

**AGENDA MANAGEMENT SHEET**

**Name of Committee** North Warwickshire Area Committee

**Date of Committee** 31 May 2006

**Report Title** North Warwickshire Sustainable  
Community Plan

**Summary** The report gives an update on the progress of North Warwickshire Community Partnership and informs Members of the preparation of a new Community Plan for 2006-09.

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uk  
No.

**Would the recommended decision be contrary to the Budget and Policy Framework?**

**Background papers**

**CONSULTATION ALREADY UNDERTAKEN:-** Details to be specified

Other Committees  .....

Local Member(s)  .....

Other Elected Members  .....

Cabinet Member  .....

Chief Executive  David Carter

Legal  Catherine Witham

Finance  Dave Preece

Other Chief Officers  David Clarke

District Councils  North Warwickshire Borough Council - Julie Taylor, Policy Support Officer

Health Authority  .....

Police  .....

Other Bodies/Individuals  .....

**FINAL DECISION YES**

**SUGGESTED NEXT STEPS:**

Details to be specified

Further consideration by  
this Committee  .....

To Council  .....

To Cabinet  .....

To an O & S Committee  .....

To an Area Committee  .....

Further Consultation  .....

## North Warwickshire Area Committee – 31 May 2006

### North Warwickshire Sustainable Community Plan

### Report of the Strategic Director of Performance and Development

#### Recommendation

That the Area Committee:

1. Note the progress made in implementing actions within the North Warwickshire Community Plan in 2005/06
2. Endorse the new 2006-09 North Warwickshire Sustainable Community Plan
3. Note that priorities contained in the North Warwickshire Sustainable Community Plan 2006-09 will be considered by partner agencies for inclusion in the Warwickshire Local Area Agreement
4. Suggest priorities for Well-being Fund Commissions 2006/07 under the revised Community Plan

#### 1. Introduction

- 1.1 The North Warwickshire Community Partnership was established in 2001. The Partnership is responsible for the delivery of the North Warwickshire Sustainable Community Plan and receives regular reports from each Theme Group, under its Performance Monitoring arrangements. **Appendix A** sets out the latest performance update of the Partnership Theme Groups.
- 1.2 The Well-being Fund is used to commission projects that help achieve the objectives of the Local Community Plan. **Appendix B** details the priorities and projects that have received support in 2005/06. Commissions supported through the Well-being Fund are required to submit Mid-term and End of Year reports. Reports received since the last meeting of the Area Committee are to be considered at the meeting of the Funding Sub-Group on Monday 5 May.
- 1.3 Additionally, progress made since the establishment of North Warwickshire Community Partnership will be celebrated at a Partnership event this summer. This event will reflect on the last five years, highlighting some of the major achievements of the Partnership. It will also look forward to the development of the Warwickshire Local Area Agreement, linking to Community Plan priorities.

## **2. North Warwickshire Community Plan 2006-09**

- 2.1. A draft new Community Plan was produced in late autumn and considered by the North Warwickshire Community Partnership at its meeting on 7 December 2005 for adoption.
- 2.2. The Community Plan has been produced following consultation for the Framework for Sustainable Rural Action, Partnership Day 5 and consultation with partners.
- 2.3. A Copy of the Sustainable Community Plan for 2006-09 is attached at **Appendix C**.
- 2.4. The plan will be widely publicised and disseminated to local organisations and residents, by various means including North Talk, the Partnership's website and through a planned launch event for the summer.

## **3. Conclusion**

- 3.1. The Community Plan is about improving the social, environmental and economic, quality of life within the Borough. Making changes, working in partnership, sharing priorities and resources is a demanding and challenging approach. A lot has been achieved and the importance of a long-term commitment to sustainable results is the key to the success of the new Community Plan. This Plan, together with other existing plans and strategies from across the county, will help to inform the development of the Warwickshire Local Area Agreement and so deliver the priorities of local people.

DAVID CARTER  
Strategic Director of  
Performance and  
Development

Shire Hall  
Warwick

2 May 2006

**North Warwickshire Community Partnership Theme Group Progress Reports  
(March 2006)**

**Report of the Health & Well-being Strategy Group**

**Good News**

This has been a period of transition period so there are no “Good News” items for this report.

**Progress since last Community Partnership Meeting**

The group has spent time on consulting on the Community Plan and the Community Plan Action Plan. The sub group for Young People’s Health which comes under this LSP , the COG, and the PCT Locality Forum, has met on four occasions and attendance has been excellent from various agencies involved with young people’s health. An action plan is in progress to take actions of this group forward.

The PCT currently has three live consultation in progress regarding changes to current PCT and Strategic Health Authority Arrangements, and Configuration of Ambulance Changes. The group has been involved with discussions to assist with an NWBC response.

The group has also been informing the draft Choosing Health Implementation plan which is being taken forward by the PCT.

The group has submitted 3 bids to the County Well-being Fund. Whether or not these are successful will be known in late March.

**Proposed Action**

2005 Action Plan actions now complete

2006 Action Plan in progress

**Links with other themes**

Progress with identified Community Plan Actions

**Red** – not going to achieve target

**Amber** – in danger of not achieving the action without remedial work

**Green** – is on target

- 1 A-Z Guide for services for Older People to be updated; **Green**
- 2 To study SOA IMD 2004 data & identify target areas for health in relation to assessing need, existing provision & gaps; **Green**
- 3 Following publication of “Choosing Health” to work in partnership with key agencies & support recruitment & development of a Community Researcher & Development role; **Amber**
- 4 To support local groups to develop and sustain local health initiatives in line with government targets; **Green - ongoing**

- 5 Work jointly with Warks Health Promoting Schools Scheme to maintain and encourage an increase in uptake in schools of WHPS; **Amber – scheme not operating now**
- 6 To work in partnership with local initiatives to maintain current obesity levels of under 11's, encourage physical activity and healthy lifestyles; **Amber - ongoing**
- 7 To use the TDAT to identify local need re: young people in alcohol service provision; **Amber - ongoing**
- 8 To work in partnership to assist the reduction in teenage pregnancy levels across North Warks; **Amber - ongoing**
- 9 To identify gaps in community transport services with reference to access to public health services: **Amber - ongoing**
- 10 To continue to provide walks in North Warks with an emphasis on health & well-being; **Amber (ongoing)**
- 11 To work towards reducing the effect of 2<sup>nd</sup> hand smoke; **Amber**
- 12 To take account of "Choosing Health" and to identify, prioritise them for future action plans; **Amber**
- 13 To provide a fund for community groups to bid for initiatives directed at health improvement; **Green**
- 14 To work in partnership, identify and provide local alcohol services; **Amber**

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## Report of the Environment Group

### Good News

- Green Space Strategy and PPG17 Audit

The Borough Council has appointed Inspace Ltd. to undertake an audit of open space, sport and recreation facilities and to prepare a Green Space Strategy for North Warwickshire. The work will set the framework for future planning policies and leisure strategies enabling the Council to deliver accessible, high quality natural spaces, open space, civic spaces and recreational facilities to meet the needs of local residents and visitors.

Part 1 (Information gathering and analysis) is due to be completed by July 2006, Part 2: (Strategy production and setting local standards) is to be completed by March 2007.

A key task for the consultants will be to consult as widely as possible - for example with parish councils, children and young people, the Wildlife Trust, sports organisations and other interest groups including all the groups represented on the Environment Theme Group.

- Play Areas

The Borough Council has embarked on a programme to renew its play areas, to provide exciting new facilities that meet modern safety standards and offer opportunities for all. The Council is working in partnership with Hags Play Ltd. to replace twelve play areas over three years. The first has now been completed at Piccadilly Recreation Ground and work is in progress at Old Mill Road in Coleshill and Abbey Green Park in Polesworth. Work is also planned for Bretts Hall Recreation Ground, Ansley Common and Hollybank Estate, Austrey.

- Gun Hill Allotments at New Arley.

This allotment site has been out of use for many years but the Borough Council is now working with a group of local people to bring it back into production. It is anticipated that the group, who are in the process of forming a constituted allotment society, will lease the site from 1st April 2006. This is a large site that is known to have nature conservation value - it is intended that a proportion will not be cultivated but will be managed as a wildlife area.

- North Arden Heritage Trail

The North Arden Board has been successful in its bid for a new 25 mile heritage trail in North Arden, North Warwickshire. The heritage on which it is based focuses on the former textile trade, (hatting, ribbon making and silk weaving), the wealth of natural resources, (particularly minerals, water, and timber), and early industrialists. The trail's foundation is the network of ancient tracks, drovers and miners' walks that provided strong connections between neighbouring parishes via trading, supply of labour and materials. If the bid is successful the trail would provide a unique opportunity to celebrate the craft industries, agricultural and industrial past while forging new links between these parishes through the re-introduction of popular traditions.

The trail will make use of interpretation features, trail markers, milestones and sound boxes. These features would provide clues to North Arden's hidden past and serve as valuable reference points, particularly for visitors with sensory impairment. The local community will be preparing each of the twelve sections interpretation features, audiovisual material and design work for sign-posting the trail. The project will be managed by North Warwickshire Borough Council on behalf of the North Arden Board.

### **Progress since last Community Partnership Meeting**

The Environment Theme Group has been working hard on updating its pages for the new Community Strategy, and consulting widely to ensure that priorities and actions reflect the needs and aspirations of North Warwickshire communities.

Following on from a previous Board question, the group has had a presentation from Barbara Golding, Ecoschools coordinator for Warwickshire.

A Steering Group has been set up for the Tame Valley Wetland Project comprised of key stakeholders, and is working on drafting up an action plan for the area in order to achieve both short and long term habitat creation and enhancement targets for biodiversity.

### **Proposed Action**

The group will now concentrate on preparing its action plan to support the implementation of Community Plan priorities.

Jonathan Parkhouse will be undertaking a presentation for the group on the historic environment of North Warwickshire, which will inform the action plan.

### **Links with other themes**

Education and Lifelong Learning -

Ecoschools

Community Life

Tame Valley Wetland Project

Involvement of local people, developing local projects, incl. Tame Valley Wetland Project volunteering opportunities

### **Issues for the Community Partnership**

None

### **Chair/Lead Officer of the Environment Group**

**Beth Gardner**

**Director of Conservation**

**Warwickshire Wildlife Trust,**

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## Report of the Economy Group

### Good News

Well Being funding was approved for two further projects (The People Into Employment project (PEP) was the first to gain approval in summer 2005). The approved projects are for the following:

- Coleshill Business Action Group are undertaking a survey of the Gorsey Lane/Station Road industrial area (through British Business Parks) which will inform the Action Group of potential projects to be developed using Market Towns funding from AWM.
- The Citizens advice Bureau will provide specialist money advice services at outreach locations for debt clients

### Progress since last Community Partnership Meeting

- The Market Towns programme for Atherstone and Polesworth ends in March 2006 and a succession strategy is in the process of being developed. Additional funding has been awarded to Atherstone and Polesworth for another year of project development.
- Projects are being developed with the Coleshill Forum, to deliver the Market Towns programme for Coleshill, which relates to capital expenditure for economic projects (AWM funds)
- The PEP project continues to effectively deliver services to the Borough, linking local people to local jobs on an outreach basis.

### Proposed Action

The group is finalising and rural – proofing its 2006/7 Action Plan.

Financial Inclusion is a growing area of concern due to the amount of ‘new debt’ in the Borough which is growing at a significantly higher rate than elsewhere in the country. Between 1.04.05 and 4.2.06, the CAB reported that 33% of its enquiries related to new debt, compared to 25.8% for the Midlands and 23.82% nationally. This has significant implications for the local economy and the group is looking at this issue in detail.

