

AGENDA MANAGEMENT SHEET

Name of Committee Rugby Area Committee

Date of Committee 21 September 2006

Report Title Draft Sustainable Community Strategy

Summary This report introduces the Draft Sustainable Community Strategy for the Rugby Area 2007-2010

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Would the recommended decision be contrary to the Budget and Policy Framework? No

Background papers None

CONSULTATION ALREADY UNDERTAKEN:-

Details to be specified

- Other Committees
- Local Member(s)
- Other Elected Members Cllr John Vereker, Chair - Rugby Area Committee; Cllrs Morris-Jones, Levy, Roodhouse – LSP reps.
- Cabinet Member
- Chief Executive David Carter
- Legal Peter Endall, Solicitor
- Finance
- Other Chief Officers
- District Councils Rugby Borough Council, through LSP Board
- Health Authority
- Police CI Martin Samuel

Other Bodies/Individuals

LSP Board

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

Rugby Area Committee –21 September 2006

Draft Sustainable Community Strategy for the Rugby Area

Report of the Strategic Director of Performance and Development

Recommendation

That members comment on the Draft Sustainable Community Strategy as they see fit.

1.0 Introduction

1.1 This report introduces the Draft Sustainable Community Strategy (SCS) for the Rugby Area 2007-2010, which is attached as an appendix.

2.0 Background

2.1 The Sustainable Community Strategy for Rugby is being developed alongside the Warwickshire Local Area Agreement, and provides an overall framework for partnership working.

2.2 An initial draft version has now been drawn up, and this is attached as an appendix. Members will note that this document is still evolving, and has been brought to ensure members' input at an early stage.

2.3 This document was considered by the Local Strategic Partnership Board on Wednesday 30th August. All partners present at the meeting broadly supported the overall framework and direction of the document, although it was felt more detail was required in particular around the following areas:

- Baseline data and targets
- Actions relating to Learning, Leisure and Culture
- Actions delivered through non-statutory partners

2.4 Rugby Area Committee's representatives on the LSP Board are Cllrs Morris-Jones, Levy and Roodhouse. Cllr Timms sits on the LSP Board as the Borough Council's Partnerships and Communities Portfolio Holder.

2.5 Rugby Borough Council is organising a Conference to discuss the draft Sustainable Community Strategy in more detail. All Area Committee members are invited to this event, which takes place on 29th September at Wolston Leisure and Community Centre.

3.0 Proposed way forward

3.1 The LSP Board has agreed a timetable (shown below) to progress the development of the Sustainable Community Strategy, which is designed to run alongside the timetable for the development of the Local Area Agreement.

3.2 It is likely that revised partnership structures will be necessary to ensure the most effective and efficient delivery of the Sustainable Community Strategy. Proposals are being discussed by partners and will be brought to Area Committee in due course.

3.3 It is suggested that the Committee is kept informed on progress with regards to both the Sustainable Community Strategy and the Local Area Agreement through reports in November, January and March.

Date	Rugby (SCS)	Warwickshire (LAA)
August 2006	Produce draft SCS	Produce draft LAA
Tuesday 26 th Sept		Partnership Summit
Friday 29 th Sept	Stakeholder Conference	
October	Amendments to SCS following stakeholder conference	On-going consultation and development
November – December	Public consultation	
	Partner consultation (all agencies to formally consider draft Strategy)	
January	Amendments following public and partner consultations	
February	LSP Board Meeting to agree final SCS and partnership arrangements	Final LAA produced
Feb-March	Final SCS to be approved by all partner organisations	
April 2007	Launch of SCS and new partnership arrangements in place	

DAVID CARTER
Strategic Director of
Performance and
Development

Shire Hall
Warwick

“RUGBY FORWARD”

THE SUSTAINABLE COMMUNITY STRATEGY FOR THE RUGBY AREA 2007 – 2010

Draft Outline Framework 7th September 2006

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1. FOREWORD

Many individuals and agencies have been involved in the development of this strategy, particularly through the theme groups of the Local Strategic Partnership, and many more will be involved in its delivery.

The strategy has been developed in the context of a number of changes and challenges, in the short, medium and long term, which will have a significant effect on its delivery.

All the key organisations who are delivering public services in Rugby are in the process of significant change and re-structuring. Some local organisations are becoming part of sub-regional or regional bodies, and some services in our local authorities have been amalgamated into new departments. Ultimately these changes should not affect the priorities and commitments detailed in this strategy. Local people expect seamless delivery of quality services at local level, irrespective of who is delivering that service.

This Strategy provides us with an opportunity to look beyond the short-term towards the longer term changes we may have to deal with over the next twenty years. There will be fundamental changes to the economy, population, climate and the way in which we live our lives. We are already beginning to experience some of these changes. Through looking ahead, we can influence change where we can, and be fully prepared for change when it happens.

In order to inform our priorities over the next three years, the Strategy places considerable importance on the use of data and statistical information, so that we can measure progress and improved quality of life.

