

Cheshire Sustainable Community Strategy 2006 - 2011

VISION:

“We want Cheshire to be a place where people want to live and work, now and in the future – where everyone can achieve their potential and make an effective contribution, at work and play, at home and in the community, in a safe and healthy environment, take an active part in decisions, and continue to learn and develop throughout their lives”

Safer and Stronger Communities

Key Outcome 1:

To reduce inequality in the most disadvantaged neighbourhoods and communities

- **Sub Outcome 1.1:**
To provide employment opportunities for people with disabilities
- **Sub Outcome 1.2:**
To provide cleaner, safer and greener environments in the most deprived parts of the county
- **Sub Outcome 1.3:**
To provide information and cultural opportunities in the most deprived parts of Cheshire.

Key Outcome 2:

To reduce crime, the harm caused by illegal drugs and alcohol, and to reassure the public, reducing the fear of crime and anti-social behaviour.

Key Outcome 3:

To empower local people to have a greater voice and influence over local decision making and the delivery of services, promoting community involvement, community cohesion, responsible citizenship and volunteering.

- **Sub Outcome 3.1:**
To increase local participation in governance.
- **Sub Outcome 3.2:**
To increase community cohesion and inclusion.
- **Sub Outcome 3.3:**
To increase volunteering in known frontline organisations.

Key Outcome 4:

To ensure that cultural services, including libraries, heritage and sport, better meet the needs of their communities.

Key Outcome 5:

To reduce the incidence of domestic abuse.

Key Outcome 6:

To reduce death and injury on Cheshire's roads.

Key Outcome 7:

To reduce the number of preventable deaths in dwellings by fire to zero

Key Outcome 8:

Valuing Cheshire's communities by:

- promoting equality of opportunity.
- promoting good relations between people with diverse backgrounds and needs.
- eliminating discrimination.
- celebrating diversity.

Children and Young People

Key Outcome 1:

Be Healthy

- **Sub Outcome 1.1:**
Address areas where teenage pregnancy is high.
- **Sub Outcome 1.2:**
Reduce levels of sexually transmitted infections among young people.
- **Sub Outcome 1.3:**
Tackle obesity.
- **Sub Outcome 1.4:**
Reduce substance misuse among young people.
- **Sub Outcome 1.5:**
Improve access for children and young people to Child and Adolescent Mental Health services, particularly for those with learning disabilities and complex needs.
- **Sub Outcome 1.6:**
Improve access to sources of information for young people.

Key Outcome 2:

Stay Safe

- **Sub Outcome 2.1:**
To reduce bullying.
- **Sub Outcome 2.2:**
Provide stability for children are looked after in Cheshire
- **Sub Outcome 2.3:**
Reduce the number of children missing from home and care
- **Sub Outcome 2.4:**
Reduce and prevent accidental injury through road traffic accidents.

Key Outcome 3:

Enjoy and Achieve

- **Sub Outcome 3.1:**
Improve performance for pupils at Key Stage 2 and 3, especially for under performing groups and under performing schools
- **Sub Outcome 3.2:**
Improve boys' reading and writing – in primary schools
- **Sub Outcome 3.3:**
Increase attendance at school, particularly in those areas where

educational attainment is low

- **Sub Outcome 3.4:**
Reduce the number of exclusions in Secondary Schools and for pupils with Special Educational Needs
- **Sub Outcome 3.5:**
Bring the academic achievement of looked after and excluded children in line with that of their peers in Cheshire
- **Sub Outcome 3.6:**
Develop the inclusion of children with Special Educational Needs and promote learning in their local communities.
- **Sub Outcome 3.7:**
Develop improved opportunities for children and young people to enjoy themselves.

Key Outcome 4:

Make a Positive Contribution

- **Sub Outcome 4.1:**
Promote opportunities for children and young people, especially those who are vulnerable, to take part in decisions about service design, delivery and monitoring
- **Sub Outcome 4.2:**
Increase the availability of activities for young people and the take-up of these opportunities by those at risk of social exclusion, in particular, increase opportunities for volunteering
- **Sub Outcome 4.3:**
Reduce the number of children committing crime in Cheshire and in particular the proportion of looked after children who are involved in crime.

Key Outcome 5:

Achieve Economic Well-being

- **Sub Outcome 5.1:**
Develop further the 14-19 year old curriculum in modern apprenticeships, vocational work and Sixth Form opportunities
- **Sub Outcome 5.2:**
Improve standards of achievement, teaching and post sixteen learning
- **Sub Outcome 5.3:**
Provide impartial, comprehensive and high quality information, advice, guidance and support to all young people to assist them make successful transitions to further learning and work
- **Sub Outcome 5.4:**
Support homeless and vulnerable young people and families with dependent children
- **Sub Outcome 5.5:**
Support vulnerable young people in transition to adulthood and promote education, employment and training opportunities
- **Sub Outcome 5.5:**
Match capacity with need for childcare

Healthier Communities and Older People

Key Outcome 1

Improved health and well-being and a reduction in health inequalities:

