

WEST CHESHIRE TOGETHER LSP REPORT

Report title	Sustainable Community Strategy Development: progress report
Description	An update on the consultation process involved in producing of the West Cheshire Sustainable Community Strategy (SCS). This consultation will be undertaken jointly with consultation on the Local Development Framework Core Strategy and the Local Transport Plan.
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 details the consultation process which is central to the production of a robust SCS.
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 consultation material (attached at appendix A and B). c. Consider the timetable (attached at appendix C) and identify further opportunities for consultation and engagement within their own organisations/networks. d. Take the consultations into their own organisations for consideration and response during the consultation period.
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Target audience	West Cheshire Together
Cross reference	Local Government and Public Involvement in Health Act, Planning Together

1. Introduction

- 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.
- 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:
- a. A joint consultation programme which will proceed jointly with the Local Development Framework Core Strategy and the Local Transport Plan has been agreed.
 - b. A timetable of events and activities which will ensure that the consultation extends across all West Cheshire interests has been prepared.
 - c. A draft SCS will be brought to the LSP meeting in January 2010 before it is taken to the Council for final approval on 25 February 2010.
- 1.2 The following section gives further details on each of these points.

2. Background

- 2.1 Cheshire West and Chester Council has responsibility for producing a SCS, a Local Development Framework (LDF) and a Local Transport Plan (LTP). These documents complement each other: the SCS provides the overarching vision for the future wellbeing of the borough whilst the LDF and LTP set out the physical means by which this vision can be realised.
- 2.2 Whilst each consultation has its own discrete requirements, work has been undertaken so that we will approach the consultation period as a joint activity, rather than three separate exercises. To this end we have developed a single joint 'short' questionnaire for those who do not wish to look at the three longer documents (attached at appendix A);
- 2.3 For partner organisations and those with specific interests there are three longer consultation documents: the SCS consultation document is attached at Appendix b. This seeks to identify and consider approaches to addressing the 'big issues' for West Cheshire over the next 10 years. Partners are encouraged to consider both whether this document identifies the most appropriate issues and if the approaches suggested to addressing them are correct.
- 2.4 The long consultation documents for the LDF Core Strategy and the LTP

can be viewed here: www.cheshirewestandchester.gov.uk (the consultation will go live in the near future).

2.5 Appendix C summaries the timetable of events and activities we will be attending during the consultation period which runs 11 November 2009-13 January 2010. Other activities will be undertaken with hard to reach and hard to hear groups as part of the production of the Single Equalities Scheme. A comprehensive database of West Cheshire interests will also be contacted and encouraged to get involved in a range of different ways, including one-off and bespoke sessions with particular groups.

2.6 Throughout the consultation period responses will be collated and analysed for the purpose of producing a draft SCS setting out priorities for the future and how they will be taken forward. This will be brought back for partner consideration in January 2010.

3. Recommendations

Partners are asked to:

- a. Support the process outlined in the attached report on the production of and consultation on the SCS;
- b. Comment on the consultation material (attached at appendix A and B).
- c. Consider the timetable (attached at appendix C) and identify further opportunities for consultation and engagement within their own organisations/networks.
- d. Take the consultations into their own organisations for consideration and response during the consultation period.

Our Vision

Joint summary questionnaire for consultation of the Sustainable Community Strategy, Local Development Framework Core Strategy and Local Transport Plan

Vision Statement

Please consider the joint vision statement set out below and keep this in mind when responding to the issues overleaf.

By 2026, whatever your age, Cheshire West and Chester will provide you with a safe, clean, attractive environment where you will be able to live an active, healthy lifestyle. You will be in easy reach of facilities, allowing you access to employment, education and training, shops, leisure, sport and open spaces. You will be able to make real choices about the things that matter to you, where you live; how you travel; where you shop; how and where you work. You will live in a community which recognises and values the differences between us and provides for all sections of the community and fights deprivation.

Your carbon footprint will be reduced and you will be adapting to climate change. Energy will be sustainable and renewable, using waste as a valuable resource. You will live and work in sound sustainable buildings that are built to last.

Our countryside will be a vibrant environment where villages and market towns thrive and our diverse nature is protected. The Weaver Valley will provide the backbone of inter connecting waterways and paths allowing you to explore our heritage sites such as Anderton Boat Lift, and discover the Cheshire West Plains and Delamere Forest.

Chester will be a city that has to be seen with world class historic and cultural facilities where you can enjoy a unique retail experience; Ellesmere Port will provide a hub for high tech industries and professionals; Winsford will be revitalised and Northwich will be regenerated.

All of this is connected and will provide benefits for the whole of the Borough. By listening to each other and working together this is what we can achieve. West Cheshire is already a great place to be – ***by 2026 let's make it even better for everyone!***

What are your/your organisations issues and concerns for the next five years in West Cheshire? Please rank the following issues indicating whether you consider them to be a low, medium or high priority for the future.

	Issue	H	M	L
1	Reducing our carbon footprint and responding to climate change			
2	A thriving and resilient economy			
3	Providing a well maintained and connected transport network to ensure equality of access to services and opportunities			
4	Providing a safer environment, including on our roads, and reducing the fear of crime			
5	Encouraging healthy lifestyles			
6	Involving communities in local decision-making			
7	Promoting tolerant and understanding communities, and valuing the role of the voluntary, community and faith sectors.			
8	Access to quality homes for everyone			
9	Responding to education and training needs			
10	Valuing local distinctiveness, heritage and culture			

11. Other

Please identify the top three priority issues for you/your organisation

Your Postcode:

Age:

Are you: male/female

Appendix B:

West Cheshire Together: Our Vision for the next 10 years

This document forms the basis of the formal consultation for the West Cheshire Sustainable Community Strategy. The purpose of the Sustainable Community Strategy is to present a collective vision of the social, economic and environmental priorities for the next 10 years (2010-2020). In developing this vision we are working jointly with the Local Development Framework and Local Transport Plan: our joint vision for a longer (15 year) timeframe is set out below.