However, statistical information does not always tell the whole story with regards to the diversity of communities and evolving community needs in the Borough. The Borough is a 'community of communities', each with their own complex identities and needs, which cannot be understood simply by looking at numbers. The successful delivery of this strategy will require an on-going dialogue with local people from all communities. We hope people will want to get involved.

2. INTRODUCTION

This document outlines a long-term vision, and details shared priorities, commitments and targets for public, private, voluntary and statutory organisations in Rugby Borough from 2007 to 2010.

This will be backed up by detailed short-term action plans for each of our themes.

Our strategy has been developed alongside the Local Area Agreement for Warwickshire, also to run from 2007 to 2010, which details partnership priorities and targets for Warwickshire as a whole. In this respect it is a more local version of the Local Area Agreement, providing more focussed targets.

In turn we are looking to work with local communities to provide more local versions of the Rugby Area Strategy, detailing a vision, priorities, commitments and targets for each of our localities.

Explanation of terms used in this document:

Cross-cutting priorities

These are priorities shared by all agencies that cut across all services and areas of activity.

Themes

These are specific areas of activity. We have used the same themes as the Warwickshire Local Area Agreement

Profile

This contains statistical and other evidence around people's quality of life at the present time, in order that we can identify priorities for action.

Vision (2026) and Outcomes

This is what we hope Rugby will be like in twenty years time

Indicators

These have been designed to enable us to measure whether our actions are having an affect on people's quality of life and the overall profile. Many of our priorities require long-term solutions, and we may only see marginal changes within the next three years. It is suggested that the Partnership retains this 'basket of indicators' over the twenty year period in order to be able to analyse trends and measure progress year on year.

Further information to include:

[Involvement of different agencies](#)

[Links to Local Area Agreement \(diagram\)](#)

[Baseline data](#)

3. RUGBY BOROUGH IN 2006

Geography and Demography

Rugby Borough covers 138 square miles in the Heart of England, on the border of the East and West Midlands, encompassing the town of Rugby and 39 parishes. Two thirds of the Borough's 90,000 residents live in the town, with the remainder living in rural settlements ranging in size from as little as 20 to nearly 3,000 people.

The overall population level remained steady from 1971 to 2001, but has risen over the last five years, and is expected to increase to well over 100,000 by 2026, largely due to people coming to live here and partly due to people living longer. Numbers of over 50s are beginning to increase sharply, while numbers of young people decline. In recent years the number of households – now 37,000 - has grown quicker than the population, and a quarter of all households now have a single occupant.

Rugby has settled and well-established minority ethnic communities, making up around 7% of the total population, the largest being Indian and Black Caribbean. Over the last couple of years, there has been a significant increase in the number of migrant workers from Eastern European countries, particularly Poland, with over 1,000 new workers in the last year alone.

Sitting on the West Coast Main Line and close to the M6 and M1 motorway network, the Borough has good transport links. However, this convenience brings its own challenges in terms of traffic movement, inward investment, and community identity. It can sometimes seem easier to pass through or around Rugby than it is to stay, and many residents travel out of the Borough to work or shop.

Quality Of Life

Quality of life for most people in the Borough is good. Average household income is higher and rising faster than national and regional averages, and employment levels are high.

However, more than one in ten households have an income of less than £10,000 per year, and Rugby's traditional employers – manufacturing and agriculture – are in decline.

The Index of Multiple Deprivation (2004) – which measures a range of factors including income, education, employment, health, crime, amenities, housing and the environment - identifies some significant 'pockets of deprivation':

- One neighbourhood (in Brownsover South) is in the 20% most deprived areas in England, and a further three areas (in Overslade, Newbold-On-Avon, and Newbold Town Centre) are in the bottom 30%.
- Areas within Benn and New Bilton are amongst the worst 10 in Warwickshire with regard to crime and the quality of the living environment (both indoors and outdoors)
- A number of villages feature in the bottom 10% in England with regard to access to services.

Rugby's residents tell us that the most important factors in making somewhere a good place to live are (1) low levels of crime (2) health services, and (3) shopping facilities

...and the three things that most need improving in the Borough are (1) levels of crime (2) activities for teenagers (3) traffic congestion.

4. RUGBY BOROUGH IN 2026 (OUR VISION)

It's 2026 and Rugby is demonstrating why it's a great place to live, work and visit – due to the quality of its schools, health services, employment opportunities, shops, leisure and cultural facilities and visitor attractions, and because of its attractive environment, accessible transport network, low levels of crime and the affordability of housing.

All local people are benefiting from this improved quality of life, regardless of age, disability, where they're from or where they live. There are no longer 'pockets of deprivation' or significant health inequalities, and the diversity of local communities is valued and celebrated.

The villages of the Borough have maintained and built upon their characteristics and are amongst the most attractive of any in England. Local facilities are excellent, with shops, recreational facilities, places of worship, post offices and pubs at the centre of village life.

Rugby Town Centre is the shopping, leisure and arts centre of choice for all sectors of the local community and its distinctiveness is attracting customers from across the sub-region.

Public services, businesses and local people have adapted ways of working and lifestyles to minimise their impact on the wider environment and the lives of future generations.