### Links with other themes

The Local Economy relates to all themes. Of particular significance are Education and Lifelong learning (skills needed for local employment, as addressed by the PEP project and other initiatives), the Environment (particularly the North Arden Heritage Trail, and tourism and heritage projects), and transport (particularly in terms of accessing employment and training).

### Progress with identified Community Plan Actions

This shows how each action is progressing using the traffic light status below:

**Red** – not going to achieve the target,

**Amber** – in danger of not achieving the action without remedial work

**Green** - is on target

Q1: To provide a package of support to all businesses located or looking at locating into the borough: **green**

Q2: To link local people with local jobs **green**

Q3: To ensure that local people are equipped with the right skills to access local employment opportunities: **green**

Q4: To effectively deliver the Market Towns Programme in Atherstone, Polesworth and Coleshill: **green**

Q5: To continue to support and develop the Vital Villages programme in the Borough: **green**

Q6: To continue to support and develop work by the Rural Forum which impacts upon the borough: **green**

Q7: To develop a Tourism Action plan for the Borough: **green**

Q8: To support tourism related projects including heritage and sport: **green**

Q9: To use Section 106 funding stemming from new developments in order to promote economic regeneration: **green**

Q10: To work with Advantage West Midlands, English Partnerships, landowners and other partners in bringing forward brownfield sites for appropriate re-use: **green**

### **Issues for the Community Partnership**

The concerns relating to financial inclusion and growing debt in the Borough has much wider implications than can be dealt with purely through the Local Economy theme and the Partnership may wish to consider how it wishes to see this matter addressed.

Local Economy

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## **Report of the North Warwickshire Community Safety Partnership**

### **Good News**

The Safer Communities group has been successful in securing Well-Being funding towards a community mural and positive diversionary activities for young people. The community mural will be developed in partnership with the Youth offending team and will be delivered in a local community, which has experienced issues with graffiti. The Positive diversionary activities funding will enable the new Playgrounds to be supported by the Borough Council sport staff and will enable Activities 4U to commence in April 2006.

Funding to support the Warwickshire Domestic Violence Support Service until March 2006 has been secured. A support worker is available at local drop-in centres from 9.30am -13.00

Monday	Atherstone Clinic
Tuesday	Partnership Building, Coleshill Road, Atherstone
Wednesday	Polesworth Health Centre,
Thursday	Coleshill Clinic

The service was set up to improve the access to the support services directly in the borough due to a local need, which is now being addressed by these local drop-in centres. There is also a 24 hour help line for help and advice, 0800 838043.

Fusion is currently delivering Fact, Fear and Fiction at New Arley youth club throughout February and March. The young people at the youth club are learning about the facts and dangers associated with a range of drugs through the medium of art, using a DJ and street performers.

The recorded crime figures for the third quarter of 2005/06 show the following reductions in crime compared to baseline figures (03/04):

- 29% reduction in vehicle crime (Target 16.75%)
- 25% reduction in domestic burglary (Target 16.75%)
- 21% reduction in violent crime (Target 16.75%)
- 15% reduction overall (Target 15%)

### **Progress since last Community Partnership Meeting**

#### **Vehicle Crime**

North Warwickshire CDRP works in partnership with Solihull CDRP to reduce incidents of vehicle crime in both areas. This successful cross boarder initiative has enabled more than 70 pagers to be distributed to premises and police staff. Locations are also target hardened to reduce the opportunity for vehicle crime to occur. New signage, banners and information have been developed and used at specific hotspot locations. The Government of the West Midlands are conducting research into the impacts of the joint initiative and other police forces, including Burton-on-Trent and Northampton, have visited the area to learn from this best practice approach.

#### **Domestic burglary**

Up to December 2005, Coventry and Warwickshire Community Safety Scheme had secured 82 properties in North Warwickshire. It is predicted by April this year, the figure will have risen to 136 properties and 74 flats. In addition to securing properties a further 169 properties have been provided with Smart Water property marking, which homeowners publicise, in an attempt to prevent repeat burglaries.

#### **Violent crime**

Pub watch has now been extended to the Atherstone sector. In line with the implementation of the licensing act, licensed premises were subjected to an increased level of vigilance and targeted visits.

The partnership is in the process of re-branding the mobile community police office. The aim is to maximise the usage of the vehicle by partner agencies, delivering a community safety message to the local rural community. If partners have suggestions about the livery, potential services, locations etc please contact Cheryl Bridges. The Mobile Community police office will be operating in conjunction with activities 4U promoting the community safety message throughout the rural communities.

By November 2006 North Warwickshire will have defined neighbourhoods based upon ward boundaries, policed by a visible, accessible and responsive police team. The Neighbourhood police teams will work with local residents to address local community issues in partnership with other key agencies. The police teams will include PCSO's, Special Constables, Beat officers, Sergeants and volunteers. This will provide residents with the opportunity to develop relationships with the Police and provide them with an opportunity to have their say on local issues and priorities.

The installation of the new play areas has been completed at two sites (Piccadilly and Coleshill), with local community safety issues being taken into consideration. Polesworth and Ansley Common play areas will be installed by March 2006 and the consultations for the next phase of play areas will commence in the summer with community safety issues being considered from the outset.

The youth offending team have completed a number of reparation hours in North Warwickshire. They have participated in clearing rubbish from the park at St Mary's Road and the path along Ratcliffe Road in Atherstone. They will also be involved in delivering leaflets and specific messages in rural villages throughout the borough. Probation are also involved in community payback schemes in North Warwickshire. It has been planned to mend fences and remove graffiti at Fishers walk and Westwood Road in Atherstone and participate in a borough wide graffiti clear up day visiting hotspot locations which are to be identified.

The new positive diversionary activities project which will operate on weekday evenings, providing young people with a range of activities to participate in, is due to commence in April. Activities 4U will target identified hotspot locations and will work with a range of partner agencies to address the local issues.

### **Proposed Action**

The nuisance motorbike strategy and action plan will be developed and rolled out to secondary schools across the borough. Community safety issues will be evaluated in line with Play scheme consultations. Positive diversionary activities for young people will be developed and targeted at hotspot areas. Increased co-ordination of the mobile police van will be developed and the re-branding will be investigated further.

### **Links with other themes**

All actions contribute towards improving the quality of life in the borough with direct links to the Community Life theme. There are also many links with the Young Peoples, Health and Well-Being and the Environment theme groups. Partners are encouraged to utilise the mobile community police van to deliver accessible services throughout the borough.

### **Progress with identified Community Plan Actions**

- Q1 Investigate the full time service provision of the Burglary Reduction Initiative **Green**
- Q2 To provide Smart Water product marking to all victims of burglary and to households within priority areas. **Green**
- Q3 To develop a Business Watch scheme within hot spot locations **Green**
- Q4 Crime prevention environmental design surveys at 10 –12 priority locations **Green**
- Q5 To implement the provision of mobile CCTV equipment **Green**
- Q6 To implement a licensing strategy and licensing forums **Green**

Q7 To carry out target operations on known suppliers **Green**

Q8 To supervise new drug treatment and testing orders **Green**

Q9 To develop more community involvement in resident associations and Neighbourhood Watch schemes **Amber**

Q10 To develop Local Safer Community Groups **Green**

Q11 To carry out Visual Audits in priority areas **Green**

### **Issues for the Community Partnership**

The findings from the Review of the Crime and Disorder Act have been announced. The findings include changes to the requirements of crime and disorder reduction partnerships. The implications of the changes are being considered and further updates will be provided when these are fully identified.

Discussions on the arrangements for the Safer and Stronger Communities Funds for 2006/07 are still taking place on a county- wide basis. The proposals need to be finalised by April 2006. Formal notification of the funding allocations from the Government is to be announced in the near future. The 2006/07 arrangements are working towards the development of Local Area Agreements that will be in place by April 2007.

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## Report of the Community Life Theme Group

### Good News

The Community Life theme group has been successful in its three bids to the WCC Well Being Fund for funding for events in Black History month (October 2006), a mentoring programme for VCS reps involved in Partnership theme groups and the community activity audit. This funding will enable the work of the group to progress in line with its action plan.

### Progress since last Community Partnership Meeting

The text and actions for the new Community Plan have been agreed.

The VOICE Forum met on January 17<sup>th</sup> to consider and discuss Warwickshire County Council's VCS Strategy. This is a key document for the sector over the next few years, as the County Council begins to consider the delivery of public services by the VCS and the implications in terms of procurement etc. The event was well attended and a consultation response was formulated from the comments at the event and submitted to the County Council.

The Voluntary and Community Activity Group will, in the next few months consider how organisations are carrying out outreach work across the Borough, with a view to sharing best practice and giving consideration to the need to develop an outreach strategy for the partners. The group will also be considering the community development standards which have been developed by the Coventry and Warwickshire Infrastructure Consortium.

### Links with other themes

All theme groups

### Progress with identified Community Plan Actions

1. To support the Racial Equality, VOICE and the Community Development Forum, as sub groups of the Community Life Theme Group - **GREEN**
2. To monitor the joint working undertaken within the Borough - **GREEN**
3. To provide a mentoring and training programme for voluntary and community sector representatives – **GREEN** – funding approved from the Well Being Fund
4. To undertake the community activity audit. **GREEN** - funding approved from the Well Being Fund
5. To ensure the community and voluntary sector is involved in relevant borough, county and national reviews of the sector - **GREEN**
6. To influence the development of the new Warwickshire Racial Equality Partnership - **GREEN**
7. To ensure that parish action plans are fed into the Community Plan and relevant Community Partnership theme group – **GREEN**

**Alison Chappell**

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**Well-Being Fund priorities and projects 2005 / 06****Priority One: Local Economy**

<b>Name of Project</b>	<b>Description of Project</b>	<b>Commencement Date</b>	<b>Amount Granted</b>	<b>Lead Organisation</b>
<b>People in Employment Project (PEP)</b>	The project supports local disadvantaged communities in North Warwickshire to ensure they can access local employment and training opportunities.	September 2005	£5,000	WCC – Economy & Environment Directorate
<b>Baseline Survey of Coleshill Industrial Estate</b>	<p>To deliver baseline survey around Station Road, Gorsey Lane, and Roman Way to over 200 businesses on the estate</p> <p>To increase membership and activity of the Coleshill Business Action Group (CBAG) and agree a comprehensive programme of works</p> <p>Secure funding from Advantage West Midlands and other sources and deliver a programme of projects to significantly benefit businesses and neighbours.</p>	December 2005	£3,500	North Warwickshire Borough Council

Name of Project	Description of Project	Commencement Date	Amount Granted	Lead Organisation
<b>Supporting Financial Inclusion</b>	<p>CAB to provide specialist money advice at existing outreach centres in Kingsbury, Coleshill, Hurley and Polesworth</p> <p>Improve infrastructure at New Way Credit Union (NWCU) by updating of IT equipment and installation of Broadband</p> <p>CAB money advice services, NWCU and Coventry &amp; Warks Reinvestment Trust (CWRT) services promoted throughout North Warwickshire in a combined leaflet</p>	December 2005	£4,498	NW Citizen Advice Bureau
	<b>Total value of commissions for Local Economy Theme Group</b>		<b>£12,998</b>	