We would welcome your comments and observations on the themes and issues set out in this document.

Please let us have your comments before 13th January 2010 after which time the Sustainable Community Strategy will be finalised.

INDEX

THEME: LIVING WELL TOGETHER

Issue: Understanding our diverse communities

Issue: Understanding the role of the third sector

Issue: fear of crime and anti-social behaviour

Issue: Altering behaviour around current and future sustainability issues

Issue: Domestic abuse

Issue: Alcohol and substance misuse

THEME: RIGHT SERVICES, RIGHT PLACE RIGHT TIME

Issue: Need for joined up and collaborative working

Issue: Need for local peoples influence on decision making

Issue: Narrowing the gap on a range of inequality issues

Issue: Age demographic, delivering services to meet different needs, supporting independence

Issue: Homes for all

THEME: RISING TO THE CHALLENGE

Issue: Shaping the place to support sustainable living and adapt to climate change

Issue: Resource efficiency, working within a reduced financial settlement

Issue: Addressing the economic downturn

VISION STATEMENT

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PROPOSED THEME: LIVING WELL TOGETHER

Description: Promoting community spirit: communities who care for themselves and others, and who understand the importance of reducing the impact on our environmental resources.

Issue: UNDERSTANDING THE ROLE OF THE THIRD SECTOR

Issue: UNDERSTANDING OUR DIVERSE COMMUNITIES

What is the issue and what is already being done?:

West Cheshire has a relatively small proportion of people from black or non-white minority ethnic backgrounds (about 10,700 people, 3.3% in 2007), however this has grown from 4,800 people in 2001. The area is becoming more diverse as we have seen a growing number of international workers and their families, many from Eastern Europe who work in and around the area. More broadly, we need to have an awareness of the needs, issues and concerns of our communities not only in terms of ethnicity, but also in terms of age, disability, gender, gender identity, race, religion and sexual orientation.

What should we be doing?

Taking time to understand the complexity of our communities and their specific needs. Adopting a wholistic approach which locates individuals within their communities rather than isolating them as problems eg older people can give as well as receive.

Importance of community space for recreational, social and leisure activities.

How will we measure success?

Respect for other lifestyles, cultures and faiths

Who needs to be involved?

All partners involved in the LSP.

Your Comments: *Is this an issue for you/your organisation? What else is already happening? What else can we be doing? Can you help?*

What is the issue and what is already being done?:

A vibrant, strong third sector can make a vital contribution to the quality of life of people in Cheshire West and Chester, both in helping to shape and provide services to meet identified local needs, and in contributing to economic health and wellbeing through the provision of training, jobs and volunteering opportunities. The Third Sector is also at the heart of the effort to improve engagement with residents and communities to better respond to the needs of local communities.

A Third Sector Assembly was established by the sector in 2008 to actively represent the sector and ensure it is able to take a full and active role in the development of partnership working in the new authority and the developing partnership framework. i.e the Local Strategic Partnership, thematic groups and Area Partnership Boards. Cheshire West and

<p>Chester has actively supported this by seconding a senior manager to facilitate the development of the Third Sector Assembly on a full time basis.</p> <p>A revised Compact agreement between the Third Sector and the local public sector has been subject to extensive consultation and will be launched on November 3rd 2009. It sets out a framework for better working relationships through shared principles, undertakings and actions.</p>
<p>What should we be doing?</p> <p>As well as the strategic measures outlined above, there is a need to continue to provide support and encouragement for local voluntary and community activities and organisations. Strategic grants and other support to local infrastructure bodies in the sector will help to support those groups to provide services to new and developing small groups within the area. The work of the Third Sector Assembly will also help to identify gaps in provision, develop experience and expertise in working within a new service commissioning (rather than grant giving) culture, and provide a climate within which both large and small organisations and groups can take part in the bidding process through the development of consortia. The Third Sector Assembly will also ensure representation from the sector on the key partnerships and groups, thus ensuring that strategic development is firmly based on evidenced local need.</p>
<p>How will we measure success?</p> <p>A healthy and vibrant third sector, actively engaging and participating in partnership working across the area and able to bid for commissioned services to meet local needs.</p>
<p>Who needs to be involved?</p> <p>All key partners and stakeholders but especially the Third Sector Assembly (working through and with third sector infrastructure groups and networks), Cheshire West and Chester council, the relevant PCTs, Fire and Police Services. Third Sector representation at various strategic levels will ensure that linkages are made.</p>

<p>Issue: FEAR OF CRIME AND ANTI SOCIAL BEHAVIOUR</p>
<p>What is the issue and what is already being done?:</p> <p>Place survey identified fear of crime and anti-social behaviour as a top three issue. There appears to be a problem of lack of coordination and consistency of responses from different organisations involved in addressing these issues.</p>
<p>What should we be doing?</p> <p>We should 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. Improved communications and reassurance through local media would help with this. Early actions include improving communication between generations, work to improve the cohesiveness of communities. We need to adopt a wholistic approach which locates individuals within their communities rather than isolating them as problems eg older people can give as well as receive.</p> <p>There needs to be improved coordination and consistency of responses to issues as they arise. This could include an inter-agency protocol, setting out clear courses of action and</p>

<p>timelines for responding to issues, and clarity about areas of responsibility.</p> <p>New development and infrastructure should address public safety as a key requirement, with 'safer by design' initiatives improving personal safety and reducing the fear of crime.</p>
<p>How will we measure success? People feel safer in their communities. People are confident that concerns about crime and anti social behaviour are dealt with by the Council and Police</p>
<p>Who needs to be involved? The Council, Police, Fire, Housing Providers, Hostels, Community and Voluntary sectors</p>
<p>Your Comments: <i>Is this an issue for you/your organisation? What else is already happening? What else can we be doing? Can you help?</i></p>