5. CROSS-CUTTING PRIORITIES

5A. EFFECTIVE PARTNERSHIPS

Our vision for 2026:

Public agencies, voluntary organisations, businesses and communities have successfully delivered the Sustainable Community Strategy, helping to make our overall vision a reality, through working together strategically and maximising available resources.

Why this is a priority:

The Sustainable Community Strategy 2007-10 sets ambitious targets across a wide range of inter-related issues, which will only be achieved through strategic leadership, collaborative working, and joined-up delivery.

Profile in 2006:

While there are a number of effective and successful partnerships in Rugby, there has been a lack of overall leadership and accountability, or agreement as to how partnerships can best be organised.

Our key commitments for 2007-10:

We will develop an overall partnership structure and performance management framework which ensures:

- partnership structures are 'fit for purpose' to deliver the Sustainable Community Strategy in the most efficient manner possible
- there is scrutiny and accountability of partnership activities
- all key partnerships have action plans against which performance is reported
- partnership working is properly co-ordinated and resourced
- all key individuals and agencies are properly engaged in partnerships
- the number of duplicating and overlapping partnerships is minimised
- the sharing of information is optimised
- community participation and public consultation are integral to partnership activities

How we will measure success:

We will develop a 'performance toolkit' to ensure that partnership working is adding value to our services and maximising resources available to communities, rather than creating additional bureaucracies.

This will include measures around:

- the involvement and satisfaction of businesses, voluntary and community sector agencies, and public sector bodies in local strategic partnership working
- public awareness of the Local Strategic Partnership and perception of value for money

We will monitor a 'basket of indicators' to measure the overall success of the Sustainable Community Strategy, including:

- People's satisfaction with their neighbourhood as a place to live
- People's satisfaction with local public services
- Key indicators relating to cross-cutting priorities
- Headline indicators relating to each theme

Who has the lead responsibility for making this happen:

Rugby Borough Council and Warwickshire County Council/LSP Board.

5B. PRIORITY COMMUNITIES

Our Vision For 2026:

Rugby no longer contains pockets of deprivation

Why this is a priority:

The Index of Multiple Deprivation (IMD) enables agencies to identify communities at a very local level experiencing inter-related problems around crime, health, poverty and the living environment. These 'pockets of deprivation' can be hidden by ward-level statistics, as they can sit within the same ward as far more affluent neighbourhoods.

Using the IMD and local knowledge, partners have been able to identify five priority communities within Brownsover South, Newbold/Benn/Town Centre, Northern Overslade, Newbold-On-Avon and New Bilton.

The Partnership aims to ensure that over the next twenty years these communities (and any others identified as experiencing deprivation) are able to enjoy a quality of life comparable to the rest of the Borough.

Our key commitments for 2007-10:

- We will continue to develop local partnerships to address local issues through agencies working strategically alongside local communities.
- We will work together to target resources towards those in greatest need, so long as this does not compromise universal services and fair access to provision for all residents of the Borough.
- We will seek to gain additional funding for those communities with the greatest needs

How we will measure success:

We will use a range of statistics to monitor improvement in our worst performing neighbourhoods, with the aim of removing all neighbourhoods in Rugby from the bottom 30% of the Index of Multiple Deprivation in England.

We will monitor a number of the indicators in this Strategy specifically within our priority communities.

Who has the lead responsibility for making this happen:

To be agreed/LSP Board

5C. RURAL COMMUNITIES

Our vision for 2026

Rural communities are thriving, and have fair access to amenities and public services.

Why this is a priority:

Much of the Borough's rural population experiences significant disadvantage accessing amenities, services and affordable housing. This can particularly affect the quality of life for young people, older people and disabled people.

Recent research by Warwickshire Rural Community Council has demonstrated a widespread feeling within Rugby's rural communities that access to some public services is more difficult than it should be, and that the local infrastructure could be better maintained.

Our key commitments for 2007-10:

We will develop and implement an action plan responding to the recommendations of the recent rural research project, commissioned by Warwickshire County Council on behalf of the Local Strategic Partnership. This will include the development of innovative methods of service delivery in rural areas.

We will create a 'rural proofing checklist' to ensure that all actions proposed through the Sustainable Community Strategy and its associated action plans takes full consideration of the needs of rural communities.

How we will measure success:

We will monitor improvement in rural communities around the following indicators:

- Satisfaction with public services
- % villages with 'easy' access to selected amenities
- Selected indicators measured specifically within the rural areas (including measures around affordable housing, activities for young people, transport and other areas of concern)

Who has the lead responsibility for making this happen:

To be agreed/LSP Board

5D. NEW COMMUNITIES

Our Vision for 2026:

Why this is a priority:

How we will measure success:

Our key commitments 2007-10:

Who has the lead responsibility for making this happen:

[This section to be completed to reflect our priority to ensure the sustainability of new communities and their integration with the existing population.

To include both physical developments (such as on the GEC/Alstom site) and emerging/transient migrant communities.]