## Priority Two : Health & Well-being

Name of Project	Description of Project	Commencement Date	Amount Granted	Lead Organisation
<p><b>PATCHES (Prevention of Accidents To Children Home Equipment Scheme).</b></p>	<p>Free home safety equipment installation scheme targeting families on low income across North Warwickshire</p> <p>Health Visitors will refer qualifying low income families with a child under one year to Age Concern Warwickshire.</p> <p>Safety equipment eg fireguards and safety gates will be installed free of charge in the family's home, through purchasing the services of Age Concern Warwickshire's Handyman Scheme.</p>	<p>October 2005</p>	<p>£8,985</p>	<p>Age Concern</p>
<p><b>Personal, Social &amp; Health Education Project with Relate.</b></p>	<p>Pilot project between Polesworth High School and Relate involving 240 students. The pilot will encompass a Relationships Project and a Peer Listening scheme.</p> <p>Relate will run training sessions during PSHE (Personal, Social and Health Education) classes that focus on developing Young People's relationships.</p> <p>The Peer Listening Scheme will train selected students as peer listeners. Training modules will include bullying, family breakdown and drugs education.</p>	<p>June 2006</p>	<p>£1,440</p>	<p>Polesworth High School</p>

Name of Project	Description of Project	Commencement Date	Amount Granted	Lead Organisation
<b>Healthy Lifestyles Pilot Project</b>	<p>The Pilot will take place weekly at Hurley Tumble Time sessions for a period of one year. It will provide a variety of structured ½ hour healthy lifestyle activities for the whole family.</p> <p>The project will raise awareness of healthy lifestyles, educate families regarding illness, healthy eating and physical activity, and highlight the importance of well-being to ensure long term good health and longer life expectancy.</p>	June 2006	£2,128	NWBC – Community Development Team
<b>Young People’s Health Event</b>	<p>Sub-group to plan event at Kingsbury Youth &amp; Community Centre for October 2006 half-term holidays</p> <p>Young People from schools across Borough to be invited. Action plan to be produced from event - addressing health needs of young people. Young People’s Health Sub-group to take action plan forward</p>	June 2006	£434	NWBC – Community Development Team
	<b>Total value of commissions for Health &amp; Well-being Group</b>		<b>£12,987</b>	

### Priority Three: Community Life

Name of Project	Description of Project	Commencement Date	Amount Granted	Lead Organisation
<b>Increasing Community Involvement</b>	<p>To improve representation of the Voluntary &amp; Community Sector in Theme Group activities of the North Warwickshire Community Partnership.</p> <p>The project will create and maintain a Partnership induction programme and mentoring system. A seminar will be delivered to all Theme Group Chairs in managing meetings and engaging participants</p>	March 2006	£2,000	Warwickshire Rural Community Council
<b>Cultural Diversity Event</b>	<p>The event will help to develop contacts with communities, promote services and other initiatives. - possibly linked to Black History Month in October 2006. The event will advertise services currently underused by the area's BME population and so increase awareness and participation.</p>	May 2006	£1,000	North Warwickshire Race Equality Group
<b>Community Activity Audit</b>	<p>The project will provide a baseline to reflect the extent of community activity in the borough. A project officer will be recruited to work in 6 identified Super Output Areas. A best practice guide for involving people in community activity in North Warwickshire will be compiled</p>	May 2006	£10,000	NW Volunteer Centre
	<b>Total value of commissions for Community Life Theme Group</b>		<b>£13,000</b>	

#### Priority Four: Education and Life Long Learning

Name of Project	Description of Project	Commencement Date	Amount Granted	Lead Organisation
<b>Provision of Learning Events</b>	Employ a co-ordinator to organise and deliver two learning events in Summer 2006 aimed at 'harder to reach' groups of low skilled / low paid members of the community. Establish a 'Hard to Reach' sub-group to encourage local agencies to work together in a co-ordinated way	February 2006	£14.000	Harder to Reach sub group
	<b>Total value of commissions for Education &amp; Life Long Learning</b>		<b>£14,000</b>	



## North Warwickshire Sustainable Community Plan

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## **INTRODUCTION**

### **What is the North Warwickshire Sustainable Community Plan?**

The Local Government Act 2000 placed a duty on every local authority to prepare a Community Strategy and also introduced the concept of Local Strategic Partnerships (LSP's).

In 2001, North Warwickshire responded to this challenge and established a Local Strategic Partnership known locally as the North Warwickshire Community Partnership, responsible for the delivery of the North Warwickshire Sustainable Community Plan.

Since 2001, much progress has been made to increase representation, establish a common vision, move to genuine collaborative working and address sustainable development components. The Partnership has also adopted policy developments arising from the introduction of Local Area Agreements, Local Development Frameworks and the desire to create sustainable communities.

Promotion of the North Warwickshire Vision and ensuring that it is taken into account in all plans, strategies and initiatives is essential to the success of the Partnership, so that these priorities are acted upon.

## 2020 Vision and priorities

“Rural North Warwickshire; a place where people want to live, work and visit, now and in the future, which meets the diverse needs of existing and future residents, is sensitive to the local environment, and contributes to a high quality of life. A place which is safe and inclusive, well planned, built and run, and offers equality of opportunity and good services for all”.

Theme aims that contribute to delivering the 2020 North Warwickshire Vision, include:

- listening to, responding and investing in **children, young people** and their families
- promoting opportunities for all members of the community to play a full part in **community life**:
  1. developing and supporting **vibrant and active communities** and voluntary groups
  2. developing partnership working to enable greater opportunities for ‘**choice, access and transport**’ to local services.
  3. developing a range of decent and affordable **housing** options
- ensuring that people of all ages are provided with the good **education and lifelong learning** opportunities to obtain the skills, knowledge, confidence and understanding to achieve their full potential
- maintaining, protecting and improving the quality of the **environment**
- tackling health inequalities by supporting and developing local communities so that individuals can make informed choices about their health
- promoting the **economy** as healthy, diverse and able to adapt to changes in the wider economy while remaining relevant to the needs of local people.
- promoting a **safer community**, where the fear of crime is low

## **Pressures & Challenges facing North Warwickshire**

### **Population**

North Warwickshire is the northern most district in Warwickshire, a rural area of 110 square miles lying between Birmingham, Solihull, Coventry, Nuneaton and Tamworth. It is home to 62,000 people, of which the vast majority are white and only 1.3% are from other ethnic groups.

Population has increased by 3.1% since 1981. The elderly (70-84) and very elderly (85+) populations have increased significantly whilst births continue to fall.

### **The Environment**

The area is characterised by attractive open countryside, served by the market towns of Atherstone, Coleshill and Polesworth. There are a number of small villages together with hamlets of only a few houses. Communities vary from former mining settlements, where incomes remain generally low and deprivation experienced, to more affluent settlements where many residents commute to work in towns outside the Borough.

The area boasts a wealth of treasures such as the local canals, historic buildings, ancient monuments, wildlife sites, Sites of Special Scientific Interest, conservation areas, country parks, water parks and gardens.

The overwhelming land use throughout the area is agriculture, largely in extensive estates and accompanied by countryside recreation. Nationally, farming has declined as an employer, but is still of major importance in the local economy and underpins the rural scene.

### **The Economy**

Unemployment in the Borough is low at 1.5% compared to 2.4% nationally (August 2005). The economy has undergone major change following mine closures in the 1960s, 70s and 80's, but has successfully diversified with new employment sites and recreation and tourism development. The Borough has the only operational coal mine in the region at Daw Mill, Arley: one of the most efficient in Europe.

There is no main urban centre as the area is served by small market towns and villages. There is competition from the surrounding conurbations for jobs, shopping and other services, while some facilities simply are not available in the Borough, for example certain types of health care services. Due to the dispersed rural nature of the area, people have to travel considerable distances to access jobs, services and facilities causing problems for those with mobility problems and lack of transport.

North Warwickshire has the greatest number of people travelling to work by car (75.3%) within the West Midlands region. Only 4.5% of residents use public transport to get to work compared to 14.5% nationally. Transport is a major barrier to accessing employment and services in the area. However, more people have used local buses in recent years it is now the best in Warwickshire.

There is a varied supply of housing, often in pleasant rural surroundings, which attracts commuters. House prices appear to be more affordable than elsewhere in Warwickshire but it is worth noting that many people on low incomes are unable to afford to buy a property. There is therefore a need for affordable housing, although much of the housing stock in the Borough is in poor condition. For example, some properties are clustered in isolated locations which once served the mines and are now of mixed tenure and in need of improvements.

Some 75.4% of households are owner-occupied. This is above the national figure of 68.9% but reflects the Warwickshire average of 75.6%.

## **Social Issues**

North Warwickshire has 28 infant junior and primary schools and five secondary schools. The area has an above average number of people aged 16-74 without any qualifications compared with England and Wales average of 29.1% and is behind the national average of 15 year olds achieving five or more GCSEs. There are particular issues in the former mining areas where skill levels remain comparatively low.

Nationally just over a third of households (36%) are made up of married couples, in North Warwickshire the figure is almost half (44%).

Average household size is above the national average. There are 2.44 persons per household in North Warwickshire compared with 2.36 nationally and 2.37 in Warwickshire average of 75.6%.

It also has above the national average of people providing unpaid care for a relative, friend or neighbour, a matter of increasing concern with an ageing population.

North Warwickshire has above the national average of elderly people (65 years+) claiming income related benefits and the area is above the county average for people with limiting long-term illness and general poor health. The district ranks 14<sup>th</sup> & 13<sup>th</sup> (of 34 Local Authorities) regionally.

Fear of crime remains an issue as many people feel vulnerable because they live in isolated rural areas. However, the area has a relatively low crime rate, and levels have been falling significantly over the past two years.

## DEVELOPING AND DELIVERING THE PLAN

### Shaping the Plan

There are a number of influences that shape both the development and implementation of this plan, which have a direct effect on our social, environmental and economic wellbeing.

#### National and regional influences

- **Sustainable Communities: Building for the Future – a national plan of action** sets out an ambitious and challenging programme of action for creating prosperous, inclusive and sustainable communities.
- **Delivering the UK Sustainable Development Strategy - Securing the Future** is a key driver for sustainable development, which is reflected in the **West Midlands Regional Sustainable Development Framework** and local implementation.
- **Regional Spatial Strategy (RSS)** sets out what future development will take place within the Borough and the **Local Development Framework** must take account of what it says.
- **Regional Housing Strategy** is a key driver in developing and supporting vibrant housing markets within the Urban and Rural Renaissance policies of the West Midlands Regional Spatial Strategy.
- **European Structural Funds** sets out the levels of funding to the West Midlands.
- **West Midlands Economic Strategy** provides a strategic framework for the region's economic development.
- **Strengthening partnerships**, 'Next steps for Compact', sets out an agreement between the community and voluntary sector and local government.
- **Neighbourhood Policing Strategy** sets out new policing arrangements identifying dedicated police teams responsible for specific areas.
- **Our Health, our Care, our Say: a new Direction for Community Services** sets out a number of aspirations for people to lead independent lives, supported by services which are flexible and responsive to their individual needs.
- **Choosing Health: making Healthy Choices easier** sets out a programme of action for supporting people to make more informed choices about to their health.
- **UK Biodiversity Action Plan and Regional Biodiversity Strategy** sets out priorities to protect and enhance our natural heritage.

## County-wide influences

- **Local Area Agreements (LAA)** set out a contract between Central Government and the area to deliver local priorities. Warwickshire County Council will negotiate clear targets and outcomes for the area based on local priorities with Central Government. This will be in place in 2008/09.
- **Local Public Service Agreements (LPSA2)** set out funding agreements between Central Government and the local authority, based both on nationally and on locally derived priorities for improvement.
- **Safer and stronger communities** address priorities around crime, drugs, anti-social behaviour, improving public spaces, making public services more responsive to local needs empowering local communities to influence local decision making, encouraging greater active citizenship and more formal volunteering in civic life.
- **Warwickshire On-line Partnership (WOLP)** sets out access to information and services to the public through sharing resources, technology and good practice.
- **Vision and Strategic Direction for Children's Services** sets out how public, voluntary and community sector organisations will come together to improve the lives of children, young people and their families and they will deliver and improve children's services in Warwickshire.
- **Strategic Review of Older People** identifies improvements in the way services currently meet the needs of older people and assesses how the wellbeing agenda can be addressed.
- **Local Biodiversity Action Plan** highlights agreed priorities for the sub-region in order to protect and enhance our local biodiversity resource and contribute to local wellbeing.