<p>Issue: ALTERING BEHAVIOUR AROUND CURRENT AND FUTURE SUSTAINABILITY ISSUES</p>
<p>What is the issue and what is already being done?</p> <p>Across Cheshire West, there is a willingness to change behaviour across the public sector, business and community to reduce unsustainable behaviour. However, acting upon these challenges requires demonstrable leadership in terms of getting our own houses in order as well as facilitating and supporting others to take action. The public sector is moving towards action, local business are being supported in their efforts and we have a number of community groups taking action collectively and encouraging individuals to alter their behaviour.</p>
<p>What should we be doing?</p> <p>Improving access to information, education and involvement as these are the keys to changing behaviour through a range of techniques, from websites, recommendations from neighbours/ peer pressure, incentives, etc.</p>
<p>How will we measure success?</p> <p><u>Energy</u> Number of home energy surveys undertaken Number of cavity wall/ loft insulations undertaken and CO2 saved Number of renewable (wind, hydro, etc) domestic and commercial energy installations, amount of renewable energy generated Number of micro-grids established, amount of local energy generated Emissions per capita (NI186)</p> <p><u>Transport</u> Number of bus journeys Number of cyclists Number of walkers, walking buses Number of journeys by private vehicles Number of site/ organisational/ company/ school travel plans Accessibility: NI?</p>

Waste/ Recycling

Tonnage of recycling NI?
Tonnage of garden waste processed
Unit of furniture and equipment re-use
Tonnage going to landfill NI?

Procurement/ Purchasing

Number of public sector agencies/ businesses implementing a sustainable procurement strategy/ policy
Number of greening the supply chain programmes
Number of local farmers markets
Number of Environmental Technology Services (ETS) companies in the area

Involvement

Number of public agencies/ companies with Eco-Champions network
Number of 'low carbon communities' and number of individuals directly involved
Number of people 'happy/satisfied' with their local area: NI????

Who needs to be involved? All the public sector agencies across the area (Local Authority, Universities/ Colleges, Fire and Rescue, Police, NHS/PCT, Local Businesses, Community Groups, Individuals)

Issue: DOMESTIC ABUSE

What is the issue and what is already being done?:

Domestic abuse impacts individuals, families and communities, criminal justice and 'people' sectors and requires an integrated response from the sustainable community strategy theme areas of Stronger & Safer Communities; Children and Young People; Adult Health and Well-being; Tackling exclusion and promoting equality. Actions to address domestic abuse require a 'think family' approach ensuring a Co-ordinated Community Response encompassing provision for both adults and children, supporting parenting and protection for those rendered vulnerable by their experience of abuse.

Statistics for 08-09: 4758 Domestic incidents were reported to police in West Cheshire
317 adults with 440 children were referred to MARAC. 25% were repeat referrals (meeting LAA target for 08-09)
556 referrals to West Cheshire DA Family Safety Unit (DAFSU)
505 adults with 534 children referred to CWaC refuges

Cheshire West & Chester is building an active and committed partnership of voluntary & statutory agencies working together to promote a locally focussed Co-ordinated Community Response for victims, their children and the perpetrators of abuse. The outgoing Partnership has developed successful implementation of MARAC (Multi Agency Risk Assessment Conference) & the DA Family Safety Unit with qualified IDVAs to work closely with High Risk victims. There are 3 refuges with Outreach/ tenancy support services in each area of the Borough, although demand for these specialists exceeds provision. There is limited specialist provision for children ('Jigsaw' providing therapeutic work with children, 'Changing Places' offering support to young people to change abusive relationships) and voluntary & statutory perpetrators programmes for men. There is a thriving training programme delivered by local multi-agency staff. Criminal Justice responses are addressed by pro-active responses by police & a Specialist DV Court with support for witnesses & victims. Funding for these services is provided by a range of agencies, however, there is no certainty of sustained funding for future years which inhibits the Partnership's ability to successfully implement strategy.

What should we be doing?

Early action includes the development of the new CWaC DA Partnership Strategic Management Group taking the lead on implementing the new multi agency strategy for CWaC agreed following

<p>wide consultation. The Group will monitor the LAA & local targets, Ensure quality provision of the MARAC & DAFSU. and produce a Commissioning framework to support sustainable funding in the future,</p>
<p>How will we measure success? Meeting LAA targets to address NI32 repeats at MARAC (25% of repeat referrals to MARAC. The current position exceeds this target An increase in referrals to MARAC from agencies other than police. A functioning DA Strategic Partnership implementing the new multi agency strategy, reviewed annually against the Strategy aims Secure funding arrangements for CWaC DA services</p>
<p>Who needs to be involved? Statutory & voluntary agencies; service users; community leaders & champions; diversity groups; employers, local & national elected members, LSP, Safer Stronger Group, LSCB, LSAB, Children's Trust, LCJB.</p>