5E. OTHER CROSS-CUTTING PRIORITIES:

In addition to the above we will develop mechanisms to ensure that all actions and targets are evaluated and 'proofed' with regard to:

- Priority Communities
- Rural Communities
- Community Engagement
- Sustainability
- The needs of specific communities of interest who we have identified (young people, older people, disabled people and BME Communities)

6. THEMES

STRONG COMMUNITIES

Our Vision for 2026:

All Rugby's citizens feel part of their community and most people are engaged in community life, for instance through volunteering in one way or another.

Local community facilities are thriving and offer a range of services close to where people live.

People are able to shape the services they receive and hold agencies to account.

Rugby's communities are fair, tolerant and cohesive with a strong local culture and shared community activities.

Rugby has a thriving and growing voluntary and community sector and strong local councils.

Profile in 2006

Rugby's traditions and reputation for community activity, tolerance and diversity, and our good local facilities, conceal a number of emerging issues:

- Rugby has not escaped national trends showing a growing disengagement from community life. People are less likely to vote, volunteer and attend public meetings than they used to, but are still likely to have strong opinions about how their tax is used and how services are delivered.
- There is a lack of organised communities in our priority neighbourhoods, and an over-reliance on a few community spokespeople. In recent years, Rugby's voluntary and community sector has not benefited from external funding to the extent of other areas in Warwickshire, and a number of key organisations are struggling to balance the books.
- In line with national trends, Rugby has recently seen a swift growth in the number of people coming from elsewhere in Europe to work. It is unlikely that many of these people will settle in Rugby, and this means the composition of some local communities can change rapidly, with more people coming and going.
- The loss of local facilities and locally-based activities, the decline of rurally-based employment and increase in commuting, and the lack of affordable housing (particularly for young people) has weakened many rural communities.

STRONG COMMUNITIES: Our key commitments for 2007-10

<i>Action</i>	<i>Date/Target</i>	<i>Lead Agency</i>
<i>Objective: Ensure local people are able to participate in the development and delivery of local services</i>		
Develop Local Community Forums giving local people the opportunity to work together with agencies to tackle local issues, building on existing Forums.	Commencing November 2006	WCC/RBC
Develop a network of community development workers in our priority communities to support local involvement in improvement plans.		WCC/RBC
Continue to develop Parish Plans and improvement plans for priority communities, and build on these to develop Neighbourhood Plans across the Rugby area.	Neighbourhood Plans in place by 2009	WCC/RBC
Continue to support the development of local forums of Young People, Disabled People, Older People, and Minority Ethnic Communities – enabling these groups to influence local decision-making and get a fair deal.		WCC/RBC
Develop an action plan to increase the number of people volunteering		Volunteer Centre
<i>Objective: Ensure people are able to access a range of facilities in their local area</i>		
Develop local hubs maximising the use of community facilities such as schools		WCC/RBC

Investigate the development of new community facilities		WCC/RBC
Objective: Ensure we have strong and thriving voluntary and community groups and Local Councils		
Increase numbers of Parish Councils attaining Quality Status		Warwickshire Association of Local Councils
Investigate and address the support needs of voluntary and community groups		CVS
Objective: Ensure our communities are fair, tolerant and cohesive		
Investigate and address emerging issues relating to the needs and integration of migrant workers.		WCC/RBC
Work with 'communities of interest' to develop specific plans and targets against which performance can be judged.		WCC/RBC

STRONG COMMUNITIES: How we will measure success:

KEY INDICATORS	Current Trend	2006 Position	2010 Target
2026 Outcome: Rugby's citizens are active and empowered			
% residents who feel they can influence decisions affecting their local area			
% residents recorded as or reporting that they have engaged in formal volunteering on an average of at least two hours per week over the past year			
2026 Outcome: People are able to access a range of facilities within their community			
Measure relating to local access to services			
Measure relating to rural amenities			
% public and commercial buildings fully accessible for disabled people			
2026 Outcome: Our local voluntary and community sector is thriving, and we have strong Local Councils			
% VCS groups reporting growth in activity over the past year in terms of (i) financial turnover (ii) volunteering (iii) contribution towards the delivery of local priorities			
Number of Parish Councils achieving 'Quality Status'			
2026 Outcome: Our communities are fair, tolerant and cohesive			
% of people who feel the area is a place where people from different backgrounds get on well together			
Selected SCS indicators measured specifically in relation to communities of interest (including disabled people, BME communities, rural communities, older people, young people)			

Action Plan: Draft Stronger Communities Plan

Lead Responsibility: To be agreed

SAFE COMMUNITIES “the safest place to be”

Our Vision for 2026:

Rugby Borough is among the safest places in the Country. Levels of crime and anti-social behaviour are low, and while people remain vigilant, they feel that they live in a community where people respect each other, and are re-assured that agencies are working together to tackle any problems.

Deaths and serious injuries through accidents on the roads, at home and at work are rare. While the risk of major emergencies has been minimised, partners are fully prepared should such an incident arise.

