

PROPOSED FRAMEWORKS FOR COMMUNITY ACTION PLAN

Themes	Groupings	Locality	Problem Solving/Needs
Alcohol misuse	Young People	Town Centres Penkside	Problem Solving
Good quality/safe housing Decent, fit and affordable to run	Hard pressed families	Urban/Rural split	Needs
Employment opportunities	18 - 25 year old Public sector redundancies	Highfields and Western Downs Penkside	Problem solving
Health and Wellbeing	Children and Young People and Families	Penkside/Signpost Service Areas	Problem solving
Ageing Population	65 plus	Certain Wards in rural area	Needs

PROPOSED FRAMEWORK FOR COMMUNITY ACTION PLAN

Themes	Groupings	Locality	Problem Solving/Needs
Alcohol misuse	Young People and Families	Town Centres/Rural Penkside	Problem Solving
Housing provision	First time home makers/buyers Families Single person households Older people Special needs	Urban/Rural split	Needs
Employment opportunities	18 - 25 year old Public sector dependency/diversification	Highfields and Western Downs Penkside	Problem Solving
Public Health and Wellbeing	Children and Young People and Families Ageing Population	Penkside/Signpost Service Areas Rural Areas	Problem Solving Needs

STAFFORD BOROUGH STRATEGIC BOARD - COMMUNITY ACTION PLAN

Theme: Alcohol Misuse

Aim: To tackle the cause and consequence of alcohol misuse in the Borough

Summary of Data:

- Estimated number of problematic drinkers in the Borough is around 28,000 - NCR then one in four (27%) of residents aged 16 or above
- Estimated 22,800 binge drinkers in the Borough which equates to a prevalence rate of 21.9% - 3rd highest in Staffordshire
- Stafford Borough has the highest % of alcohol related recorded violence in the County - 18-24 year olds are the main offenders, (39%) then 25-31 year olds (19%)
- In 2008 59 deaths in the Borough attributed to alcohol - 48 males and 19 females
- Since 2005/05 there has been 88% increase in the number of people admitted to hospital with alcohol related conditions.

(Source - Staffordshire Observatory)

Lead Partner: Stafford and Surround GP Consortium/Stafford Borough Council/SCC Public Health

Initiative	Key Partners	Milestones	Outputs/Outcomes
1. To work with the family unit in identified locations to tackle cause and consequence of alcohol consumption	GP Consortium SBC:- Policy and Partnerships Public Protection SCC:- Education, Transformation SCC:- Public Health SARH ADSIS	March/April - Project Plan implemented and key partners engaged in identified localities	Decrease in number of problematic/binge drinkers Decrease in no of hospital interventions Decrease in alcohol related violence
2. To work with Local businesses in the Borough to increase awareness of sale and consumption by young people	SBC - Public Protection Town Centre Partnership Staffordshire Police	As above	As above

STAFFORD BOROUGH STRATEGIC BOARD - COMMUNITY ACTION PLAN

Theme: Housing Provision

Aim: To ensure that the Borough has a housing provision that is of good quality - decent and safe, fit for purpose in terms of our population and affordable both to purchase/occupying and run

Summary of Data:

- There are over 56,000 homes in the Borough of Stafford and the Borough housing stock increases by approximately 500 dwellings per year.
- 76% of housing stock is owner occupied with 8.5% privately rented and 13% in the social landlord sector.
- 20% of private sector accommodation does not meet the decent home standards.
- The average price of a dwelling in the rural areas is £284,975, 27% higher than urban areas of Stafford and Stone.
- In terms of affordability the Borough is the 3rd highest area in Staffordshire with an affordability ratio of 6:28 (price to income) - average in the West Midlands is 5:82.
- 10.3% of income based benefit recipients in Stafford Borough dwell in low energy efficient homes. (SAP rating)
- During 2010 there were under 70 households accepted as statutorily homeless.

(Source - Various Borough Council Policies)

Lead Partner: SARH/SBC

Initiative	Key Partners	Milestones	Outputs/Outcomes
<p>1. To identify major new housing sites under the Local Development Framework</p>	<p>Staffordshire County Council (Highways)</p> <p>Landowners and Developers</p>	<p>Publication of Preferred Options for major sites. Autumn 2011</p> <p>Adopted LDF Summer 2012</p> <p>Sites to be developed Autumn 2011 onwards</p>	<ul style="list-style-type: none"> - 15 year supply of readily developable housing land - Affordable housing element in line with proposed LDF policy - Average of 500 new dwellings per annum provided
<p>2. To deliver housing related projects contained within the Local Investment Plan 2011-16</p>	<p>Staffordshire County Council Stafford and Rural Stafford and Rural Homes Homes and Communities Agency Stafford Womens' Aid</p>	<p>Adoption of Local Investment Plan June 2011</p> <p>Identify government and match funding Annual</p>	<ul style="list-style-type: none"> - 50 new rural homes per annum including Rural Exception sites - Provision of urban homes in Stafford. - To improve Gypsy and Traveller provision/accommodation - Empty houses brought back into use

			<ul style="list-style-type: none"> - Provision of new family dwellings and appropriate accommodation for an expanded MOD, Stafford
3. Independent Living	<p>Staffordshire County Council</p> <p>Care and Repair Agency</p> <p>Stafford and Rural Stafford and Rural Homes</p> <p>South Staffs PCT</p>	<p>Ensure finance is obtained for Local Investment Plan purposes</p> <p>Assessment for Home Adaptation to be reduced</p> <p>Adaptation target to be achieved</p> <p style="text-align: right;">March 2012</p>	<ul style="list-style-type: none"> - Provision of Flexicare Units per annum. - Provision of Womens Refuge (12 units) as part of Co-operative Street Development - 140 Home Adaptation through Grant Assistance for 2011/12 at least - Provision of 8 units for people with learning disabilities - Stone Road - Development of telecare and telehealth services in the Borough