<p>Issue: ALCOHOL AND SUBSTANCE MISUSE</p>
<p>What is the issue and what is already being done?</p> <p>Alcohol related harm has been identified as a key issue for individuals and communities across West Cheshire by a number of surveys and reports. These include the Cheshire Community Survey, the Strategic Assessment produced by the Crime and Disorder Reduction Partnership, the Western Cheshire Annual Public Health Report 2008 and the Joint Strategic Needs Assessment (the shared statement on the health and social care needs of people living in Cheshire West and Chester) specifically references binge drinking and admissions to hospital due to alcohol related harm across Cheshire West and Chester as being significantly higher than the national average.</p> <p>Across Cheshire West and Chester around 90% of adults drink alcoholic beverages. Alcohol related health problems has been increasing year-on-year. It is estimated that around 7,957 people across Western Cheshire are dependent on alcohol, whilst 64,335 people drink alcohol in sufficient quantities to put their health at risk. Of these, around 14,905 are classified as higher risk drinkers. Between April 2007 and March 2008 there were 6,264 alcohol related admissions to hospital across Cheshire West and Chester.</p> <p>NHS Western Cheshire has implemented a new alcohol care pathway and is currently developing an evidence based four tier alcohol service to meet the needs of our local population. As part of these developments, NHS Western Cheshire has introduced alcohol screening and brief advice into local GP practices, the A&E department at the Countess of Chester Hospital and community sexual health services. Furthermore, NHS Western Cheshire is actively supporting the national Know Your Limits Campaign which promotes safe and sensible alcohol consumption.</p>
<p>What should we be doing?</p> <p><i>The next steps in the National Alcohol Strategy (2007) identified three key areas for action:</i> a) law enforcement and licensing powers are used to protect young people; b) interventions targeted at drinkers who cause or experience the most harm to themselves, their communities and their families; c) an environment created to actively promote sensible drinking, these three areas will form the foundation for our local strategy. The Cheshire West and Chester Alcohol Harm Reduction Strategy is the first stage in</p>

<p>coordinating the efforts of key partners to reduce alcohol related harm. It will consolidate the good practice that is already ongoing and set clear actions plans that will ensure that alcohol related harm is reduced across our local communities; the strategy will be launched in early 2010. In addition, NHS Western Cheshire, together with key partners need to implement the high impact changes recommended by the Department of Health. Action to raise people's awareness about sensible drinking and encourage health professionals to offer advice and treatment if required will have an impact.</p>
<p>How will we measure success?</p> <p>There are three national indicators (NI) which specifically focus on alcohol. These are: NI 39 - Alcohol-harm related hospital admission rates; NI 41 - Perceptions of drunk and rowdy behaviour as a problem; NI 115- Substance misuse by young people</p> <p>Our first goal is to achieve the targets set in the Local Area Agreement, however, beyond this; the longer term goal is to holt the year-on-year increase in alcohol related admissions to hospital. Primary Care Trusts have adopted NI39 (VSC26) as a local metric for World Class Commissioning and a target for the Local Area Agreement. This is based on the evidence in Cheshire West and Chester's Joint Strategic Needs Assessment. However, NHS Western Cheshire and Cheshire West and Chester have set a target of a 2.25% reduction in the increase of alcohol related admissions per year. This target is considered to be ambitious but achievable</p>
<p>Who needs to be involved?</p> <p>Alcohol is a cross-cutting issue, therefore, all parts of the Cheshire West and Chester Local Strategic Partnership need to be actively involved in reducing Alcohol Related Harm. Key themes within the Local Strategic Partnership are: the Children's Trust; Adult Health and Wellbeing; Safer and Stronger Communities thematic groups. In addition, Cheshire Drug and Alcohol Team, The Countess of Chester Foundation Trust and Cheshire and Wirral Partnership all have key roles to play.</p>
<p>Your Comments: Alcohol related harm is a major issue for NHS Western Cheshire. this is reflected in the Primary Care Trust Strategy where alcohol is highlighted as a priority area.</p>

PROPOSED THEME: RIGHT SERVICES, RIGHT PLACE, RIGHT TIME

Description

Appreciating and responding to the many and varied needs across our communities. This builds on the principle that local access to services and activities, often provided by the third sector, is essential for thriving, involved and sustainable communities.

Issue: NEED FOR JOINED UP AND COLLABORATIVE WORKING. INCLUDES COMMISSIONING WITH THE THIRD SECTOR AND 'THINK FAMILY' STRATEGY.

What is the issue and what is already being done?:
The need for an improvement in communications with communities about services, activities and events has arisen as a priority issues from parish plans..

There is a need to ensure that the third sector is able to take a full and active part in service development and delivery to ensure that services meet the needs of residents and communities. The third sector is uniquely placed to do this with its experience of grass roots working and needs and its ability to reach out to vulnerable and marginalised communities in a more holistic and effective way than public services have been able to do in the past.

What should we be doing?

Improved coordination of activity between partners, sharing information, strategy alignment, sharing best practice. Culture of challenge not blame.

The development of the Third Sector Assembly, which has a specific remit to ensure that the sector is able to take a full and active part in bidding for commissioned services, will help to ensure that services meet needs more effectively. The sector also has a track record of delivering innovation within service provision and of delivering flexible and adaptable services. This will help to promote the development and provision of services across a wide geographic area and which best meet the needs of a diverse and changing population in the future.

Closer working between all partners, including the third sector is needed to deliver integrated and co-ordinated services to meet complex needs and/or to ensure that flexible approaches are in place to deliver equitable services across a wide geographic and socially mixed area. We need to meet not only the needs of individuals but also the needs of families and local communities. One example of this is in using the “Think Family” approach which requires flexibility within a cohesive multi-agency approach.

How will we measure success?

Improved partnership working and collaboration with resulting improvements in service development and delivery.

Who needs to be involved?

All public sector partners, including third sector organisations. There needs to be structures in place to ensure the engagement and participation of users. This will ensure that service development is better aligned to the needs of residents and communities.

Your Comments: *Is this an issue for you/your organisation? What else is already happening? What else can we be doing? Can you help?*

Issue: NEED FOR LOCAL PEOPLES INFLUENCE ON DECISION MAKING. INCLUDES ENGAGING CHILDREN, YOUNG PEOPLE AND FAMILIES

What is the issue and what is already being done?:

Currently engagement activity takes place by many agencies but this is inconsistent and uncoordinated. To address this the partnership is currently developing a Comprehensive Community Engagement Strategy to ensure that local engagement is coordinated. The strategy will detail how the agencies plan to work in a more coordinated way to engage with communities and provide clear details of the range of methods and mechanisms the partners will use to inform, consult and involve residents.