Profile in 2006:

- Partners have launched a number of high profile initiatives including community scrutiny of policing, Police Community Support Officers, a responsive unit of Community Safety Wardens, town centre ‘hosts’, the use of CCTV, and the innovative ‘alley-gate’ scheme.
- Nevertheless, levels of crime, disorder, youth offending, arson and ‘fear of crime’ are higher than they should be, and performance is not yet improving. There are particular concerns around gang culture and recent high profile arson incidents.
- Road safety continues to improve, but there is still considerable concern around traffic speeding through villages and also the increased and unnecessary use of Heavy Goods Vehicles through villages.

SAFE COMMUNITIES: Our key commitments for 2007-10

Action	Date/Target	Lead Agency
Objective: Develop a co-ordinated response to community safety issues		
Improve our strategic response to community safety issues through a reinvigorated Crime and Disorder Reduction Partnership,		RBC
Establish dedicated Neighbourhood Police Teams		Police
Investigate and address issues around anti-social behaviour and arson		
Investigate and address issues around prolific and priority offenders		
Investigate and address issues around volume crime		
Investigate and address issues around violent crime		
Investigate and address issues around drugs and alcohol		
Objective: Reduce the incidence of crime and anti-social behaviour		
Use Acceptable Behaviour Contracts and Anti-Social Behaviour Orders where necessary		
Introduce Parenting Contracts and Parenting Orders.		
Develop an effective communications model used by all agencies to identify areas of anti-social behaviour, environmental and high volume crime		RBC
Develop a licensing enforcement plan to reduce alcohol related crime in public areas		RBC
Objective: Continue to reduce the number of deaths and injuries on our roads		
Continue to target available resources to further reduce the number of deaths and injuries on our roads.		WCC

SAFE COMMUNITITES: How we will measure success

KEY INDICATORS	Current Trend	2006 Position	2010 Target
2026 Outcome: Rugby Borough is amongst the safest places to live and work			
Number of road deaths and injuries			
Crime rates (domestic burglary, vehicle crime, violent crime, criminal damage/arson)			
Number of recorded anti-social behaviour incidents			
Proportion of offenders who re-offend			
Number of deliberate fires per 10,000 population			
Number of deaths and injuries in accidental fires			
Measures relating to improved services for victims of domestic violence			
Measures relating to safety at work			
2026 Outcome: People feel they live in a community where people respect each other, and are re-assured that agencies are working together to tackle any problems			
% residents worried about being a victim of crime			
% public concerned about anti-social behaviour			
% residents who feel informed about what is being done to tackle anti-social behaviour in their area			
% residents who feel that parents in their local area are made to take responsibility for the behaviour of their children			
% residents who feel that people in their local area treat them with respect and consideration			
Public perceptions of local drug dealing and drug use as a problem			
Number of racially motivated incidents reported per 100,000 population			

Action Plan: Rugby Area Crime and Disorder Reduction Strategy

Lead responsibility: Rugby Borough Council (Chief Executive and Crime & Disorder Reduction Partnership Manager)

HEALTHY COMMUNITIES AND OLDER PEOPLE

Our Vision for 2026:

All sections of the community are leading healthy lifestyles, maintaining a good balance between work and leisure, and enjoying increased life expectancy.

As people grow older, they are able to maintain their health and independence, they continue to have a decent standard of living, and they continue to achieve, to enjoy, and to make a positive contribution to the local community.

When people are ill, vulnerable or otherwise in need, they receive first class health and social services.

2006 Profile

- Health indicators in the Rugby area are broadly in line with the County average, although there is a comparatively high level of excess winter deaths, and there are clear inequalities with regard the most disadvantaged communities.
- Areas within Newbold, Hillmorton, Brownsover South & North, Benn, Caldecott and Overslade are measured as amongst the highest scoring 10% in Warwickshire with regard to potential demand for primary health services.
- Life expectancy ranges from 74.8 in Avon & Swift (against England average 78.5) to 82.5 in the most affluent wards. Male life expectancy is higher than the national average, but increasing slower than national trends. Female life expectancy, while increasing, remains below the national average.
- While a greater number of people in Rugby are taking regular exercise than elsewhere in the County, over a fifth of adults are obese.
- There are concerns around access to health facilities for people living in rural areas, particularly for older people.
- There are some concerns that Rugby may have disproportionate problems around drugs and alcohol misuse.
- The number of elderly residents supported to live independently at home is significantly below the national average.

HEALTHY COMMUNITIES AND OLDER PEOPLE: Our key commitments for 2007-10

Action	Date/Target	Lead Agency
Objective: Reduce health inequalities and promote healthier lifestyles		
Deliver targeted interventions to improve health within our most disadvantaged communities		PCT
Improve the participation of drug users in drug treatment programmes	100% improvement 2006-08	PCT
Increase year on year the proportion of drug users successfully sustaining or completing treatment programmes		PCT
Ensure people have the information and support to make informed choices around their lifestyle and diet		PCT
Provide supported accommodation for people with problems of substance misuse and to assist with detoxification.		RBC
Objective: Support older people, disabled people, young families and vulnerable people to maintain health, independence and quality of life		
Investigate the reasons for high numbers of winter deaths, and provide targeted support to address fuel poverty for vulnerable groups.		RBC
Increase the availability of support/specialist housing to		RBC

people to live independently (particularly people with learning disabilities and users of mental health services)		
Improve the local housing stock to increase warmth in winter especially in vulnerable groups such as older people, people with disabilities and long term illness and households containing children		RBC
Continue to develop measures to prevent homelessness		RBC