## Local influences

- **Local Plan & Local Development Framework** is the land use delivery plan for the Sustainable Community Plan.
- **North Warwickshire Framework for Sustainable Rural Action** sets out a framework to ensure that rural issues are fully accounted for when developing actions. There are specific aspirations and a checklist, which are applied to the development of strategies, policies, services and projects. This framework embodies the principles of sustainable development.
- **Parish Plans** set out key facilities and services, identify local problems that need to be tackled and demonstrate how distinctive characteristics and features can be preserved.

## **MAKING IT HAPPEN**

North Warwickshire Community Partnership is working in an increasingly complex and challenging environment with greater delivery expectations being placed on it. This has increased the need to ensure that the Partnership is working effectively and is able to respond to new challenges.

The North Warwickshire Community Partnership structure comprises a 'family of partnerships', representatives of local Government, the police, health, education bodies, businesses and voluntary and community organisations.

### **Roles and responsibilities:**

#### **The North Warwickshire Community Partnership (Board)**

The Board provides the strategic co-ordination within the area linking with plans and bodies established at the regional, county and local level. It is responsible for overseeing the integration and implementation of the Plan's key priorities and acts as the umbrella organisation for its seven "Theme Groups". It ensures that the lines of responsibility between partners and Theme Groups are clear and that duplication is avoided.

The Board is ultimately responsible for the delivery of the Sustainable North Warwickshire Community Plan and theme action Plans, by seeking to influence the way partners plan, and deliver services.

It sets out the Vision and priorities for the area and it is the Board's responsibility to co-ordinate and drive the effective delivery of Local Area Agreements.

#### **The Co-ordinating Group**

The Co-ordinating Group manages the development of the plan and monitors its performance.

#### **The Seven Theme Groups**

The seven Theme Groups, listed below, are responsible for delivery of the actions set out in this Sustainable Community Plan and for providing quarterly progress reports.

- **Children, Young People and their Families**
- **Community Life**
- **Education and Lifelong Learning**
- **Environment**
- **Health & Wellbeing**
- **Local Economy**
- **Safer Communities**

## Children, Young People and their Families

### Our aim is to

Listen to, respond and invest in children, young people and their families

### Our priorities

- Provide services, facilities and activities in ways that meet the actual needs of children, young people and their families
- Provide advice, information and knowledge in a variety of ways, including through their peers, to children, young people and their families
- Help children and young people feel safe and free from the risk of bullying
- Encourage and assist children, young people and their families to have a greater involvement in the life of their community, to reduce disaffection and promote active citizenship
- Support children, young people and their families in accordance with the Vision and Strategic Direction for Children's Services in Warwickshire and in pursuit of the provisions of the Children Act 2004:

Be Healthy, Stay Safe, Enjoy and Achieve, Make a Positive Contribution, Achieve Economic Well-being.

### Key facts

Children and young people are key to the future of North Warwickshire.

The county-wide Public Satisfaction Survey (2005) identified as its most significant North Warwickshire-based priority, the need to improve activity provision for teenagers. This finding is supported by evidence collated from consultation with local young people in 2002.

93% of local young people feel that they can make a positive difference to their community, whilst 97% feel that they should be more directly involved in the decisions that affect their lives (consultation for Partnership Day 2).

Local statistical data shows that 50% of local residents perceive that teenagers are hanging round on street corners. 97% of local young people believe that "old people" sometimes hold a negative attitude towards them.

Within the county, North Warwickshire has the second lowest proportion of young people choosing to continue in full time education.

### **Why this is a priority**

The Children Act 2004 and the Government Green Paper: 'Every Child Matters', established a commitment to develop better co-ordinated services for children and young people, aged from 0 to 19 years. This commitment was based around five key outcomes, identified by young people: being healthy, staying safe, enjoying and achieving, making a positive contribution and economic wellbeing. Children and young people are key to the future of North Warwickshire. They have their own individual and collective needs shaped by where they live. These needs develop and change as they get older. Recent consultation has identified the following issues as being in need of early action:

- Providing relevant services and facilities
- Meeting their aspirations
- Improving attitudes towards children and young people
- Including children and young people in community life
- Helping children and young people to feel safe from the risk of bullying

Young people have also confirmed that they would like to be involved in decision making processes rather than having decisions made for them. Children and young people need to be involved in the challenges that they have set, just as they need to be recognised and valued in their community.

### **Our key targets are**

- Ensure targeted project work in 12 locations by 2007
- Produce a Borough-Wide Play Strategy by 2007
- Install new play equipment at 12 sites by 2008
- Hold a consultation event to review the service related needs of children, young people and their families by 2006
- Support the adoption of the 'Hear by Rights' standard and/or the Children's Award Scheme by 2007
- Hold a children and young people's event for Local Democracy Week 2006

### **key targets continued**

- Examine the role of Local Area Agreements in supporting the needs of children, young people and their families in North Warwickshire in accordance with the Vision and Strategic Direction for Children's Services in Warwickshire by 2006

### **During 2006/07 we will**

- Develop Arley, Dordon and Piccadilly as "action zones" for concentrating resources in areas of known need
- Revisit consultation undertaken for Partnership Day 2 to review the service related needs of children, young people and their families
- Promote the County Council's "Children, Young People and Families Services Directory" (Up2Date) to the wider community and encourage agencies to maintain the currency and availability of its information
- Improve child protection measures through better inter-agency co-operation
- Promote and assist in the adoption and use of the 'Hear By Rights' Standard and/or the Children's Award Scheme
- Co-ordinate and disseminate information of relevance to the Children Act 2004 and actively engage with relevant matters, as appropriate
- Establish a sub-group to develop a Borough-Wide Play Strategy
- Work with the Health and Wellbeing Theme Group to reduce health inequalities for young people
- Continue to support the work of the Young Persons' Safety Officer and the development of related initiatives designed to reduce crime and the fear of crime
- Increase opportunities for children and young people, thereby improving the quality of life for everyone in the community
- Provide targeted activities for children, young people and their families across all areas of activity
- Improve access to information, including website maintenance and ensure all information provisions are appropriately linked.

### Over the next three years we will

- Continue to develop a better co-ordinated approach to the provision of services, activities and facilities that meet the needs of children, young people and their families
- Provide children and young people with timely and relevant advice and information about the issues and services that affect their lives and the lives of their communities
- Support the development and implementation of anti-bullying policies in all local schools
- Increase involvement of children, young people and their families in the design, delivery and evaluation of services
- Develop and implement a Borough-Wide Play Strategy
- Provision of new play equipment at 12 sites throughout
- Work with the Children's Services Authority to support the development of extended schools in appropriate locations throughout the Borough
- Continue to consult with children, young people and their families, particularly in areas of known need
- Continue to focus on improving the health and well-being of children and young people
- Raise levels of physical activity amongst young people, both within and outside school
- Continue to work with the Community Safety Theme Group to promote and develop positive diversionary activities for children and young people to reduce crime and the fear of crime

### Web links

[www.northwarwickshirecommunitypartnership.org.uk](http://www.northwarwickshirecommunitypartnership.org.uk)  
[www.northwarks.gov.uk](http://www.northwarks.gov.uk)  
[www.warwickshire.gov.uk](http://www.warwickshire.gov.uk)  
[www.up2datecovandwarks.org.uk](http://www.up2datecovandwarks.org.uk)  
[www.nya.org.uk](http://www.nya.org.uk)

### Further information can be obtained from

Children Act 2004  
Vision and Strategic Direction for Children's Services in Warwickshire  
Hear by Rights Standard  
Partnership Day 5 – Final Report

### Partnerships and organisations responsible for this priority include

#### The Children, Young People and their Families Theme Group

CHARM  
Connexions  
Doorway  
North Warwickshire Borough Council  
North Warwickshire Council for Voluntary Service  
North Warwickshire Primary Care Trust  
North Warwickshire Rural Youth Project  
Positive About Young People  
Warwickshire Association of Youth Clubs  
Warwickshire Children's Fund  
Warwickshire Council for Voluntary Youth Service  
Warwickshire County Council  
Warwickshire Police  
Warwickshire Rural Community Council  
Warwickshire Wildlife Trust  
Sure Start

### Who will make sure it happens?

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Community Development Officer (Young People and Inter-generation) **North Warwickshire Borough Council**,  
01827 719270  
[communitydevelopment@northwarks.gov.uk](mailto:communitydevelopment@northwarks.gov.uk)

## **Community Life: Voluntary and Community Activity**

### **Our aim is to**

Develop and support vibrant and active communities and voluntary groups, who are able to express their needs and take steps towards meeting them.

### **Our priorities**

- Enable people to take part in a wide range of voluntary and community activity

#### **Involvement**

- Establish the number of people who are involved in voluntary and community activity

#### **Quality**

- Improve the experience of people who are involved in voluntary and community activity

#### **Information**

- Improve the information available about the voluntary and community activities and local opportunities

#### **Support**

- Develop the support available to people running and organising voluntary and community activity

#### **Opportunities for all**

- Ensure that all residents are able to access and take part in voluntary and community activity

### **Key facts**

There are 235 voluntary and community organisations registered on the database of the Council for Voluntary Services.

The voluntary and community sector has brought £3.8 million additional income into the Borough through fundraising from external agencies.

The voluntary and community sector employs 207 full time equivalent staff members.

In 2004/5, the Volunteer Centre saw one hundred people, who were interested in volunteering and were able to place fifty of these with organisations.

There are 30 Parishes (28 Parish councils and 2 Parish meetings) within the Borough and 24 of these have newsletters. There is a wide range of community activity reported in these newsletters ranging from children and sport activities to church activities for people within villages.

### **Why this is a priority**

In its 'ChangeUp' strategy, the Government highlights that the voluntary and community sector has a significant role to play in delivering high quality public services. The sector is also recognised as having a significant role in building cohesive and sustainable communities.

Voluntary and community activity encompasses a wide range of individual, group and organisational activity. This work can be based around parishes, faith activities, interest groups (e.g. mental health, older people etc.), community enterprise and business and individual volunteering.

The very act of volunteering can be an excellent way of bringing people together, whatever their background or culture, helping people to gain new skills and experience, and for some it can be a stepping stone into employment. Volunteer time and commitment is central to active citizenship, inclusion and democracy.

**The 'Giving Time Beats Stress, Make A Difference Day' survey**, September 2004, concluded that volunteering can also help to improve physical health and fitness and reduce stress.

The economic value of volunteering in the UK alone is an estimated £40 billion.

As the number of people involved in voluntary and community activity in North Warwickshire is unknown, it is not currently possible to make strategic decisions on retaining and increasing involvement and improving experiences.

The North Warwickshire Community Partnership Days One and Five, and the Framework for Rural Action supported by partner agencies, has helped shape these priorities.