<p>What should we be doing? Addressed through action to make people feel informed, engaged and involved. Early actions include finding out how people want to get involved, including children and young people, and developing communications so that they know what we are doing, how to get involved and what difference has been made.</p>
<p>How will we measure success? People feeling they can influence decisions in the locality Young peoples participation in positive activities Local people will feel that the authority and its partners provide relevant and accessible engagement opportunities and will know how to get involved Local people will recognise that the partnerships priorities and policies reflect this involvement and services are tailored to local needs, even though difficult choices in service provision need to be made</p>
<p>Who needs to be involved?</p>
<p>Your Comments: <i>Is this an issue for you/your organisation? What else is already happening? What else can we be doing? Can you help?</i></p>

<p>Issue: NARROWING THE GAP ON A RANGE OF INEQUALITY ISSUES (income, employment, health and disability, education, skills and training, barriers to housing and services, living environment and crime).</p>
<p>What is the issue and what is already being done?: Across West Cheshire there are 30 lower super output areas identified as falling within the 20% most deprived in England: these are in Ellesmere Port, Chester and Winsford.</p> <p>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).</p> <p>Many of our rural areas are disadvantages due to poor access to services.</p>
<p>What should we be doing? Targeting resources to areas and issues of greatest need. Health inequalities are widening locally, particularly amongst men. Coronary heart diseases and lung cancer are particular problems: action focuses on reducing smoking, obesity and raised blood pressure will help narrow the gap here.</p> <p>Narrowing the gap in attainment outcomes</p> <p>Providing community facilities in accessible and sustainable locations. Improving the use and range of services provided from community and village halls.</p>

Improving access to employment opportunities Measures to address low aspiration and low self esteem issues.
How will we measure success? Reduction in the gap in the range of inequalities
Who needs to be involved?
Your Comments: <i>Is this an issue for you/your organisation? What else is already happening? What else can we be doing? Can you help?</i>

Issue: AGE DEMOGRAPHIC, DELIVERING DIFFERENT SERVICES TO MEET DIFFERENT NEEDS, SUPPORTING INDEPENDENCE
<p>What is the issue and what is already being done?</p> <p>We are experiencing a large sustained growth in the numbers of older people. We have a growing proportion of elderly people: by 2026 the number of people aged 65-84 will increase by more than 40% and the number of people over 85 will almost double, the numbers of older people between 65 & 84 will increase by 24% between 2006 & 2016, an additional 11,800 older persons.</p> <p>The increase in population is greater in males than females, however, despite this there will still be around 6,300 more women (19%) than men in the older age group (over 65) by 2016.</p> <p>The JSNA informs us that</p> <ul style="list-style-type: none"> • All commissioning organisations should develop and maintain long term commissioning strategies based on the projected changes in our local demographics, utilising robust needs assessments and health equity audits. • Services & organisations dealing with the older population need to develop & redesign to effectively and efficiently deal with the challenges and to make the most of the opportunities of the large and sustained growth in the older population. • The impact of the ageing demographic needs to be central to local planning. • Regularly reviews service provision to ensure services meet the changing needs and expectations of the local population. <p>The above measures are already underway and are utilising partnership working across sectors in the development and delivery of services,(for example the work around Transforming Community Services, response to the National Dementia Strategy, developing partnership working through the thematic partnerships, or in the developing approach to joint commissioning).</p> <p>Work is underway or planned across the partnership to further,</p> <ul style="list-style-type: none"> • Provide more personalised & flexible services based on individual needs. • To give older people choice and control in the services used and how they are delivered. • To improve the accessibility of all services across sectors. • To recognise the contribution that older people can make to their community with a wide range of skills, knowledge and experience. • To build social capital so that older citizens can contribute to their communities. • Age proof all policies to ensure that they do not discriminate against, or exclude,

older people.

- To involve older people in the commissioning, delivery and evaluation of services.

What should we be doing?

We need to ensure that the proportion of public service spend reflects this demographic and that there is joined up approach to service delivery across all sectors and within all our policy planning and so ...

- Support everybody in Cheshire West and Chester to enjoy a good quality of life as they age
- Encourage older people to make an active contribution to the community, making good use of their skills and experience.
- Enable all to influence and shape services.

If we are to ensure that there are measures in place to allow people in West Cheshire to enjoy good health to an old age we must know our communities and plan for their accommodation, service & market needs.

This might be based around a set of service delivery principles such as

- Partnership working, building on the delivery mechanisms already in place, and learning from their experience.
- Joining up services, providing benefits both for organisations and customers.
- Diversity, developing services that meet the individual needs and aspirations of older people and which challenge discrimination.
- Avoiding duplication, using streamlined and single access channels wherever possible & making the most of new and emerging technologies.
- A preventative approach, with a focus on providing a “little bit of help” to enable older people to remain in the accom of their choice and able to make a contribution across all generations.
- Develop a “whole person” approach, going beyond adult social care and health to promote well being and independence and reflecting the diversity of the area and of the older population.
- An evaluative approach, with a view to confirming evidence and offer learning.
- Involving older people in the design, development and where ever possible the delivery of services.
- Making a shift in the perception of ageing from one of dependency and decline into one of active citizenship, participation and independence. Underpinning this is a move towards earlier intervention to make communities prosperous, safer and more supportive, provide earlier and more appropriate support and care to enable older people to remain independent and interdependent longer (including promoting forward planning for older age and help at key points in the life journey), reduce isolation and exclusion, maximise income and the ability to work or participate in meaningful activity and encourage healthier and more active living.

How will we measure success?