HEALTHY COMMUNITIS AND OLDER PEOPLE: How we will measure success

KEY INDICATORS	Current Trend	2006 Position	2010 Target
2026 Outcome: People are healthier and living longer, and health inequalities are reduced			
Life expectancy at birth/% untimely deaths - mortality rates (gap between highest and lowest)			
Alcohol related admissions to hospital per 100,000 population per year			
Measures relating to substance misuse to be agreed			
Number of smokers quitting at 4 weeks			
Measures relating to sexual health			
% infants breastfed for 3 months or longer			
Proportion of adults achieving at least 30 minutes of moderate physical activity through walking five times per week			
Measure relating to mental health and well-being			
2026 Outcome: Older People and Disabled People are supported to maintain health, independence and quality of life			
Proportion of older people supported to live in their own homes			
Number of disabled people receiving direct payments to manage their own care			
Number of people aged 75 or over admitted to hospital as a result of falls			
Number of excess winter deaths			
Other measures relating to energy efficiency, quality of housing and fuel poverty experienced by older people and other vulnerable groups			

Action Plan:

Rugby Area Health and WellBeing Strategy

Lead Responsibility: Primary Care Trust

CHILDREN AND YOUNG PEOPLE “every child matters”

Our Vision for 2026:

All Rugby's children and young people are healthy and safe, achieve and enjoy, have a decent standard of living and make a positive contribution to the local community.

Profile in 2006:

The vast majority of children and young people in Rugby enjoy a good quality of life and can fairly be said to meet the Government's required outcomes that they are healthy and safe, achieve and enjoy, have a decent quality of life, and make a positive contribution to the local community.

Local schools are good. School attainment is above the County average, and secondary school examination results are significantly higher than England results. (However, these do figures include pupils from outside of the Borough who attend selective schools within Rugby). Almost all our young people successfully go on to further education or employment. There is also a wide variety of things to do out-of-school. In particular, partners have been putting on activities in areas where young people have been seen as behaving anti-socially.

Nevertheless, there remain a small number of children and young people who are not enjoying these benefits, and there are some real issues facing Rugby's children and young people:

- An area of Brownsover South has the highest number of lone parents with dependent children in Warwickshire (Index of Multiple Deprivation 2004) and is 4th in Warwickshire with regard to income deprivation affecting children.
- Young people in the most deprived estates are too easily drawn into a life of crime, and there is some evidence that there has been an increase in anti-social behaviour incidents and gang culture in some of our priority communities.
- Some young people living in rural areas feel they have 'little to do and nowhere to go'.
- Rugby Youth Council has identified access to public transport as a key issue for young people across Rugby Borough.
- Children and young people face particular difficulties at transition periods in their lives – for instance when they move from junior school to secondary school.
- More work is needed to ensure children and young people are leading healthy lifestyles, with regard to diet, smoking, alcohol, drugs, sexual health
- Many children and young people still experience bullying, and those who are bullied or are victims of crime or anti-social behaviour do not always find it easy to access appropriate support services
- Roughly ### school leavers each year are not moving on to positive destinations
- Young people still don't feel involved in decision-making, and we have little information about how many young people are involved as volunteers in their local communities.
- Disabled children and young people, and children and young people with caring responsibilities are often denied the opportunities available to their peers.
- Many young people who have grown up in rural areas are having to leave to find affordable housing.

CHILDREN AND YOUNG PEOPLE: Our Key Commitments for 2007-10

Action	Date/Target	Lead Agency
Objective: Provide first class facilities for our children and young people		
Develop extended Schools Clusters to provide more co-ordinated provision of local facilities for children, young people and families.		WCC
Develop the new Warwickshire College site to provide ###		Warwickshire College
Rebuild Avon Valley School to provide ##		WCC
Open new Children's Centres at Boughton Leigh Infant School, Hillmorton Primary School, Oakfield Primary School and Rugby Parents Centre.	2006-07	WCC
Continue to improve and develop the Newbold Children's Centre.		WCC
Improve youth facilities within the Town Centre, including Hill Street Youth Club		WCC
Develop St. Andrews Church House into a youth facility		St. Andrews Church
Objective: Work collaboratively to improve the support services available to children, young people and their families		
Further develop the 'Enhanced Support Services Network' for Rugby Town North, and roll out across Rugby – to enable agencies to work together providing early interventions to ensure all children and young people meet our agreed 'outcomes'.		WCC
Establish a multi-agency team in Rugby to support disabled children, young people and their families		WCC
Develop co-ordinated programmes of out-of-school activities for young people through a variety of providers		WCC/RBC
Develop a range of provision to increase opportunities and choices for young parents		WCC
Continue to ensure pre-school provision is available to all		WCC
Objective: Develop non-traditional provision to ensure that our most disadvantaged children and young people are able to enjoy, achieve and move onto positive destinations		
Launch the new Playing For Success programme at Number 10 bowling		WCC
Further develop the Opportunities Centre to extend vocational learning provision		WCC
Objective: Ensure children, young people and their parents are able to participate in the development of services		
Further develop the Youth Council and develop new approaches to youth participation – including the new Youth Opportunities Fund to be run by young people		WCC
Develop new ways of involving parents and families in the development and delivery of services		WCC
Objective: Ensure children and young people are healthy		
Implement the Healthy Schools Standard and adopt a whole school food policy		WCC/All schools
Continue to develop a range of initiatives to promote healthy lifestyles amongst children and young people		PCT

