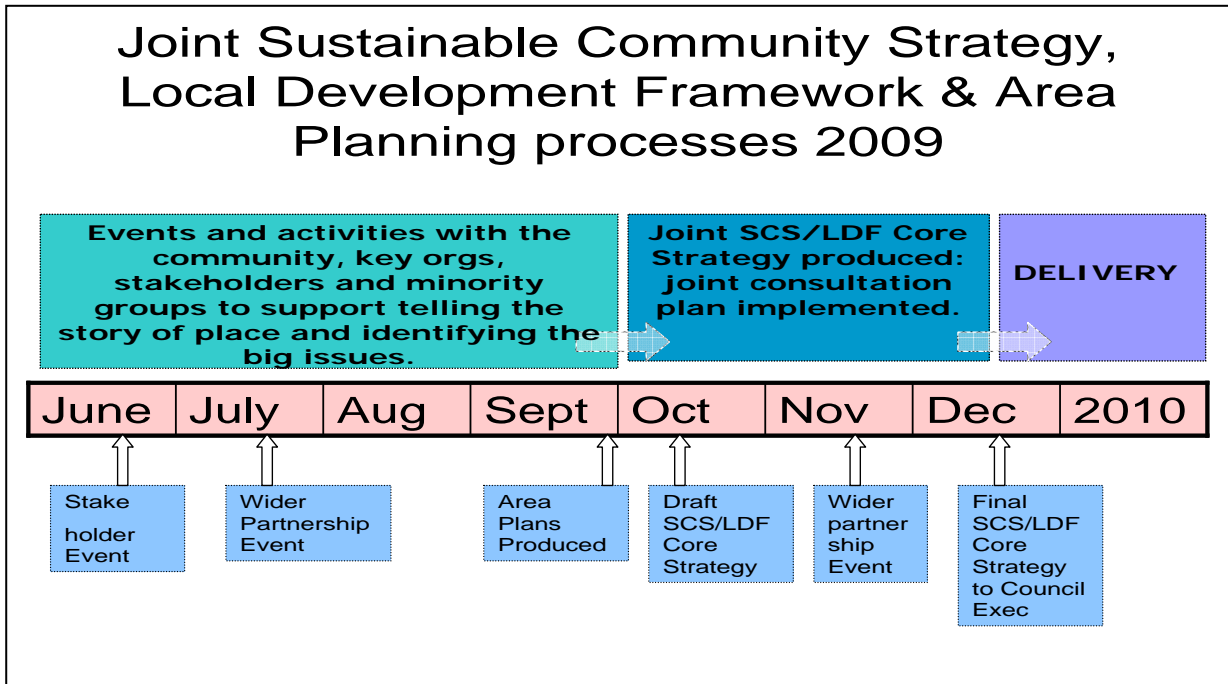
Update from LSP Network Event 20 July 2009

Around 180 delegates representing public, private, third sector and community interests from across West Cheshire came together to further consider these 'Big issues'. Delegates were asked to work in mixed groups to identify their top three issues from the above list: where possible

delegates representing particular geographical areas were grouped together, but this appears to have little bearing on findings. Overall delegates found it difficult to agree a top three as a group: there was a lot of concern about all of the issues being priorities and not wanting to miss any off the list. Most tables chose to allow individuals to express their priority concerns separately. An initial assessment of an incomplete set of returns reveals the top five areas of concerns to be:

- Narrowing the gap on the range of inequality issues
- Addressing the economic downturn
- Local peoples influence on decision-making
- Need for Joined up and collaborative working
- Environmental sustainability