- **Sub Outcome 1.1:**
To encourage and promote schools to work towards the Healthy Schools Programme
- **Sub Outcome 1.2:**
To make it easier for people to incorporate walking and, cycling into their everyday lives
- **Sub Outcome 1.3:**
Work to ensure that the design of commercial and residential development includes green spaces and routes for exercise opportunities
- **Sub Outcome 1.4:**
Develop walking action plans for each Cheshire Borough
- **Sub Outcome 1.5:**
Improve paths in areas with particularly severe health problems
- **Sub Outcome 1.6:**
Identify, develop and deliver new circular routes in areas with particularly severe health problems

Key Outcome 2:

Reduce premature mortality rates and reduce inequalities in premature mortality rates between neighbourhoods with a particular focus on reducing the risk factors for cardiovascular disease and cancer:

- a. Reducing the prevalence of smoking.
- b. Improving diets and levels of physical activity.
- c. Reducing obesity.
- d. Encouraging sensible drinking.

Key Outcome 3:

Improved quality of life, especially for people with mental health problems.

Key Outcome 4:

Improved independence, well-being, choice and control for those living with long-term conditions.

Key Outcome 5:

Reducing the prevalence and impact of avoidable deaths and injuries, with improved health at work.

Key outcome 6:

Improved quality of life, health and well-being for older people.

- a. Improved well-being.
- b. Freedom from discrimination and harassment.
- c. Helping older people to make a positive contribution.
- d. Encouraging mutual respect through inter-generational working

Key Outcome 7:

Encouraging and increasing independent living for older people, where appropriate and chosen:

- a. Supporting and enhancing the opportunities for older people to exert more choice and control over their lives.
- b. Supporting people in their own homes.
- c. Increasing personal dignity.
- d. Improving economic well-being and numbers of those productively engaged, including employment opportunities for the over 50s.
- e. Improving older people's access to housing, transport, leisure and information services.

Economic Development and Enterprise

Key Outcome 1:

Reduce the proportion of adults lacking basic skills and no NVQ equivalent qualifications.

- To increase skill levels (including basic skills) of the local population with clear reference to local business need.

Key Outcome 2:

Further increase the overall business density above the national average.

- To promote and support and sustainability of enterprise and small business.
- To promote tourism across Cheshire

Key Outcome 3:

Further increase GVA per capita, over and above the national average.

- **Sub Outcome 3.1:**
To increase economic growth, productivity, investment, competition and total entrepreneurial activity amongst the local population.
- **Sub Outcome 3.2:**
Maximise growth of the rural economy by focusing on opportunity – ensuring a high level of economic performance and long term sustainability. To restructure the rural economy and revitalise and improve Cheshire's market towns.
- **Sub Outcome 3.3:**
Stimulate and promote activity towards an economically and environmentally sustainable farming and food sector
- **Key Outcome 4:**
Reduce the number of areas suffering serious social exclusion

Environment

Key Outcome 1:

To provide sustainable housing for the communities of Cheshire, by:

- a.) providing affordable housing in both rural and urban areas, and by
- b.) providing housing that is constructed in more sustainable ways and to improve the environmental impact of existing housing.

Key Outcome 2:

To enhance, improve and protect community's local environments and increase their enjoyment of them.

Key Outcome 3:

To promote waste minimisation, reuse and recycling.

Key Outcome 4:

To improve accessibility, reduce the need to travel and increase the use of alternatives to the car.

Key Outcome 5:

To achieve development and land use in a sustainable way by valuing local heritage and cultural distinctiveness.

- **Sub Outcome 5.1:**
To improve understanding of the importance of local heritage and distinctiveness
- **Sub Outcome 5.2:**
To encourage and support the notion of local Cheshire identity
- **Sub Outcome 5.3:**
To understand and celebrate Cheshire's cultural landscape
- **Sub Outcome 5.4:**
To audit, conserve, promote and educate on the importance of Cheshire geo-diversity

Key Outcome 6:

To reduce the contribution to and manage the effects of climate change.

Key Outcome 7:

To protect and enhance ecosystems by:

- a) Increasing the opportunity for understanding the links between people and wildlife, by encouraging and monitoring opportunities for experiencing local wildlife.
- b) Halting and reversing the loss of biodiversity in Cheshire: through implementing local, regional, national and international initiatives for individual habitat and species action plans with Cheshire, including measures to cope with climate change.
- c) Restoring and maintaining ecological processes, whilst accommodating appropriate economic and agricultural development by connecting habitats for wildlife.

Key Outcome 8:

To promote efficient resource use and sustainable consumption.

Key Outcome 9:

To promote the delivery of education for sustainable development.

Innovation and New Ways of Working

Key Outcome 1:

To encourage innovation, quality and excellence.

Key Outcome 2:

To develop a more cohesive and integrated approach to public service delivery in Cheshire.

Key Outcome 3:

To develop effective monitoring, evaluation and communication mechanisms.

Key Outcome 4:

To add value to and make connections between work on cross-cutting issues.

Key Outcome 5:

To lead to a step change in the way organisations work together to deliver services.