### **Our key targets are**

- Establish a baseline figure for Voluntary and community activity by December 2006
- Maintain Voluntary and Community activity to at least 2006 levels to March 2008
- Establish a Volunteer Coordinators Forum by September 2006
- Increase the number of Management Committee Volunteer opportunities on Vbase from 4 in March 2006 to 8 in March 2007
- Communication Strategy produced by March 2007
- 50% of all funding bids to local partner funding streams made on a full cost recovery basis by March 2008

### **During 2006/7 we will**

#### **Involvement**

- Conduct an audit of voluntary and community activity

#### **Quality**

- Establish a Volunteer Co-ordinators Forum to enable the involvement of more volunteers with extra support needs

#### **Information**

- Develop a Communications Strategy to facilitate the sharing of information

#### **Support**

- Support the Community Workers' Forum to ensure better co-ordination of agencies in project delivery
- Co-ordinate the VOICE Forum to inform the voluntary and community sector about key issues
- Establish a Funders' Forum to review local funding streams and ensure that they are accessible
- Co-ordinate the work of infrastructure agencies to ensure effective and efficient delivery of support to voluntary and community groups

#### **Opportunities for All**

- Ensure that all residents are able to access and take part in voluntary and community activity (repeats priority)
- Mentoring & partnership induction

## Over the next three years we will

### Involvement

- Promote the Warwickshire Compact locally
- Implement actions arising from the audit of voluntary and community activity

### Quality

- Develop and promote volunteering opportunities to increase the number and quality of the experience of those involved

### Information

- Implement the Communications Strategy

### Support

- Continue to sustain the Community Workers' Forum
- Continue to use the VOICE Forum as a way of engaging groups with key issues
- Improve the range and scope of funding available within the Borough
- Support the co-ordination of the work of infrastructure agencies to ensure effective and efficient delivery of support to voluntary and community groups
- Continue to support mentoring and induction training of the voluntary and community sector representatives on the partnership

## Further information can be obtained from

ChangeUp Strategy  
Voluntary and Community Sector Strategy  
Building Civil Renewal  
Rural, Social and Communities Programme  
Building on Success - 10 year Strategy for Volunteering England  
National Volunteering Hub  
The Russell Commission

## Partnerships and organisations responsible for this priority include

### The Voluntary and Community Activity Theme Group

Coventry Diocese  
North Warwickshire Borough Council  
North Warwickshire Council for Voluntary Services  
North Warwickshire Volunteer Centre  
Warwickshire County Council  
Warwickshire Rural Community Council

## Who will make sure it happens?

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Chief Officer, **North Warwickshire Council for Voluntary Services**,  
01827 718080  
info@nwcvs.org.uk

Manager, **North Warwickshire Volunteer Centre**,  
01827 717073  
info@vcnw.org.uk

Chief Officer, **Warwickshire Rural Community Council**,  
02476 303232  
enquiries@wrccrural.org.uk

## Web links

[www.ruralwarwickshire.org.uk](http://www.ruralwarwickshire.org.uk)  
[www.nwcvs.org.uk](http://www.nwcvs.org.uk)  
[www.vcnw.org.uk](http://www.vcnw.org.uk)  
[www.northwarks.gov.uk](http://www.northwarks.gov.uk)  
[www.warwickshire.gov.uk](http://www.warwickshire.gov.uk)

## Community Life: Choice, Access and Transport

### Our aim is to

Maximise local 'choice and access', to services to better meet needs within local communities.

### Our priority

- Improve people's life chances for those most in need by providing and facilitating better choice and means of accessing local services
- Promote and raise awareness of equality and inclusion to ensure that everyone will be able to play a full role in society, regardless of their income, age, health, disability, culture or ethnic origins
- Support, develop and promote public transport which helps to improve residents' access to facilities and services

### Key facts

The Borough is mainly farmland, market towns, rural settlements and woodland. Public access to the countryside may be limited due to public transport provision and restricted access rights. Research has shown transport to be the biggest concern of rural communities. In Atherstone Central, 35.7% of households have no car. Most of the bus services are provided by the commercial sector, rather than subsidized through the public sector. These commercial routes are not guaranteed, and will be run only if economically viable.

A large proportion of our black and minority ethnic people feel excluded and marginalised from white communities, leading to a heightened sense of isolation. This is compounded by the fact that they are often one of only a few minority ethnic households in their town or village.

Nine wards are within the 'worst' 25 wards in the whole of Warwickshire for people having a long-term illness. Life expectancy for males is lower than that for the rest of the county, which may be linked with the previous occupations of many in the coal mining industry.

The 2001 census shows that around a third of those living in former mining wards are employed in routine or semi-routine occupations. These wards show high percentages of those aged between 16 and 74 with no qualifications, over a third in all cases with this rising to 43.3% in Atherstone Central. Although the unemployment rate is low at 1.5%, 13.4% of households earn less than £10,000 per annum. 4800 residents in North Warwickshire are in receipt of Council Tax and Housing Benefit. Parts of the Borough have high numbers of lone person households, notably Atherstone Central and Coleshill South wards and there is an estimated annual shortfall of affordable homes.

In 2003, 38.8% of enquiries to the Citizens Advice Bureau were debt related. New debt is particularly significant. From April 2005-February 2006, new debt account was 33% compared to 28.5% in the West Midlands.

A survey undertaken by BMG on behalf of North Warwickshire Borough Council in Autumn 2005 identified 82% of local people prefer to contact the Council by telephone with contact in person as the main second choice and 73% said that the current opening hours were convenient. If hours were extended 47% requested that the offices were open on a Saturday morning.

### **Why this is a priority**

Improving 'access and choice' to good quality services, particularly for those who need our services the most, will help to address inequalities and overcome barriers to inclusion.

Cohesive communities can be developed by helping people to share a common vision and a sense of belonging and by ensuring that those from different backgrounds have similar life opportunities. Arts are one way of helping to foster and sustain community life, increasing community pride through visual, musical and dramatic events.

The rural nature of the area means people have to travel considerable distances to access jobs, services and facilities. This results in problems for people with mobility difficulties to rely on public transport. Lack of awareness of transport, poor transport publicity and lack of integrated transport provision further compounds these problems.

Through the North Warwickshire Framework for Sustainable Rural Action local actions are beginning to be 'rural proofed' to find local sustainable solutions. New technologies can improve information sharing and provide electronic access. This can improve local service provision, customer care and co-ordination between agencies to provide joined up services, helping to address local needs.

Work on the North Warwickshire Framework for Sustainable Rural Action, the BMG survey, and Partnership Day 5 have helped to shape these priorities.

### **Our key targets are**

- Develop a one-stop shop in North Warwickshire by March 2008
- Achieve e-government targets by ensuring that all suitable Borough Council services are available by March 2008
- Equalities training received by at least two representatives from each Theme Group by March 2007

### **Key targets continued**

- Social Inclusion and Art Strategy produced by March 2007
- Free bus travel introduced for residents aged 60 and over by December 2006
- 5 different publicity and information formats used to promote public transport by March 2008

### **During 2006/7 we will**

- Develop a Social Inclusion and Art Strategy
- Develop a Customer Access Strategy for improving access to information and e-services
- Improve the Borough Council's Contact Centres ability to resolve telephone queries at first point of call and develop a one-stop shop.
- Investigate opportunities for improved neighbourhood engagement
- Coherently map local deprivation to identify priority needs
- Establish a rural panel to scrutinise theme action plans
- Continue to promote access to benefit and debt advice
- Support the achievement of the Equality Standard for Local Government
- Support the implementation of a local Race Equality Action Plan
- Produce a revised Private Sector Decent Homes and Fuel Poverty Strategy
- Reduce waiting times for Disabled Facilities Grants to under six months for both the public and private housing
- Deliver equality training to members of the Partnership
- Introduce free bus travel for all residents aged 60 or over
- Seek to improve transport information and publicity
- Support the development of the Coleshill multi-modal interchange

### Over the next three years we will

- Implement the Social Inclusion Strategy through arts and sports
- Continue to promote access to benefit and debt advice
- Extend opening hours where there is a demand
- Continue to support the Race Equality Sub-group and Warwickshire Race Equality Partnership.
- Implement the Customer Access Strategy
- Promote social cohesion and cross cultural communication through diversity festival development, participatory arts project development and local artist networking
- Implement the revised Private Sector Decent Homes and Fuel poverty Strategy
- Co-ordinate support to bid more effectively for external funding
- Continue to support the achievement of the Equality Standard for Local Government
- Review the Framework for Sustainable Rural Action
- Deliver partnership equality impact assessment training
- Support the Partnership's Theme Groups to overcome barriers to inclusion
- Take equality issues to the wider Partnership as appropriate.
- Support local cultural developments through art, music, drama and sporting activities
- Monitor the implementation of the Coleshill multi-modal interchange
- Continue to arrange publicity and information on public transport
- Seek to secure continuation funding for community transport schemes

### Further information can be obtained from

North Warwickshire Framework for Sustainable Rural Action  
Race Equality Action Plan  
Multiple Index of Deprivation  
Local Transport Plan  
Community Transport Strategy

### Partnerships and organisations responsible for this priority include

#### The 'Choice, Access and Transport' Theme Group is made up of a number of sub-partnerships:

- Customer Access Group
- Framework for Sustainable Rural Action Group
- Social Inclusion Group
- Warwickshire On-line Partnership
- Warwickshire Race Equality Partnership
- Representatives from the former Rural Transport Partnership

### Who will make sure it happens?

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01827 718995  
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Economic Development Manager, **North Warwickshire Borough Council**,  
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Assistant Director (Information Services),  
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computerservicesdivision@northwarks.gov.uk

### Web links

[www.northwarwickshirecommunitypartnership.org.uk](http://www.northwarwickshirecommunitypartnership.org.uk)

## Community Life: Housing

### Our aim is to

Develop a range of affordable housing options, including social and private rented and low cost ownership schemes, to meet a range of housing needs.

### Our priorities

- Create sustainable communities through understanding community needs and how affordable and good quality housing contributes to community life.
- Increase the range of housing available
- Ensure all housing is kept in a fit state to modern standards
- Assist vulnerable groups and address the level of homelessness, particularly looking at the issue of hidden homelessness and to influence the Supporting People programme to bring more support to the area
- Address the number of empty homes in the area by bringing them back into occupation

### Key facts

Council and private rented properties both have a high proportion of unsuitable stock, 16.7% and 14.8% respectively. This compares to 5.0% of all owner-occupied properties. This is due to the need for repairs and adaptations, which would enable people to stay in their properties.

By household type, households containing children are more likely to be in unsuitable housing. For example, some 12.5% of lone parent households are living in unsuitable housing and the current waiting list consists of approximately 1900 applicants.

Of those residents in unsuitable housing, 39.9% would need to move to different accommodation, representing 814 households and of these, 721 wish to remain living in the Borough.

It is estimated that 416 new households will form each year and that 74.0% cannot afford private sector housing without housing benefit. This makes for 308 additional households in housing need per year.

There is an estimated annual shortfall of 303 affordable homes. The target given in the Warwickshire Structure Plan states that 1,300 affordable homes are required in North Warwickshire between 1996 and 2011. At April 2005, 135 of these affordable homes had been completed since 1996.

Affordable housing is an issue due to rising property prices in comparison with the average earnings. The lower end of the market tends to be where people who are less financially well off residing in properties that are likely to require repairs to meet the requirements of the Housing, Health and Safety Rating System.

### Why this is a priority

Demand for affordable housing needs to be met due to rising house prices and private sector rents, and the declining supply of social housing. This is essential to ensure that people who are on benefits or low income can access the housing market and that key workers providing services such as health and education can continue to live and work in the borough.