LAA indicators...healthy life expectancy at 65, how satisfied people over 65 are with both home & neighbourhood, the extent to which older people receive support that they need to live independently at home..... or develop our own local measures that reflect our local circumstances?

<p>Activities that may improve life expectancy at 65</p> <ul style="list-style-type: none"> • A healthy diet, exercise and quitting smoking, maximising income, improving the home & local environment can increase life expectancy and improve health. • Preventing falls in older people can lower the risk of reduced mobility and lost independence. • Participating in meaningful activity and having good social networks, can benefit both physical and mental health and well being. <p>Satisfaction with home & neighbourhood.</p> <p>From national surveys already undertaken the top five factors that people over 65 thought were most important are</p> <ul style="list-style-type: none"> • Health & social care services. • Crime levels. • Affordable and decent housing • Clean and well planned streets. • Public transport <p>Older people receiving support to live independently</p> <ul style="list-style-type: none"> • Important to record not only the minority of older people that meet eligibility criteria, but to cover all who are able to access that “extra bit of help” provided from across all sectors.
<p>Who needs to be involved?</p> <p>Partners from across all sectors, utilising the coordinated strengths of the statutory, third and private sectors and the potential here to be coordinated through the LSP structures.</p>
<p>Your Comments: <i>Is this an issue for you/your organisation? What else is already happening? What else can we be doing? Can you help?</i></p>

<p>Issue: HOMES FOR ALL, MEETING THE DEMANDS FOR AFFORDABLE HOUSING, BOTH RENTED AND TO BUY</p>
<p>What is the issue and what is already being done?:</p> <p>The population of Cheshire West and Chester is currently around 330,000 and it is predicted to increase by 11% to 368,900 by 2031. Further the number of households is expected to increase by 13.7% during this period, with a growing proportion of single households. Specifically there will be an increase in the elderly population, with the number of 75+ residents expected to double to 50,000 by 2031.</p> <p>Numbers on the Housing Register, annual shortage of affordable housing, rural issues.</p> <p>The Growth point bid will deliver 2700 homes 2007/8-2017/18 (on top of the requirement for 11,853 new homes set out in the Regional Spatial Strategy, an increase of 23%) whilst ensuring that 30-40% are affordable. Growth point is not a statutory status and proposals must be confirmed through the planning process.</p> <p>In addition to the general increase in the number of households, specifically single households, during the plan period, issues include the lack of affordable rural housing to retain young people to work in the area, and also the lack of appropriate affordable housing for older people.</p> <p>Supporting people....</p>

<p>What should we be doing? Ensuring the provision of housing to meet needs the needs of all groups in terms of location, type and tenure. We need to address barriers to affordability, and to ensure that the supply of affordable housing supports economic growth and development. More specifically.....</p>
<p>How will we measure success? Number of households living in temporary accommodation Net additional homes provided Number of affordable homes delivered</p>
<p>Who needs to be involved? Cheshire West and Chester Council, Housing Associations, RSLs</p> <p>Your Comments: <i>Is this an issue for you/your organisation? What else is already happening? What else can we be doing? Can you help?</i></p>

PROPOSED THEME: RISING TO THE CHALLENGE

Description

In planning for the future we must both respond to and prepare for existing and new challenges for West Cheshire. A partnership approach with a shared vision and resources is essential.

<p>Issue: SHAPING THE PLACE TO SUPPORT SUSTAINABLE LIVING AND ADAPT TO CLIMATE CHANGE</p>
<p>What is the issue and what is already being done?: 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.</p> <p>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.</p>
<p>What should we be doing?</p>
<p>How will we measure success?</p>
<p>Who needs to be involved?</p>

<p>Your Comments: <i>Is this an issue for you/your organisation? What else is already happening? What else can we be doing? Can you help?</i></p>
<p>Issue: SHAPING THE PLACE TO SUPPORT SUSTAINABLE LIVING AND ADAPT TO CLIMATE CHANGE</p>
<p>What is the issue and what is already being done?</p> <p>Managing change in places with the aim of achieving the best quality of life for everyone without wasting scarce resources or damaging the environment.</p> <p>Making decisions on how the area will work, balancing sometimes competing social, economic and environmental demands and personal and private interests.</p>
<p>What should we be doing?</p> <p>Ensure that future ‘developments’ through the LDF, LPT3 etc are low carbon/ carbon neutral in their construction/ implementation, but access and use is also low carbon.</p> <p>Take full advantages of wind and hydro renewable resources in and around the area, to ensure that we are generating as much local renewable energy as possible for wider community benefit/ use.</p> <p>Ensure that future developments are not at risk from the projected changes in climate, particularly flooding from rivers/ tides and rising sea levels. They will also need to ensure new developments have strategies in place to deal with heat waves, wind etc.</p> <p>Develop our green infrastructure to help support mitigation against and adaptation to climate change</p>
<p>How will we measure success?</p> <p><u>Developments</u> Number of sites that are carbon neutral in their construction as well as in their use Number of houses built that are low carbon/ carbon neutral Hectares of brown field sites re-used, Hectares of ‘green’ field sites development</p> <p><u>Infrastructure</u> Low carbon accessibility enforced across every new site and improvements to existing infrastructure through Section 106 etc Implementation of a green infrastructure programme Number of Climate Change adaptation plans being implemented</p>
<p>Who needs to be involved?</p> <p>Developers</p> <p>Housing Trusts</p>

Community organisations

Issue: RESOURCE EFFICIENCY: WORKING WITHIN A REDUCED FINANCIAL SETTLEMENT
What is the issue and what is already being done?: All public services are dealing with current and probable future reductions in financial and other resources, which has a knock on effect for both resourcing our third sector organisations and services for our communities. A priority is therefore the improved management and investment of scarce resources.
What should we be doing? Looking for opportunities to pool budgets and other resources.
How will we measure success? Maintenance/improvement of service delivery standards.
Who needs to be involved? All partners involved in the Local Strategic Partnership.
Your Comments: <i>Is this an issue for you/your organisation? What else is already happening? What else can we be doing? Can you help?</i>