Appendix B: Joint SCS/LDF Core Strategy Process



Appendix C: SCS/LDF Event / Consultation Schedule

AUGUST	
Ongoing	<ul style="list-style-type: none"> ▪ Impact Weeks (Grange & Rossmore) ▪ West Park Play Day (Westminster Park)
1 st	
2 nd	<ul style="list-style-type: none"> ▪ Family Fun Day at Chester Racecourse
3 rd – 14 th	<ul style="list-style-type: none"> ▪ Victoria Road Play Day Scheme (Northwich & Rural North ABP area)
4 th	<ul style="list-style-type: none"> ▪ Play Day at Chinkers Field, Northwich
5 th	<ul style="list-style-type: none"> ▪ Winsford Play Day
5 th	<ul style="list-style-type: none"> ▪ Producers Market – Chester Town Hall Square
6 th	<ul style="list-style-type: none"> ▪ Play Day at Frodsham
7 th	<ul style="list-style-type: none"> ▪ National Play Day at Whitby Park
8 th	<ul style="list-style-type: none"> ▪ Bugs and Butterflies at Marshalls Arm Local Nature Reserve
11 th	<ul style="list-style-type: none"> ▪ Mickle Trafford Community Forum
11 th	<ul style="list-style-type: none"> ▪ Bug Hunt at Marbury Country Park
15 th	<ul style="list-style-type: none"> ▪ Family Play Day at Stanney Fields, Neston
15 th	<ul style="list-style-type: none"> ▪ Neston Farmers Market
17 th – 28 th	<ul style="list-style-type: none"> ▪ Vickers Way Play Day Scheme (Northwich & Rural North APB area)
17 th	<ul style="list-style-type: none"> ▪ Thematic Group Leads meeting
19 th	<ul style="list-style-type: none"> ▪ Southern Stroll at Ashton and Newmanns Flashes
21 st	<ul style="list-style-type: none"> ▪ Health & Well-being Thematic Partnership
21 st	<ul style="list-style-type: none"> ▪ Bat Talk and Walk at Marbury Country Park
21 st – 22 nd	<ul style="list-style-type: none"> ▪ Chester Races (August Festival)
SEPTEMBER	
1 st	<ul style="list-style-type: none"> ▪ “Have Your Say” Police Forum
2 nd	<ul style="list-style-type: none"> ▪ Producers Market – Chester Town Hall Square
5 th	<ul style="list-style-type: none"> ▪ Helsby Parish Councillors surgery at Helsby Community Centre
9 th	<ul style="list-style-type: none"> ▪ Mickle Trafford Community Forum
10 th – 13 th	<ul style="list-style-type: none"> ▪ Various Heritage Open Days (Chester Civic Trust)
11 th	<ul style="list-style-type: none"> ▪ Safer & Stronger Communities Thematic Partnership
11 th	<ul style="list-style-type: none"> ▪ Weaver Wander at Weaver Parkway
11 th	<ul style="list-style-type: none"> ▪ Bats and Traps at Marshalls Arm Local Nature Reserve
12 th	<ul style="list-style-type: none"> ▪ Food for Free at Northwich Woodlands
12 th	<ul style="list-style-type: none"> ▪ Chester Races
13 th	<ul style="list-style-type: none"> ▪ Bushcraft Skills at Wirral Country Park
14 th (tbc)	<ul style="list-style-type: none"> ▪ Hoole, Upton & Newton Community Forum
15 th	<ul style="list-style-type: none"> ▪ Boughton Heath, Vicars Cross and Overleigh Community Forum
16 th	<ul style="list-style-type: none"> ▪ Winsford Community Forum
18 th	<ul style="list-style-type: none"> ▪ Health & Well-being Thematic Partnership
19 th	<ul style="list-style-type: none"> ▪ Neston, Parkgate, Ledsham & Willaston Community Forum
19 th	<ul style="list-style-type: none"> ▪ Whitby Park Play Day
19 th	<ul style="list-style-type: none"> ▪ Neston Farmers Market
19 th – 20 th	<ul style="list-style-type: none"> ▪ Kite Festival – Chester Racecourse
20 th	<ul style="list-style-type: none"> ▪ Memory Walk at Northwich Woodlands
21 st	<ul style="list-style-type: none"> ▪ Thematic Group Leads meeting
21 st	<ul style="list-style-type: none"> ▪ City Community Forum
22 nd	<ul style="list-style-type: none"> ▪ “Have Your Say” Police Forum
26 th	<ul style="list-style-type: none"> ▪ Friends of Stanney Fields Park
26 th	<ul style="list-style-type: none"> ▪ Chester Races
29 th	<ul style="list-style-type: none"> ▪ Northwich West & Abbey Community Forum
End Sept. (tbc)	<ul style="list-style-type: none"> ▪ Proposed event with Local Councils

OCTOBER	
1 st (tbc)	<ul style="list-style-type: none"> ▪ Business, Enterprise & Culture Thematic Partnership Workshop ▪ Broxton Community Forum ▪ Children’s Trust ▪ Producers Market – Chester Town Hall Square ▪ Woodcraft Day at Rivacre Valley Local Nature Reserve ▪ Rural West Area Partnership Board ▪ Neston Farmers Market ▪ Health & Well-being Thematic Partnership ▪ Thematic Group Leads meeting ▪ Ellesmere Port Area Partnership Board ▪ Neston, Parkgate, Ledsham & Willaston Community Forum ▪ “West Cheshire Together” LSP meeting ▪ French Market – Chester Town Hall Square
1 st	
7 th	
7 th	
10 th	
13 th	
17 th	
16 th	
19 th	
22 nd	
24 th	
29 th	
30 th – 31 st	
NOVEMBER	
4 th	<ul style="list-style-type: none"> ▪ Mickle Trafford Community Forum ▪ Producers Market – Chester Town Hall Square ▪ Health & Well-being Thematic Partnership ▪ Firework Fun Night – Chester Racecourse ▪ Christmas Lights Switch On – Chester City Centre ▪ Safer & Stronger Communities Thematic Partnership ▪ Thematic Group Leads meeting ▪ Hoole, Upton & Newton Community Forum ▪ Italian Market – Chester Town Hall Square ▪ Neston Farmers Market ▪ Winsford Community Forum ▪ Christmas Fair – Neston Town Hall
4 th	
6 th	
7 th	
12 th	
13 th	
16 th	
16 th (tbc)	
19 th – 21 st	
21 st	
25 th	
28 th	
DECEMBER	
1 st	<ul style="list-style-type: none"> ▪ Northwich West & Abbey Community Forum ▪ Health & Well-being Thematic Partnership ▪ Neston, Parkgate, Ledsham & Willaston Community Forum ▪ Thematic Group Leads meeting
4 th	
12 th	
14 th	