The condition of some housing in the borough falls below the Decent Home Standard. Our aim is to maintain the standard of homes with modern facilities and provide an adequate supply of affordable housing

Homes should meet identified needs, be located across the Borough and have appropriate social infrastructure

We aim to achieve this by creating:

- **Sustainable communities;** a secure home limiting the fear of crime and burglary, good access to transport, economy, education, health care and leisure facilities

### Our key targets are

- Meet the Governments Decent Homes Target in relation to Council homes: achieving a 66% reduction in homes not meeting the standard by 2007 with all homes to meet this standard by 2010
- Deliver 1300 additional affordable homes by 2011
- Seek through planning negotiations a minimum of 40% of all new units of accommodation as affordable housing
- Establish the level of hidden homelessness that exists locally by 2007
- Increase the coverage for vulnerable residents of all ages in accordance with the Borough Care 5 year Business Plan by 2011.
- Produce a private sector decent homes housing policy by 2007

### During 2006/7 we will

- Develop and provide more affordable homes by way of rented and shared ownership properties
- Receive planning applications from developers on which the Council is seeking 40% affordable homes
- Improve the Borough Council stock annually to exceed the Government standard by 2010
- Undertake a stock condition survey across the private sector
- Pilot a Rent Deposit Scheme to allow people to access the private rented market
- Address the level of homelessness, in particular hidden homelessness
- Implement a five year business plan for the expansion of the Borough Care Service to vulnerable local people
- Develop a revised Private Sector Decent Homes and Fuel Poverty Strategy

### **Over the next three years we will**

- Continue to use Council owned land and Housing Corporation funding to provide affordable homes
- Continue to negotiate and deliver affordable housing in accordance with the Development Plan
- Develop new (more accessible) models of home ownership through land trusts, cooperatives, equity schemes etc
- Implement an annual improvement programme to improve social housing in line with the principles of sustainable communities
- Address issues identified by the stock condition survey
- Implement actions of the private sector decent homes housing policy
- Extend the Borough Care Service to all vulnerable residents of all ages
- Prepare an action plan to address hidden homelessness
- Devise strategies looking at Older Persons, Gypsies and Travellers and Equality and Diversity Housing Strategy, which will Deal with all potential groups such as young people, people with disabilities etc.

### **Further information can be obtained from**

Housing Strategy 2005 – 2008  
Housing Revenue Business Plan 2005 – 2008  
Homelessness Strategy  
Private Sector Strategy  
North Warwickshire Local Plan

### **Partnerships and organisations responsible for this priority include**

#### **The Housing Theme Group**

Citizens Advice Bureau  
Doorway  
North Warwickshire Borough Council  
North Warwickshire PCT  
Warwickshire County Council  
Waterloo Housing Association  
Warwickshire Rural Community Council

### **Who will make sure it happens?**

Assistant Director (Housing), **North Warwickshire Borough Council**,  
01827 715341  
housingdivision@northwarks.gov.uk

Assistant Director (Planning & Development), **North Warwickshire Borough Council**,  
01827 719434  
localplans@northwarks.gov.uk

Environmental Health Manager,  
**North Warwickshire Borough Council**,  
01827 719322  
environmentalhealth@northwarks.gov.uk

### **Web links**

[www.northwarks.gov.uk](http://www.northwarks.gov.uk)  
[www.warwickshire.gov.uk](http://www.warwickshire.gov.uk)  
[www.info@wrccrural.org.uk](mailto:www.info@wrccrural.org.uk)  
[www.waterloo.org.uk](http://www.waterloo.org.uk)  
[www.doorway.org.uk](http://www.doorway.org.uk)

# Education and Lifelong Learning

## Our aim is to

Ensure that people of all ages are provided with the opportunity to obtain the skills, knowledge, confidence and understanding to achieve their full potential.

## Our priorities

### To aid achievement and participation

- Promote the benefits of learning
- Aid access to learning
- Promote learning in an accessible way
- Promote the community and extended use of schools
- Promote community based provision
- Promote the development of family learning and early years provision
- Identify barriers to achievement and look for ways to remove them

### To encourage the most effective use of resources

- Target services to those most in need
- Bring greater coherence to learning initiatives in the area
- Encourage collaborative working and sharing of information
- Ensure sharing of information by partner agencies to identify gaps in provision and avoid duplication

## Key facts

North Warwickshire has an above average number of people aged 16-74 without any qualifications (34.2% compared with the England and Wales average of 29.1%). Qualification levels for people aged 16-74 are considerably lower in North Warwickshire than across the rest of the County as well as being below the national average.

More than a third of all residents in the wards of Atherstone Central, Dordon, Polesworth East, Atherstone North, Hurley and Wood End, Atherstone South / Mancetter, Baddesley and Grendon, Arley and Whitacre and Hartshill have no qualifications.

Information shows that across the county over the five-year period to 2009, primary school pupil numbers will fall by approximately 1,800 (5%). However within North Warwickshire pupil numbers are forecast to fall by almost twice this rate by 350 (9%) over the next five years. This will have a major impact on local schools. North Warwickshire has the second lowest proportion of young people choosing to continue in education or undertake training.

[Preschool early year provision facts](#)

[Lifelong learning facts](#)

### **Why this is a priority**

There are lots of different ways to learn, from beginner level to advanced, all covering a range of topics. Learning opportunities should be provided close to where people live or work as travel can be a problem for some. However, there are a number of challenges, which must be addressed if progress is to be made in improving the quality of life for local people.

Locally there is a higher than average proportion of people with poor literacy and numeracy. This lack of essential skills has a knock-on effect when people want to acquire new skills, such as learning how to use computers and access the Internet. Greater participation in lifelong learning by raising awareness about local opportunities will help people to improve their skills and confidence, and to help address the issue of low expectations that exists within the area.

**What has helped to shape these priorities (evidence)**

### **Our key targets are**

- Increase knowledge about provision within the Borough
- Increase the number of people actively engaged in learning
- Measure our progress against
  - The percentage of Year 11 pupils achieving 5+ GCSEs at A-C
  - The percentage of Year 11 pupils achieving positive destinations

### **During 2006/7 we will**

#### **Publicity Sub Group**

- Facilitate the development of a coherent approach to publicising learning opportunities
- Promote the benefits of learning in communities through Learning Ambassadors and Development Workers
- Develop learning role models to promote learning
- Investigate new methods of publicising and supporting learning activities

#### **Hard to Reach Sub Group**

- Develop events to encourage people into learning
- Promote and support work with BME groups and ensure links with the North Warwickshire Race Equality Steering Group
- Support the development of community learning facilities at schools to increase the provision of opportunities in localities

#### **Locality Working Sub Group**

- Ensure agencies work together to make best use of resources when considering the needs and aspirations within a locality
- Pilot new approaches to multi agency working

#### **General issues**

- Further develop links between schools and partners through University of the First Age (UFA) and the Children's University
- Strengthen engagement with the voluntary sector to widen learning opportunities

### **Over the next three years we will**

- Improve people's skills to attract a more diverse range of employers and an increased spread of employment opportunities
- Investigate new ways to raise achievement and aspirations, to promote learning for pleasure
- Continue to promote learning in all of its forms and the benefits it can bring to the individual, their family and the wider community
- Develop holistic solutions through community involvement and intergenerational learning
- Respond to emerging legislative changes to secure the best possible outcome for the residents

### **Further information can be obtained from**

The Community Learning Plan for North Warwickshire 2005-08

### **Web links**

[www.northwarwickshirecommunitypartnership.org.uk](http://www.northwarwickshirecommunitypartnership.org.uk)

### **Partnerships and organisations responsible for this priority include**

#### **The North Warwickshire Area Community Learning Partnership:**

Citizens Advice Bureau  
Connexions Service  
Coventry and Warwickshire Council for Voluntary Service  
Employment Training Warwickshire Learning & Skills Council, Coventry and Warwickshire  
Nextstep, Coventry and Warwickshire  
North Warwickshire Borough Council  
North Warwickshire and Hinckley College  
North Warwickshire Primary Care Trust  
North Warwickshire schools  
University of Warwick  
Warwickshire County Council  
Warwickshire Wildlife Trust  
Workers' Educational Association.

### **Who will make sure it happens?**

Area Education Officer, **Warwickshire County Council**,  
01926 41213  
[davepotter@warwickshire.gov.uk](mailto:davepotter@warwickshire.gov.uk)

## Environment

### Our aim is to

Maintain, protect and improve the quality of the environment for people living in, working in and visiting the area

### Our priorities

- Maintain the natural and historic environment of the area and maximise opportunities to enhance its biodiversity, natural beauty and character
- Decrease the amount of waste that goes to landfill sites (household, green, and business) through waste reduction and improved recycling
- Promote cleaner, safer and greener streets and public areas
- Consider the impacts of climate change
- Raise awareness of and educate people about the historic, built and natural environment
- Recognise the design and quality of building schemes, which contribute to the image, character and sustainability of the built environment

### Key facts about the environment in North Warwickshire

North Warwickshire has a rich and diverse natural environment. There are 13 designated Sites of Special Scientific Interest (SSSIs) and 43 Sites of Importance for Nature Conservation (SINCs). The area is particularly important for ancient woodland, and almost 6.7% of the borough is wooded (above the Warwickshire average of 4.9%). Wetland habitats, over 1/4 of the total for the sub-region, support many species of birds, plants, insects and mammals, including endangered otters and water voles. 2% of the Borough is open water, concentrated mainly around the Tame Valley, and Alvecote on the River Anker. The Tame Valley has been selected as the first major landscape-scale conservation area within Warwickshire, which aims to increase the biodiversity of the Borough and create a robust wildlife corridor in the light of potential impacts of global climate change.

Every year, the households in the Borough each generate over a tonne of waste, a total of over 29,000 tonnes, more than a fifth of which is recycled or composted. Recycling has increased from 9.5% (2003/4) to 21.9% (2004/5).

Average time to clear fly tipping has been reduced to less than one day, and additional staff have been employed to ensure that litter picking is now also undertaken at weekends. Over 70 new litter bins have been installed throughout the Borough.

North Warwickshire has 655 listed buildings and over 1200 known archaeological sites recorded on the County Sites and Monuments Record, including 28 'Scheduled Ancient Monuments'. This database can now be accessed online, giving people wider access to information about their local historic environment.

Volunteer effort has multiplied the value of external funding brought into North Warwickshire. A significant number of volunteers are working in the Borough dedicated to protecting, conserving and promoting heritage sites and attractions. A Heritage Forum exists to support volunteers and aid the delivery of heritage based activities.

£0.5 million has been secured to develop a new 25 mile heritage trail, which focuses on the former textile trade, the wealth of natural resources and early industrialists within the area.

### **Why this is a priority**

The Government recognises the importance of a high quality environment and its contribution to a good quality of life. This is reflected in national policies, such as Cleaner Safer Greener Communities, Liveability and Sustainable Communities Initiatives.

The local environment needs to be a cleaner and greener place, so local people can enjoy and benefit from the natural landscape. The local environment is rich in wildlife diversity, which needs to be conserved.

Our environment is under pressure in many ways, including development, increased waste arisings, pollution, litter, vandalism and graffiti. In face of these pressures, we need clear policies to increase recycling, control and locate new development, maintain effective pollution control, decrease our impact on climate change plus other measures to protect valued qualities of the environment.

In addition to such protection there needs to be positive action to conserve and enhance our built and natural heritage.

'The 'Environmental Inequality Study' highlights that people in more deprived areas experience a lower quality environment. These findings, alongside partnership events and consultation, have helped shape 'our priorities'.