Issue: ADDRESSING THE ECONOMIC DOWNTURN. INCLUDES REGENERATION, TRANSPORT AND ACCESSIBILITY
What is the issue and what is already being done?: The current economic down turn has had an impact on many aspects of the economic vitality of West Cheshire the surrounding sub-region in terms of business buoyancy, the visitor economy, employment levels, the housing market and the vitality of town centres. Current forecasts suggest that in terms of our economic output (GVA) and employment levels the decline will continue, with impacts being slightly more severe in West Cheshire than elsewhere in the region or the UK as a whole. A range of measures have been put into place to deal with the immediate impacts of the recession by the Council, our further and higher education institutions and other public sector organisations. This includes the Credit Crunch Programme, providing advice and

<p>guidance to residents and businesses, the Workability Plus programmes focusing on skill development in deprived areas, and the Redundancy Support Action Team which has worked with redundancy issues. Most recently, the Council has prepared a Recession Action Plan which looks more holistically at the impacts of the recession and the support needed to around local business sustainability, safer communities, better health, housing support, supporting residents and preparing for recovery. The successful Future Jobs Fund bid will create 750 new jobs for young people over 18 months.</p>
<p>What should we be doing? Additional measures need to be put into place to address the recession. Specifically we need to plan interventions with the support of the whole partnership over a 5-10 year period. Suggested themes for this programme of activity are:</p> <p>Supporting Regeneration Areas: need to identify opportunities which will make a real difference to worklessness. A key element of this will be to influence regional strategies in favour of West Cheshire. Work with businesses to inspire confidence in the market. Promote faster decision-making.</p> <p>Addressing the skill mis-match: working to ensure that our skill base is more closely aligned to job opportunities.</p> <p>Accessing jobs and training: ensuring that transport links respond to employment need.</p> <p>Low carbon economy: working to promote business opportunities which support local sustainability, energy efficiency and support for training and education in low carbon skills such as energy efficient building and new technology fields. Alos local procurement of goods and services.</p>
<p>How will we measure success? Working age people claiming out or work benefits in the worst performing neighbourhoods New business registration rate</p>
<p>Who needs to be involved? West Cheshire Business Enterprise and Culture Partnership and All LSP partners</p>
<p>Your Comments: <i>Is this an issue for you/your organisation? What else is already happening? What else can we be doing? Can you help?</i></p>

ADDITIONAL ISSUES

Have we missed ant of the 'big issues' for West Cheshire over the next 10 years? If you or your organisation think so, please complete the following table.

Issue:
What is the issue and what is already being done?:
What should we be doing?
How will we measure success?

Who needs to be involved?
Your Comments: <i>Is this an issue for you/your organisation? What else is already happening? What else can we be doing? Can you help?</i>

Appendix C: SCS/LDF Event / LTP Consultation Schedule

JOINT SCS/LDF CORE STRATEGY AND LTP CONSULTATION

TIMETABLE OF ACTIVITIES

LSP: West Cheshire Together

Organisation/Body	Event or activity	Method of engagement	Presenting Officers	Contact officer
Local Strategic Partnership Network	LSP Network Event planned for 20 November.	Presentations and workshop discussions	Andrea Mageean/ Phil Bamford/Jamie Matthews	Robbie Taylor
Local Strategic Partnership	LSP Business meeting 29 October 2009	Presentation of Draft SCS/ LDF Core Strategy/LTP for comment/discussion.	Alistair Jeffs	Robbie Taylor
LSP Thematic Leads	Meeting 21 September	Presentation of Joint Engagement Plan	Andrea Mageean	Robbie Taylor
Health and Wellbeing	Meeting 4 December	Presentation of draft SCS/LDF Core Strategy/LTP for discussion and comment	Andrea Mageean/ Phil Bamford/ Jamie Matthews	Claire Wildgoose (PCT)
Environmental Sustainability	Meeting 11 November	Presentation of draft SCS/LDF Core Strategy/LTP for discussion and comment	Andrea Mageean/ Phil Bamford/ Jamie Matthews	Peter Bulmer
Safer Stronger Communities	Meeting 13 November	Presentation of draft SCS/LDF Core Strategy/LTP for discussion and comment	Andrea Mageean/ Phil Bamford/ Jamie Matthews	Jane Makin
Business, Enterprise and Culture	Meeting 27 November	Presentation of draft SCS/LDF Core Strategy/LTP for discussion and comment	Andrea Mageean/ Phil Bamford/ Jamie Matthews	Robbie Taylor
Children and Young People	Meeting 7 October	Presentation of draft SCS/LDF Core Strategy/LTP for discussion and comment	Andrea Mageean/ Phil Bamford/ Jamie Matthews	Neil Massingham

Area Partnership Boards – Andrea and Phill currently speaking to Area Managers about when and how both APBs and Community Forums will be engaged

Organisation/Body	Event or activity	Method of engagement	Lead officers	Contact officer
Chester APB	Meeting 3 December	Joint SCS/LDF/LTP Workshop	Andrea Mageean/ Phil Bamford/ Jamie Matthews	Michelle Talgam
Ellesmere Port APB	TBC	Joint SCS/LDF/LTP Workshop	Andrea Mageean/ Phil Bamford/ Jamie Matthews	Sean Daley
Northwich APB	TBC	Joint SCS/LDF/LTP Workshop	Andrea Mageean/ Phil Bamford/ Jamie Matthews	Andrea Mageean/Fiona Dunning
Winsford APB	TBC	Joint SCS/LDF/LTP Workshop	Andrea Mageean/ Phil Bamford/ Jamie Matthews	Ewan McHenry
Rural West APB	TBC	Joint SCS/LDF/LTP Workshop	Andrea Mageean/ Phil Bamford/ Jamie Matthews	Rob Callow

