

Stafford Borough Partnership

Sustainable Community Strategy

2008 – 2020

'Shaping our Borough for the Future'

*The Partnership Creating Competitive
Advantage'*

Foreword

Welcome to Stafford Borough Council's Sustainable Community Strategy

This Sustainable Community Strategy is a document that sets out our aspirations of what we want Stafford Borough to look like in 2020. It is a strategy that will shape the future of our Borough.



The Strategy promotes the economic development, enterprise and wellbeing of the area and contributes towards the achievement of long-term sustainability for both our communities and the environment. As well as looking to the future it is also a reflection of how far we have come on our journey to being a stronger and prosperous Borough.

It is important that this is not just seen as producing another plan or creating a vision, it is about working together to tackle important issues such as transport, community safety, affordable housing, health inequalities local prosperity, and the protection and enhancement of the wider environment, all of which affect peoples' lives on a daily basis.

All these issues need a shared response from partner agencies in order to improve the life chances and wellbeing of people living within the Borough. The Stafford Borough Partnership will be working closely with agencies in the Borough to oversee the development and implementation of various projects contained within this strategy and will continue to act as a network in order to raise awareness of community aspirations and service provision across a broad spectrum of activity.

Judith Dalgarno – Chair, Stafford Borough Partnership

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The Sustainable Community Strategy – how does it work?

1. Sustainable Community Strategies (SCS) are key long-term planning documents for improving the quality of life and services in a local area. It is from these that Local Area Agreements (LAA) are developed. Every local authority is expected to have an SCS – developed and agreed with its Local Strategic Partnership. The latest government guidance on Sustainable Community Strategies says: “The purpose of a sustainable community strategy is to set the overall strategic direction and long-term vision for the economic, social and environmental wellbeing of a local area – typically 10-20 years – in a way that contributes to sustainable development in the UK. It tells the ‘story of the place’ – the distinctive vision and ambition of the area, backed by clear evidence and analysis.”
2. Following the recommendations of the Egan Review¹, Community Strategies were renamed Sustainable Community Strategies to emphasise the importance of sustainable communities and environmental sustainability. This Sustainable Community Strategy (SCS) builds upon the achievements of previous Community Strategies approved in 2003 and 2002. It has been written to show how local public, private; voluntary and community organisations can and are working together to plan for the kind of future that the communities of Stafford Borough want and emphasises the synergy with the Local Development Framework. It is the over-arching Strategy for the Borough of Stafford and is the vehicle for driving forward cross-cutting issues such as sustainability and economic security.
3. The Strategy includes both national and local indicators. The national indicators are from the ‘New Performance Framework for Local Authorities and Local Authority Partnerships’ as announced as part of the Chancellor’s Comprehensive Spending Review announcement on Tuesday 9 October 2007. These national indicators are included in the Staffordshire Local Area Agreement. The Local Area Agreement is a three-year agreement made up of priorities, which have been agreed by local partners across Staffordshire and, by central Government. It sets out the priorities for Staffordshire as agreed with Government Office for the West Midlands on behalf of central Government. Some of the national indicators have been disaggregated to Borough level; these have been put in bold print to make that distinction.
4. The Sustainable Community Strategy sets out not only our long-term vision but also what we want to achieve for Stafford Borough to enable us to become a stronger, more prosperous and vibrant community. The strategy is structured around four key themes, which are outlined on page five. Within each theme there are a number of priority projects that will contribute to us achieving our longer-term vision. It is important to note that, over time, some of the priorities may change, for example when, through consultation, communities tell us what issues they want to see tackled. There is an action plan attached to the strategy, which has a 3-year timeline that will be developed and refreshed in line with the refresh of the Staffordshire Local Area

¹ In April 2003, Sir John Egan was asked by the Deputy Prime Minister to conduct a review to consider the skills needed to help deliver the vision and aims of the Sustainable Communities Plan. The report is titled: [The Egan Review: Skills for Sustainable Communities](#) – please use this link to access it.

Agreement. It will be subject to an ongoing review process to ensure that we are continuing to target the right kind of issues and to show how we are making a difference.

5. The strategy sets out:

- Our strategic vision for the Borough of Stafford to 2020
- Key Aims and Priorities
- What we understand about our Borough
- What we have learnt through consultation

6. Stafford Borough Partnership (SBP), as the Local Strategic Partnership, will be delivery agents for the Strategy and will look to encourage joint working and co-operation between agencies, organisations and communities to ensure its success. The Partnership will undertake appropriate action to encourage and facilitate the development/utilisation of community capacity and to promote and champion the interests of the area regionally, nationally and internationally.

7. In the West Midlands a draft Regional Sustainable Development Framework (RSDF) has been prepared for the Regional Assembly by Sustainability West Midlands, the region's independent champion of Sustainable Development (SD) and the Assembly's advisory partnership on sustainability issues. The RSDF defines SD, and sets out the region's SD objectives. The aim of the RSDF is to help people that develop, review and implement strategies, policies and plans in the West Midlands to ensure that their work contributes towards a sustainable future for the Region. This framework has been used in the development of this strategy.