### **Our key targets**

- Increase residents satisfaction with the street scene from 67% to 69% by 2007
- Increase household waste recycling from 22% to 30% by 2008
- Achieve 75% of North Warwickshire actions in the Local Biodiversity Action Plan by 2008
- Designate 5 Local Nature reserves by 2008
- Produce a Climate Change Strategy by 2008
- Provide 50% of Key Stage 2 pupils with education from sustainable development

### **Our key targets continued**

- Produce, by 2007, a communication strategy to:
  - promote access to the natural environment;
  - increase awareness of environmental issues, services available and how people can make a difference

### **During 2006/7 we will**

- Prepare a Green Space Strategy
- Protect the potential nature conservation value of previously developed land
- Pioneer the Tame Valley Wetland Project as a landscape scale approach to nature conservation
- Hold an environmental educational event for key stage II pupils focusing on waste, energy and other sustainability issues
- Deliver the 'Heritage Uncovered' project to promote and raise awareness of heritage sites and attractions
- Agree a Public Realm Action Plan to improve the local environment
- Promote a litter awareness campaign with local schools
- Provide a free garden waste collection service to every household
- Investigate ways to improve and extend kerbside recycling
- Commence the North Arden Heritage Trail Project and appoint project staff

### Over the next three years we will

- Protect and enhance open space by implementing the Green Space Strategy
- Continue to support the implementation of the Local Biodiversity Action Plan for Warwickshire, Coventry and Solihull, and contribute to BARS reporting
- Actively seek opportunities to create further nature reserves to protect and enhance the natural environment; and to increase the biodiversity value of the Borough
- Support land managers in finding sustainable and ecological land use solutions for their businesses
- Support the Heritage Forum to co-ordinate activities and best practice
- Use the North Warwickshire Civic Award scheme to recognise and encourage high quality building projects
- Continue to support volunteers working in the heritage sector, to assist promotion of sites and attractions
- Extend the borough-wide kerbside recycling scheme and seek to increase the levels of participation through education and promotion
- Investigate introduction of recycling of a wider range of materials
- Work towards reaching an aspirational recycling target of 40-45%
- Work through the Warwickshire Waste Partnership to promote waste minimisation and reuse
- Increase the overall levels of cleanliness of streets, roads, alleyways and open spaces
- Obtain a street cleaning cleanliness standard of 2% above that of the annual Local Environment Quality Survey of England
- Deliver the North Arden Heritage Trail Project
- Develop ways of engaging the business community in environmental issues
- Produce a climate change strategy

### Further information can be obtained from

Local Biodiversity Action Plan -  
Warwickshire, Coventry and Solihull  
North Warwickshire BC - Local Plan  
Warwickshire's Municipal Waste  
Management Strategy

### Partnerships and organisations responsible for this priority include:

#### The Environment Theme Group

Atherstone Civic Society  
British Waterways  
Environment Agency  
Forestry Commission  
Green Arc Partnership  
Natural England  
North Warwickshire Borough Council  
Public Realm Partnership  
Warwickshire County Council  
Warwickshire Police  
Warwickshire Rural Community Council  
Warwickshire Wildlife Trust

### Who will make sure it happens?

Director of Conservation, **Warwickshire Wildlife Trust**,  
02476 308976  
beth.gardner@wkw.org.uk  
(Chair of Environment Theme Group)

Assistant Director (Streetscape),  
**North Warwickshire Borough Council**,  
01827 719440  
richarddobbs@northwarks.gov.uk  
(Chair of Public Realm Theme Group)

### Web links

Local Biodiversity Action Plan for  
Warwickshire, Coventry and Solihull  
[www.warwickshire.gov.uk/biodiversity](http://www.warwickshire.gov.uk/biodiversity)  
Recycling, flytipping and street cleaning  
[www.northwarks.gov.uk](http://www.northwarks.gov.uk)  
Warwickshire Sites & Monuments Record  
[www.warwickshire.gov.uk/timetrail](http://www.warwickshire.gov.uk/timetrail)

## Health & Wellbeing

### Our aim is to

Tackle health inequalities by supporting local communities and by improving accessibility and raising awareness so that individuals can make informed choices about their health

### Our priorities

- Reduce the numbers of people who smoke as this leads to heart disease, strokes, cancer and many other fatal diseases
- Reduce obesity and improve diet and nutrition because the prevalence of obesity has trebled since the 1980's
- Increase the amount of exercise people take. Over a third of people are not active enough to benefit their health
- Encourage and support sensible drinking. Alcohol misuse is associated with many deaths from stroke, cancer, liver disease, injury and suicide and it is related to absenteeism from work, domestic violence and violent crime
- Improve sexual health because risk-taking sexual behaviour is increasing across the population
- Enable individuals to make healthier choices by improving access, information and education

### Key facts

The area has pockets of deprivation which impact on life expectancy and health and wellbeing. In North Warwickshire, six areas feature in the most 25% of health deprived areas in Warwickshire. Statistically, children under the age of five, if born into low income families, are more likely to have accidents in the home.

The teenage pregnancy rate is above that nationally and is the second highest in the County. Accidental injury in older people continues to increase annually.

According to the 2001 Census, people in North Warwickshire experience a higher rate of long-term limiting illness and general ill health than at a County level.

Unpaid care and people providing care for 50 plus hours per week is above the county average.

Lung disease (Chronic Obstructive Pulmonary Disease) and Chronic Heart Disease are responsible for the most admissions to the George Eliot Hospital

North Warwickshire is one of two districts in the County that has the highest proportion of binge drinking in adults. This is in excess of the West Midlands Regional average.

North Warwickshire male mortality rate is 9% higher than the overall Warwickshire average and is the second highest in the County

### **Why this is a priority**

In November 2004, the Government published its White Paper "Choosing Health – Making Healthy Choices Easier, which are reflected in our local priorities.

Our aim is to reduce the number of people smoking in North Warwickshire in order to improve the health and wellbeing of local people. The number of people quitting smoking after 4 weeks is currently lower than the target set by the Department of Health however the effects of smoking is one of the greatest reasons for admission to hospital both locally and nationally.

Obesity is rising nationally, so targeted local action will raise awareness of healthy eating and the benefits of physical activity to reduce local levels

Alcohol misuse is associated with many causes of death. Campaigns and promotional activity will focus on raising awareness of the health benefits of sensible drinking.

Teenage pregnancy and sexual health risk taking behaviour is increasing locally.

Improving access, information and education are some of the ways that the partnership will tackle these local issues.

### **Our key targets are**

- Reduce by 2010 inequalities in health outcomes by 10% as measured by infant mortality and life expectancy at birth
- Reduce deaths from coronary heart disease by 40% in people under 75 by 2010
- Reduce deaths from cancer by 20% in people under the age of 75 by 2010
- Reduce deaths from accidents by 20% by 2010

### **During 2006/7 we will**

#### **Reduce the numbers of people who smoke**

- Promote and support organisations to become smoke free environments within all public areas in line with the Governments target 2007

#### **Reduce obesity and improve diet and nutrition**

- Agree an action plan for tackling obesity and increasing physical activity
- Conduct an audit of current health provision for young people and support the National Healthy Schools Status programme
- Support community events and schools in raising awareness of healthy lifestyles
- Develop and promote information on healthy eating

#### **Increase the amount of exercise**

- Develop and promote the benefits of physical activity for all

#### **Encourage and support sensible drinking**

- Review data on alcohol misuse and its impact on health locally

#### **Improve sexual health**

- Support Warwickshire's Teenage Pregnancy partnership Plan

#### **Enable individuals to make healthier choices by improving access, information and education**

- Use existing resources to raise awareness of health and wellbeing issues
- Evaluate access to services and develop structures to fill gaps which help individuals make healthier choices
- Provide and support information for people with disabilities, their carers and other vulnerable groups
- Increase Falls Assistance and Advice Programmes across the Borough

### Over the next three years we will

#### Reduce the numbers of people who smoke

- Continue to work with Warwickshire Stop Smoking Service to provide advice and support in order to increase the number of smoke free premises

#### Reduce obesity and improve diet and nutrition

- Evaluate progress and develop projects to halt the rise in obesity in consultation with the community

#### Increase the amount of exercise

- Evaluate participation in physical activities, develop new initiatives as required and engage communities

#### Encourage and support sensible drinking

- Develop an action plan to tackle alcohol misuse and its impact on health

#### Improve sexual health

- Monitor the number of Teenage Pregnancies and the increase/decrease in sexual risk taking behaviour and continue to support the actions of the Warwickshire Teenage Pregnancy Partnership

#### Enable individuals to make healthier choices by improving access, information and education

- Support health promotion campaigns relevant to key health priorities
- Develop an action plan to fill gaps in young people's health services
- Develop and promote older peoples health provision so that individuals can make informed choices about their health
- Where possible, take services out to communities in consultation with local residents
- Promote and develop transport to improve access health services

#### Web Links

[www.nw-pct.nhs.uk](http://www.nw-pct.nhs.uk)

### Further information can be obtained from

Government White Paper: "Our Health, our care, our say: a new direction for community services" – DoH January 2006 and "Choosing Health – making healthy choices easier" DoH November 2004

North Warwickshire Health Indicators Research Report – Warwickshire County Council

### Partnerships and organisations responsible for this priority include

#### North Warwickshire Health and Wellbeing Partnership:

Age Concern Warwickshire  
North Warwickshire Borough Council  
North Warwickshire Council for Voluntary Services  
Primary Care Trust (North Warwickshire)  
Warwickshire County Council  
Warwickshire Specialist Health Promotion Service

### Who will make sure it happens?

Health Improvement Co-ordinator, **North Warwickshire Borough Council and Primary Care Trust**,  
01827 719346  
[communitydevelopment@northwarks.gov.uk](mailto:communitydevelopment@northwarks.gov.uk)

Health Improvement Officer,  
**Warwickshire County Council**,  
01926 493491  
[caroleedkins@warwickshire.gov.uk](mailto:caroleedkins@warwickshire.gov.uk)

Director of Public Health, **Primary Care Trust (North Warwickshire)**,  
Tel: 024 76 865583  
[morag.stern@nw-pct.nhs](mailto:morag.stern@nw-pct.nhs)

## Local Economy

### Our aim is to

Contribute towards ensuring that the North Warwickshire economy is healthy, diverse and able to adapt to changes in the wider economy while remaining relevant to the needs of local people.

### Our priorities

- Ensure a diverse range of employment in the area
- Link local people to local jobs and find solutions to problems they have in accessing local employment
- Develop and promote local tourism
- Support rural business and enterprise
- Recognise and develop the role of Market Towns in serving rural communities
- Re-use Brownfield sites where appropriate
- Help people in need to manage their own finances

### Key facts

The unemployment rate in North Warwickshire is low at 1.5%, when compared to the West Midlands regions at 3.5% and the County at 1.6%. The area lags behind other areas in terms of economic productivity (DEFRA 2004).

A number of wards in North Warwickshire are economically deprived; often this may link with their coal mining past. The Index of Multiple Deprivation 2004, identified that eight areas in North Warwickshire feature in the most income deprived areas of Warwickshire, whilst five feature in the most deprived 25% employment areas in the county overall.

Between 1991 and 2001 more than 5000 jobs were created. Local residents filled only 315 (6.3%) of these new jobs during this period.

Travel to work is a problem for those without a car or those who cannot walk to work or who live away from public transport routes. Despite the rural nature of the Borough, only 1% of employees in the sub-region work in the agricultural sector. The main employment sector is in transport, storage and communication, but with localised variations. 75% of the Borough's businesses employ one to ten workers.

There is a demand for small, modern, flexible business and office premises. Household income varies widely. In Atherstone Central, 19.6% of households earn less than £10,000 per annum. In 2003, the majority of enquiries (33.8%) dealt with by the Citizens Advice Bureau were debt related.