CHILDREN AND YOUNG PEOPLE: How we will measure success

KEY INDICATORS	Current Trend	2006 Position	2010 Target
2026 Outcome: Children and young people are healthy			
Incidence of obesity amongst children under 11			No increase
Smoking, alcohol and illegal drug use			
Number of conceptions amongst under18s			
Modal Share in Transport to School			
2026 Outcome: Children and young people stay safe			
%11-15 year olds who state they have been bullied in the last 12 months			
2026 Outcome: Children and young people achieve and enjoy			
School Results			
School attendance and exclusions			
Take up of cultural and sporting opportunities			
Number of children entering reception class with no pre-school experience			
2026 Outcome: Children and young people experience economic well-being			
% Children under 16 in families in receipt of means-tested benefits			
% 16-18 year olds not in education, employment or training			
2026 Outcome: Children and young people make a positive contribution			
% young people involved in voluntary activities			
Measure relating to young people's involvement in decision-making			
Number of first time entrants to the youth justice system			

Action Plan: To be developed.

Lead responsibility: Warwickshire County Council (Children, Young People and Families Directorate)

PROSPEROUS COMMUNITIES

Our vision for 2026:

The Borough has a growing and diverse economy, and our communities continue to enjoy a decent standard of living.

Due to its location, transport links and the skills of the local population, the Borough is seen as a great place to do business, and new investments have brought high quality jobs.

People are able to live within their means, and few people are experiencing debt problems.

Poverty and long-term unemployment have been minimised.

The Town Centre is the shopping, leisure and arts centre of choice for all sections of the local community and its distinctiveness attracts customers from across the sub-region.

The decline of locally-run businesses and retail outlets in rural areas has been reversed.

People are able to develop their potential throughout their lives through accessing the high quality learning opportunities available within the Borough.

Profile in 2006:

Rugby is seen by employers as a good place to do business, and local people are enjoying the benefits of continued economic growth and rising household incomes. We have been particularly successful in bringing partners together to reinvigorate the Town Centre retail environment.

However, the overall statistics hide some significant issues:

- While unemployment levels are still low, they have risen over the last 12 months, and in Brownsover South are amongst the worst in Warwickshire. Some sections of the community, particularly Disabled people and lone parents continue to experience significant exclusion from employment opportunities.
- Despite the continued growth of other sectors – particularly Distribution and Transport - the local economy is still heavily reliant on manufacturing industries (employing a fifth of the local workforce), which are in steady and sometimes abrupt decline. This trend has been reinforced recently as Peugeot announced the closure of its car assembly plant at Ryton, which will have an impact on many suppliers and associated businesses well beyond the immediate job losses.
- Although there are pockets of unemployment, many local employers report problems with the availability of labour, particularly within the logistics and service sector.
- Rugby currently performs weakly with regard to inward investment.
- Some rural businesses are struggling, and are not aware of support that may be available.
- There is still a feeling that the Borough is not maximising the opportunities provided by its heritage in order to encourage visitors.
- While the West Midlands Regional Spatial Strategy identifies Rugby as a gateway to the region, we need to ensure that this means that the Borough does not simply become distribution centre but is also able to attract high technology, well-paid jobs.

PROSPEROUS COMMUNITIES: Our key commitments for 2007-10

Action	Date/Target	Lead Agency
Objective: Stimulate Investment		
Ensure sufficient land and premises are available to maintain the stock of employment sites and provide locations for new employment development		RBC
Ensure occupation of new industrial units by target market sector		
Deliver the Chapel Street development	Occupancy rates	
Encourage a mixed-use plan to develop the Gala site and surrounding area		TCC
Continue to push for a 4 star hotel in the Town Centre. Investigate the viability of the redevelopment of North Street		TCC
Continue to investigate potential investment into the Ansty site as a medical technologies themed business park		WCC/RBC
Investigate the best options for the future use of the Peugeot factory site at Ryton		Peugeot Partnership
Continue to provide support to sustain and develop locally run retail facilities in rural areas, and investigate how we can best support sustainable rural employment opportunities		WCC
Objective: Promote the Borough as an inclusive centre for tourism		
Establish a Borough-wide Tourism Partnership		
Develop and implement a marketing plan for the Borough		
Continue to improve visitor and tourism information		
Investigate new opportunities to maximise our heritage		
Objective: Reduce unemployment in our priority communities		
Seek funding for regeneration targeted to wards with high unemployment		WCC/RBC
Provide training which satisfies the skills needs of the local economy, particularly through the new Warwickshire College site.		WCC/Warwickshire College

PROSPEROUS COMMUNITIES: How we will measure success.