Community Forums

Organisation/Body	Event or activity	Method of engagement	Presenting officers	Contact officer
Winsford	25 November 7pm Winsford Dingle Centre	Joint SCS/LDF Workshop	Andrea Mageean/ Phil Bamford/ Jamie Matthews	
Northwich West & Abbey	1 December 7pm Winnington Sports and Social Club	Joint SCS/LDF Workshop	Andrea Mageean/ Phil Bamford/ Joy Gill	
Eddisbury & Gowy	24 November 7pm Kelsall	Joint SCS/LDF Workshop	Andrea Mageean/ Phil Bamford/	

	Community Centre		Jamie Matthews	
Chester City	7 Dec Venue tbc	Joint SCS/LDF Workshop	Andrea Mageean/ Phil Bamford/ Jamie Matthews	
Boughton Heath, Vicars Cross and Overleigh	24 November Pulford Village hall (check)	Joint SCS/LDF Workshop	Andrea Mageean/ Phil Bamford/ Jamie Matthews	
Hoole, Upton and Netwon	19 November venue tbc	Joint SCS/LDF Workshop	Andrea Mageean/ Phil Bamford/ Jamie Matthews	
Blacon		Joint SCS/LDF Workshop	Andrea Mageean/ Phil Bamford/ Jamie Matthews	
Broxton	24 November Bishop Heber High School	Joint SCS/LDF Workshop	Andrea Mageean/ Phil Bamford/ Jamie Matthews	
Neston, Parkgate, Ledsham and Willaston		Joint SCS/LDF Workshop	Andrea Mageean/ Phil Bamford/ Jamie Matthews	
Mickle Trafford	4 November Church Hall Elton	Joint SCS/LDF Workshop	Andrea Mageean/ Phil Bamford/ Jamie Matthews	
Frodsham, Helsby and Weaverham		Joint SCS/LDF Workshop	Andrea Mageean/ Phil Bamford/ Jamie Matthews	
Marbury, Northwich East and Shakerly		Joint SCS/LDF Workshop	Andrea Mageean/ Phil Bamford/ Jamie Matthews	
Central, Westminster, Grange and Rossmore		Joint SCS/LDF Workshop	Andrea Mageean/ Phil Bamford/ Jamie	

			Matthews	
Groves, Whitby, Sutton and Manor	TBC	Joint SCS/LDF Workshop	Andrea Mageean/ Phil Bamford/ Jamie Matthews	

Statutory Consultees (see list at appendix 4)

All to be contacted by letter to inform them that the consultation is underway and offering opportunities for involvement.

Members Consultation

Organisation/Body	Event or activity	Method of engagement	Presenting officers	Contact officer
All elected members	Member training event - 10 November 2009	Two hour training/awareness raising session	Andrea Mageean/ Phil Bamford/ Jamie Matthews	Mandy Ramsden
Executive	Meeting 4 November 2009	Presentation Consultation Documents for approval/comment	Andrea Mageean/ Phil Bamford/ Jamie Matthews	
Executive	Meeting 17 September	Approval of LTP Consultation process	Christine Garner	
LDF Panel	Meeting 19 October	Presentation of LDF/SCS/LTP Engagement Plan	Phil Bamford	
CW+C Executive	10 February 2010	Final draft SCS	Andrea Mageean	
CW+C Council	25 February 2010	Final SCS Approval	Andrea Mageean	

Parish, Town Councils

Organisation/Body	Event or activity	Method of engagement	Presenting officers	Contact officer
Parish Council Event	Evening Event for all parish councils 14 October 2009	Include flyer in delegates packs.	tbc	Lyn Raynor

Business Sector

Organisation/Body	Event or activity	Method of engagement	Presenting officers	Contact officer

Business Network Event	Evening or Breakfast meeting	Presentation and discussion	Andrea Mageean/Phil Bamford/ Jamie Matthews	Carol Vella

Third Sector

Organisation/Body	Event or activity	Method of engagement	Presenting officers	Contact officer
Third Sector Network/CW+C Event	Event planned for community and voluntary sector interests jointly with CW+C, 3 November 2009	Awareness raising of consultation processes	Andrea Mageean/ /Phil Bamford/Jamie Matthews	Anne Lancaster/Lyn Raynor
Third Sector Assembly Event	Event planned for community and voluntary sector interests 1 December 2009	Presentations and workshop discussions	Andrea Mageean/ /Phil Bamford/ Jamie Matthews	Anne Lancaster/ Lyn Raynor

Hard to reach/hard to hear groups – *relevant local organisations will shortly be approached offering engagement opportunities*

Organisation/Body	Event or activity	Method of engagement	Presenting officers	Contact officer
Targeted workshops BME groups				
Targeted workshops Gypsies and travellers				
Targeted workshops Disability groups				
Targeted workshops for LBGT Groups				

Older People

Organisation/Body	Event or activity	Method of engagement	Presenting officers	Contact officer
Workshops through Older Peoples Network				

Children and Young People

Organisation/Body	Event or activity	Method of engagement	Presenting officers	Contact officer
Youth Parliament	26 October 2pm Hub Centre Cuppin Street			
Youth Federation				
Cheshire Children, Young Peoples, Families Voluntary, Community and Faith Sector Hub.				

Time limited individuals

Organisation/Body	Event or activity	Method of engagement	Presenting officers	Contact officer
Web based Consultation using Limehouse for LDF Core Strategy				
In house web based consultation for SCS and LTP				
Press releases				