Local tourism is of importance with a wide range of attractions in the area. A variety of accommodation is available – over 1030 bedrooms, 13 self catering units and 198 caravan pitches. 43% are 3 diamond/star or above.

Market Towns of Atherstone, Coleshill and Polesworth are important service centres for the rural hinterlands of the Borough and beyond.

### **Why this is a priority**

North Warwickshire is a rural area, having characteristics, which distinguish it from surrounding urban areas. .

Economies of scale see essential services and facilities being moved away from rural areas.

Market towns and village shops have to compete with big urban shopping centres and supermarkets and rural businesses and farms struggle to compete in a global economy.

Small tourism businesses struggle to compete with those in the south of the County, which is famous for its links with Shakespeare.

Former mining communities are isolated and people often do not have the skills to enable them to find work locally. Many people are not aware of benefits to which they are entitled: money which could be spent in the local economy.

Derelict sites remain derelict and detract from the attractive rural landscape, in need of financial help to be redeveloped in an appropriate way.

These priorities have been shaped by partnership events, the Chesterton study 2001 (Business Needs), Market Towns Health check (2002) and a major consultation on rural issues.(2005)

### **Our key targets are**

- Assist 200 North Warwickshire residents into local employment each year
- Advise and support 15 village shops and businesses in North Warwickshire each year
- Hold an annual event for existing and potential employers in the area
- Implement the 2005-7 Tourism Action Plan
- Support 100 North Warwickshire rural businesses and enterprises each year through the Warwickshire Rural Hub and Rural Forum

### **Key targets continued**

- Produce a Market Town Succession Strategy for Atherstone and Polesworth by 2006
- Implement the Market Towns programme for Coleshill by 2008
- Ensure that a minimum of 60% of new housing is built on Brownfield sites every year
- Increase the proportion of residents and members of the North Warwickshire Community Partnership take-up of the Credit Union by 2007
- Provide face to face money advice for 50 local people by 2007

### **During 2006/7 we will**

- Help local people access local jobs by supporting the People into Employment Project (PEP)
- Promote investment sites by working closely with the Warwickshire Investment Partnership (WIPS)
- Support Business Action Groups
- Ensure that businesses are directed to the right people who can help them with their specific needs
- Implement the North Warwickshire Tourism Action Plan 2005 – 2007
- Promote and support the work of the Warwickshire Rural Hub and Forum
- Develop and promote issues of relevance to rural businesses
- Support the work of the Vital Villages Development Worker
- Implement the Market Towns Succession Strategy for Atherstone and Polesworth
- Implement the Market Towns programme for Coleshill
- Seek solutions to derelict Brownfield sites with support from Advantage West Midlands and English Partnerships
- Work collaboratively to provide financial management advice to those in need
- Promote and support the Atherstone Book Town Initiative

### **Over the next three years we will**

- Continue to assist local people in overcoming barriers to local work
- Ensure a diverse range of local employment especially regarding small employment sites in the area
- Provide ongoing support to Business Action Groups
- Develop a single point of contact for business advice to enable referrals to the most relevant form of assistance
- Monitor outcomes of the 2005-7 Tourism Plan
- Revise, develop and deliver the Tourism Action Plan
- Support and develop rural businesses each year through the Warwickshire Rural Hub and Rural Forum
- Continue to recognise and enhance the role of Market Towns in serving rural communities and to lobby for continued support to enable this to happen
- Support and develop the Atherstone Book Town initiative
- Bring forward further key Brownfield sites for appropriate re-use
- Continue to advise people in need with regard to personal finance issues

### **Further information can be obtained from**

North Warwickshire Framework for Sustainable Rural Action 2006  
Tourism Action Plan  
Local Economy Action Plan

### **Partnerships and organisations responsible for this priority include**

**Local Economy Theme Group:**  
Chamber of Commerce (Northern Warwickshire branch)  
Citizens Advice Bureau  
Connexions  
Jobcentre Plus  
Local Business Action Groups  
Market Town partnerships  
New Way Credit Union  
North Warwickshire Borough Council  
North Warwickshire and Hinckley College  
PEP project  
Warwickshire County Council

### **Who will make sure it happens?**

Economic Development Manager, **North Warwickshire Borough Council**,  
01827 719287  
economicdevelopment@northwarks.gov.uk

### **Web links**

[www.northwarwickshirecommunitypartnership.org.uk](http://www.northwarwickshirecommunitypartnership.org.uk)

# Safer Communities

## Our aim is to

Make North Warwickshire a safer place to live, work and enjoy where the fear of crime is low.

## Our priorities

### Volume Crimes

- Reduce violent crime, domestic burglary and vehicle crime by 16.75% and business and commercial crime by 15%

### Public reassurance

- Improve the quality of life by reducing the fear of crime, supporting local community issues, reducing anti-social behaviour and nuisance, reducing criminal damage and working with communities
- Improve the physical environment in priority locations

### Substance Misuse

- Tackle drugs and alcohol misuse, reduce drug and alcohol related crime and raise awareness and knowledge of substance misuse

### Offender Management

- Implement the priority and persistent offender schemes and reduce overall crime by 15%

### Race and Hate Crime

- Tackle racial harassment and other prejudicial crimes and improve support for the victims of race and hate crime

### Support to victims

- Improve the support for victims of domestic abuse, victims of crime and anti-social behaviour

## Key facts

During 2004-2005, North Warwickshire Borough had the lowest rate of domestic and commercial burglary, violent crime, vehicle crime, criminal damage, shoplifting and community disorder incidents, compared to the other four districts within Warwickshire.

During the life of the last Crime and Disorder Reduction Strategy the following trends were achieved:

- Overall, crime levels have reduced by 16%
- Violent crime is on a down ward trend
- Domestic burglaries have reduced year on year and are 15% lower
- Vehicle crime has been reduced year on year and is 40% lower
- Approximately 38% of all crime was business crime during 2003/04
- Overall the level of business crime is on a downward trend with a 15% reduction over the last three years
- Anti-social behaviour will be tackled in a positive and proactive way, working with young people and their communities to develop suitable diversionary activities

### Why this is a priority

Improving and maintaining safe communities is a priority as feeling safe has a positive impact and effect on individuals, groups and communities. Although the Borough experiences low levels of reported crime, residents have a disproportionately high fear of crime 61% of residents fear having their home broken into (County Council's annual public satisfaction survey January 2005). The Crime and Disorder and Drugs Misuse Audit 2004 consulted with local residents, groups and organisations to help set priorities. The results identified that North Warwickshire's residents are most concerned about

- Violent crime
- Domestic burglary
- Feeling safe, public reassurance and the fear of crime
- The need for more police presence
- Anti-social behaviour
- Groups of young people causing nuisance
- Tackling substance misuse

A small number of offenders commit a large proportion of the crime in North Warwickshire, requiring resources to prevent and deter future offending behaviour and to manage priority and persistent offenders.

The Borough has a small population of black and minority ethnic people who require specific support services to be able to live without fear of discrimination and harassment.

The North Warwickshire Community Safety Partnership recognises the importance of providing appropriate support services to victims and witnesses of crime and is working to improve the support services for all victims and witnesses of crime and anti-social behaviour.

### Our key targets are

- Reduce overall crime by 15%
- Reduce domestic burglary by 16.75%
- Reduce vehicle crime by 16.75%
- Reduce violent crime by 16.75%
- Reduce criminal damage by 16.75%
- Reduce the fear of crime by 3%

### Key targets continued

- Reduce anti-social behaviour by 4%
- Reduce drug related crime by 15%
- Reduce re-offending of identified offenders
- Improve support to victims of race and hate crimes
- Improve support to victims of crime

### During 2006/7 we will

#### Reduce volume crimes:

- Provide support to victims of domestic and commercial burglary, providing them with Smart Water and securing their homes.
- Carry out targeted crime prevention campaigns

#### Reassure the public:

- Deploy mobile CCTV cameras to priority locations
- Develop positive diversionary activities for young people
- Work to improve the physical environment of priority locations
- Establishing local Safer Neighbourhood forums

#### Tackle substance misuse:

- Carry out targeted interventions and campaigns at priority locations for underage sales of alcohol
- Implement drug intervention programmes
- Raise awareness and knowledge of alcohol and drugs misuse in the community via targeted campaigns

#### Improve Offender Management:

- Develop individual action plans for priority and persistent offenders to reduce their opportunity to re-offend

#### Tackle Race and Hate Crime:

- Identify measures to support victims of race and hate crime

#### Increase support to victims:

- Provide local support services for victims of domestic abuse

## Over the next three years we will

### Reduce Volume Crimes:

- Work with licensees to promote safer licensed premises
- Assess the extension of CCTV across the Borough at priority locations
- Carry out targeted crime prevention campaigns

### Reassure the public:

- Identify and prioritise locality interventions to provide positive diversionary activities for young people
- Promote education of crime prevention and positive life styles via targeted campaigns
- Increase actives in community involvement and resident associations and Neighbourhood Watch schemes
- Implement actions arising from the Safer Neighbourhood forums

### Tackle Substance Misuse:

- Raise awareness and knowledge of alcohol and drugs misuse in the community via targeted campaigns
- Strengthen communities to resist alcohol and drugs misuse via targeted interventions

### Improve Offender Management:

- Deliver individual action plans for priority and persistent offenders to reduce their opportunity to re-offend
- Identify and engage young offenders to reduce their opportunity to re-offend

### Tackle Race and Hate Crime:

- Implement the Partnership Against Racism action plan

### Increase support to victims:

- Improve the co-ordination of support services for victims of crime and anti-social behaviour
- Improve the provision of support services for victims of domestic abuse

## Further information can be obtained from

'Making North Warwickshire a safer place to live' – Crime and Disorder and Drugs Reduction Strategy 2005-2008.

## Partnerships and organisations responsible for this priority include

### North Warwickshire Community Safety Partnership:

National Probation Service (Warwickshire)  
North Warwickshire Borough Council  
North Warwickshire Primary Care Trust  
Warwickshire Police  
Warwickshire Police Authority  
Warwickshire County Council  
Warwickshire Fire and Rescue Service  
Warwickshire Drug and Alcohol Action Team

## Who will make sure it happens?

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## Web links

[www.warwickshire.gov.uk](http://www.warwickshire.gov.uk)  
[www.northwarks.gov.uk](http://www.northwarks.gov.uk)  
[www.warwickshire.police.uk](http://www.warwickshire.police.uk)  
[www.warwickshireprobation.org.uk](http://www.warwickshireprobation.org.uk)

## **Measuring Progress**

The North Warwickshire Community Partnership will need to ensure that this plan continues to meet local priorities and is being implemented effectively. At the end of each year, we shall compare our progress with what was planned.

A performance management framework has been established. Each action in the plan has an allocated lead officer to report performance. This will then be fed, on a quarterly basis, through theme groups to every meeting of the North Warwickshire Community Partnership.

Consultation by partners will continue to improve and adapt the Sustainable Community Plan by informing local people of its work, researching needs, consulting about proposals and involving communities in decision making. These processes inform policy development, monitoring and review of local services, so that the focus is around what makes a real difference to people's daily lives. More detailed consultation for each of the themes will continue to develop our key priorities

This plan will be updated annually and reviewed in three years time. To make sure we stay on track, the North Warwickshire Community Partnership will continue to listen to and involve local people, reviewing the plan and reporting progress.

**For further information on the North Warwickshire Community Partnership or to receive further hard copies please contact:**

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Large print/audio cassette versions?

A full strategy document is available on the North Warwickshire Community Partnership website

[www.northwarwickshirecommunitypartnership.org.uk](http://www.northwarwickshirecommunitypartnership.org.uk)