KEY INDICATORS	Current Trend	2006 Position	2010 Target
2026 Outcome: Rugby has a thriving and diverse economy			
Number of VAT registered businesses			
Number of new businesses & new investments in Rugby/jobs created			
Number of business closures & businesses leaving Rugby/jobs lost			
Employers' satisfaction with the Rugby area as a place to do business			
Measure relating to retail facilities in rural areas			
2026 Outcome: The Town Centre is the centre of choice for all sections of the local community and visitors from across the sub-region			
Number of overnight visitors			
Average visitor stay			
Average spend per day per visitor			
Footfall and shop sales			
% empty shops in the town centre			
Levels of crime against businesses			
Business and Visitor perception			
2026 Outcome: Long-term unemployment is minimised, due to the availability of jobs and the skills of the local workforce.			
% people of working age in employment (including measures for lone parents and disabled people)			
Number of people who have been claiming unemployment benefit for more than a year			
% households in receipt of means-tested benefits			
% households earning less than £10,000 per annum			
Measure relating to household debt			
Measures relating to skills levels and the availability of learning opportunities			

Action Plan: To be developed

Lead Responsibility: To be agreed

SUSTAINABLE COMMUNITIES “cleaner and greener”

(Environment and Sustainability)

Our vision for 2026:

The Borough has kept its character and continues to enjoy a balance between the built environment offering great houses and facilities for work and leisure, and green belt land. Where new development has been required to meet local need, this has largely been through re-using previously developed land.

The local environment is clean and safe and vehicle congestion is reducing year on year. All our residents live in decent quality houses. The availability of affordable housing has ensured that people of all ages and incomes are able to live in our rural areas.

Public services, businesses and local people have adapted ways of working and lifestyles to minimise their impact on the wider environment and the lives of future generations.

2006 Profile

[\[Need further information here\]](#)

Sustainability guidelines are now included in the ‘local plan’ for development including ecohome standards and sustainable construction.

Rugby’s performance is currently weak with regard to household waste, traffic volume/congestion, water quality and land use, and there are particular local concerns around air quality, litter and fly-tipping.

While local authority housing is now in good condition, there are concerns around the quality of housing in the privately rented sector. New Bilton North is the second worst performing area in Warwickshire with regards to the quality of housing.

There is a very significant unmet need for social housing, both in terms of a current backlog and continuing needs arising from new household formation.

SUSTAINABLE COMMUNITIES: Our commitments for 2007-10

Action	Date/Target	Lead Agency
Objective: Ensuring people live in a cleaner, greener environment		
Ensure the redevelopment of the former GEC/Alstom and livestock market area sites (and any other new housing development) meets local needs, creates real benefits for surrounding communities, and minimise any environmental impact – for instance through increased traffic.		RBC
Develop an education and enforcement programme to reduce environmental crime		RBC
Clear up the results of environmental crimes such as litter, graffiti, fly-tipping, fly-posting, chewing gum and abandoned vehicles		RBC
Re-assure public with regard to concerns around air quality		RBC
Start work on the new Western Relief Road to reduce congestion		WCC
Actions relating to Local Transport Plan		WCC
Objective: Minimise our impact on the wider environment and future generations		
Ensure all new developments meet the ‘eco-homes’ good standard.		RBC
Introduce a new, integrated refuse and recycling collection service to all households by January 2008		RBC
Investigate how car use and energy use can be minimised within the public sector and other sectors		

Actions relating to Bio-diversity		
Objective: Ensure everyone is able to live in a decent home		
Investigate ways of increasing the number of social housing units available, particularly for families, and including the rural areas.	750 new affordable housing units 2006-11	RBC
Improve unfit homes so that all Council houses continue to meet the decent homes standard	15% improved each year	RBC
Ensure all vulnerable people in the private sector have decent homes	100% by 2011	RBC

SUSTAINBLE COMMUNITIES: How we will measure success

KEY INDICATORS	Current Trend	2006 Position	2010 Target
2026 Outcome: People live in a clean and attractive environment			
% open space lost to other use			
% new homes built on previously developed land			
Air quality measures			
Contaminated land data			
Street and Environmental Cleanliness - Litter & detritus			
Traffic counts/congestion measures			
Measures relating to bio-diversity			
Measures relating to the quality of (and public satisfaction with) parks and green space			
2026 Outcome: Everyone is able to live in a decent home			
% of housing classed as 'affordable'			
% of housing classed as 'non-decent' (& additional measures for each sector)			
Measure relating to unmet need for social housing units			
Availability/affordability of rural housing units			
2026 Outcome: People and organisations are minimising their impact on the wider environment and to future generations			
Total household waste			
% household waste recycled/composted/landfilled			
Measures of home energy efficiency			
Levels of energy use (public and commercial agencies)			
% children travelling to and from school by car			

Action Plan:

Draft Environment Theme Group Action Plan

Lead Responsibility:

Rugby Borough Council

APPENDIX:

7. REFERENCES To be completed.

8. NOTES ON SUGGESTED INDICATORS To be completed.