STAFFORD BOROUGH STRATEGIC BOARD - COMMUNITY ACTION PLAN

Theme: **Employment opportunities**

Aim: To ensure that in an area with a high dependency on public sector employment that the community has the right skills set and access to employment opportunities

Summary of Data:

- 40% of all employment in the Borough is dependant upon the public sector. The key employment sector for Stafford is public administration, education and health - public sector cuts may have a disproportionate effect on Stafford
- Stafford has the highest NVQ Level 2+ and NVQ Level 4+ attainment amongst the working age population of the County
- Employment growth in Staffordshire is expected in 'distribution, hotels and restaurants' and 'financial and business services'
- Stafford has witnessed an upward trend in VAT registrations - an indicator of increased enterprise
- 2.3% of Stafford's working age population are currently claiming Job Seeker's Allowance with the highest rates in Penkside, Highfields and Western Downs
- Youth unemployment in Stafford is higher than the county rate with nearly a third of all JSA claimants aged 18-24

(Source - Staffordshire Observatory)

Lead Partner:

Initiative	Key Partners	Milestones	Outputs/Outcomes
1. Individuals into Employment	<p>Job Centre Plus Staffordshire County Council (Economic Development)</p> <p>Jeremy Lefroy MP Stafford College</p>	<p>National Apprenticeship Scheme - annual intake</p> <p>Penkside Locality Project Workclub and Work Experience ongoing.</p> <p>Highfields Signpost Centre IT Training Annual</p> <p>Local Innovation Award Transition Fund (Annual intake)</p>	<p>Qualified and experienced workforce, for job market</p> <p>Increased chances of gaining employment for individuals</p> <p>Young individual's gain work experience and qualifications</p> <p>Young individual's gain work experience and qualifications</p>
2. Encouraging Enterprise	<p>Stafford Enterprise Staffordshire Young Enterprise The Prince's Trust</p>	<p>Number of new businesses created - ongoing</p>	<p>Individuals supported in establishing their own businesses.</p>
3. Business Support and Infrastructure	<p>Staffordshire County Council Chamber of Commerce</p> <p>Town Centre Partnership CBI SARH</p>	<p>Maintaining a five year supply of employment land as per the LDF time frame (see housing provision theme).</p> <p>Tailor made advice and support for new and existing business upon request e.g. Regional Growth Fund Bids</p>	<p>Land available for new and expanding businesses.</p> <p>Business assisted to grow and develop</p>

STAFFORD BOROUGH STRATEGIC BOARD - COMMUNITY ACTION PLAN

Theme: Public Health and Wellbeing

Aim: To tackle health inequalities in given localities within the Borough

Summary of Data:

- Childhood obesity rate in Reception Year Pupils has increased but overall they are below the Staffordshire average.
- The under 18 conception rate in Stafford is decreasing but Penkside and Highfields and Western Downs have witnessed an increase.
- The ageing population will lend to greater pressure on services especially for health and well being.
- Two key localities have been highlighted as experiencing multiple quality of life issues - Highfields and Western Downs and Penkside has been identified as experiencing significant children's health and wellbeing issues and is being targeted as part of the Learning 2 Deliver Project.
- The life expectancy gap between the worst and best wards in Stafford are nine years for men and ten years for women

(Source - Staffordshire Observatory)

Lead Partner:

Stafford and Surrounds GP Consortia / SCC Public Health / SBC

Other Partners:

Stafford Borough Council - Environmental Services/Policy and Improvement

Staffordshire County Council - People's Directorate

- Educational Transformation

Stafford and Rural Homes

Signpost Ltd

Age UK

SDVS

Initiative	Key Partners	Milestones	Outputs/Outcomes
<p>1. Penkside Initiative</p> <ul style="list-style-type: none"> - Family Seal - Active Plus - H Zone outreach - Cook and learn - Walking and cycling events - Sustainable lifestyles 	<p>County Council -Educational Transformation/Public Health GPC and PTC Borough Council Sustainability Matters</p>	<p>As per action plan for the Penkside project</p>	<p>As per action plan for the Penkside Project</p>
<p>2. Signpost Development</p> <ul style="list-style-type: none"> - Consolidation of existing Signpost service - New provision in Stone 	<p>GPC Signposts Ltd Age UK Borough Council SDVS</p>	<p>May 2011 - contract agreed with existing providers for standard service May 2011 - Stone provision opened July 2011 - investigate mobile service for rural areas Sept 2011 - Mobile service provided in one rural location</p>	<ul style="list-style-type: none"> - Core service offer provided at each Centre. - Health and wellbeing initiative activities provided at four Signpost Centres - Footfall of 500 using centres for intervention purposes as opposed to social visits.

Initiative	Key Partners	Milestones	Outputs/Outcomes
<p>3. Borough Health Strategy</p> <ul style="list-style-type: none"> - Support and influence the production of the Joint Strategic Needs Assessment - To develop a new health strategy for the Borough - To identify the linkages and influence the Strategic Health Framework of the County Council from a Borough point of view 	<p>GPC Signposts Ltd Age UK Staffordshire County Council Stafford and Rural Homes</p>	<p>April 2011 - Health Framework signed off with the County Council June 2011 - analysis of Joint Strategic Needs Assessment March 2012 - Completion of Borough Health Strategy</p>	<ul style="list-style-type: none"> - Influence County input into Borough Health initiatives - Work commenced on the themes for the refresh of Health Strategy for Stafford Borough