Our Vision and Aims for the Borough of Stafford

Our Overall Vision

8. *‘Improving the quality of life for our communities by making the Borough a safer, healthier, cleaner and more sustainable place for all to live, learn, work and invest in.’*

Key Aims

9. By 2020 we want Stafford Borough:

10. **“To have a vibrant, prosperous, sustainable economy and environment”** by

- Securing conditions for a thriving economy, where **all** businesses are supported in their development and long term sustainability
- Promoting innovation and nurturing enterprise so that new businesses are given every opportunity to develop and grow
- Being a place where the environment is protected and enhanced and a sustainable way of life is promoted, supported and delivered

11. **“To have a Borough where all members of our communities are safe and feel safe”** by

- Being an area where **all** members of the community are secure and free from fear of crime in their homes, places of work or study, in the street, town centres and the countryside

12. **“To have a protected and enhanced environment”** by

- Proactively preparing for and adapting to climate change
- Increasing the understanding and awareness of sustainable development so that everyone is able to contribute to it

13. **“To be a Borough where all our members feel Included in society, live longer, healthier and more contented lives”** by

- The promotion of healthy lifestyles and general wellbeing
- Being a place where a strong sense of inclusion within the community, is promoted - one that enhances the quality of life for **all** and enables everyone to actively participate in society

Where are we now?

14. In order for us to make our vision a reality and our aims achievable, we first need to understand the area in which we live and our surrounding communities.
15. Stafford Borough is situated in the West Midlands. It is located in the heart of Staffordshire and is the County's largest district geographically encompassing smaller towns such as Stone and Eccleshall as well as smaller surrounding villages. The 2006 population within the Borough was around 123,400. Of that figure 21,300 are aged between 0-15 years; 75,600 are working age (15-64 years) and 26,400 are classed as older people. Both nationally and locally, the population is ageing and the over 60's population figure is expected to rise over the next twenty years by approximately 23%.
16. Stafford benefits from being at the centre of a number of communications networks including the M6 motorway and the West Coast Mainline railway and shares boundaries with every district in the County.
17. Both Stafford and Stone act as the hubs delivering services to large rural hinterlands, and are important economic centres in their own right. The economy of Stafford has seen significant restructuring over recent years with large reductions in previously important manufacturing and engineering sectors and subsequent restructuring towards a largely service sector led economy with 25.3% of the workforce being engaged in these trades. The economy in the Borough is forecast to grow steadily over the next few years and employment forecasts suggest that we are likely to see increased levels of employment by 2021, with a predicted increase of at least 4,500 jobs in Stafford itself. The ongoing decline in the birth rate and the increase in the ageing population are likely to have major impacts on our labour force. If our economy is to continue to thrive we will need to ensure that there is a labour force that meets the continuing demands of our society.
18. Stafford is a fairly prosperous district and currently ranks 179th out of 407 in Britain². The average total income per household is approximately £33,700 and the proportion of households with at least two cars is 37.7per cent, which exceeds the British average of 29per cent³. House prices in the Borough are slightly higher than the England and Wales average, but below the national average and there are relatively low levels of deprivation, although small pockets are evident in specific areas. Few areas within Stafford Borough have poor access to services, measured by geographical access to post offices, food shops, GP and primary school; 95% of the population live within 2 kilometres of a post office and a primary school, 21% within 2 kilometres of a food shop and 71.9% within 2 kilometres of a GP practice⁴.
19. Climate change is the greatest environmental challenge facing the world today. Rising global temperatures will bring changes in weather patterns, rising sea levels and increased frequency and intensity of extreme weather. The effects will be felt in the UK; internationally there may be severe problems for people in regions that are particularly vulnerable. Whilst it may not seem as an

² Source: Local Futures Group, 2007

³ Source: Local Futures Group, 2007

⁴ Source: State of Staffordshire Report, 2007 – Research Team, Staffordshire County Council

immediate concern to Stafford Borough, it is realised that our Borough will be affected by climate change and our communities must start to take action to reduce our contribution to it.

20. The UK Government is committed to addressing both the causes and consequences of climate change and has therefore introduced a Climate Change Bill. The Bill will create a new approach to managing and responding to climate change in the UK through: setting ambitious targets, taking powers to help achieve them, strengthening the institutional framework, enhancing the UK's ability to adapt to the impact of climate change and establishing clear and regular accountability to the UK Parliament and devolved legislatures.
21. Stafford Borough Partnership have a key role to play in tackling climate change. Indeed, being smarter and more proactive about our energy management and the reduction of associated emissions of greenhouse gases has been an important focus for the Council over the past few years. Although we cannot reverse the impact that climate change has already had on our Borough we can adapt what we do in order to limit that impact. In response to this, we are already purchasing 10 per cent of green electricity and improving energy efficiency in our buildings in order to gain long-term sustainability.
22. Long-term sustainability is central to the spatial vision of our Local Development Framework. The framework acts as a strategic plan for the Borough and has a natural synergy with this Strategy in terms of economic growth; the sustainability of both urban and rural living and protected and enhanced environment. It also highlights the importance of monitoring accessible services to local communities. When considering access to services and benefits, the need to invest in and enhance our public transport will be essential.
23. Both the Borough and County Councils are members of the Staffordshire E-Government Partnership, which aims to improve electronic access and delivery of local and other public services to meet Government targets.
24. The British Crime Survey (BCS) figures for 2006/07 show that, although crime levels in Stafford are in line with the national average, there is still a great deal of work that needs to take place with our residents to bridge the gap between the perception of crime and anti-social behaviour and the reality. We have made this one of our longer-term priorities.
25. The third sector has an important role to play, not only in terms of benefits to the wider community but also for the individual engaging in such events reinforcing their sense of worth, community engagement and personal/health benefits. Stafford Borough has developed a local 'Compact' with the third sector, which sets out the framework for forging partnerships between statutory agencies and the voluntary and community sector. The Borough's local 'Compact' fully recognises the value and roles that partners have to play and offers a means of supporting the development of the voluntary and community sector's capacity to enable them to meet their own aims and the shared goals of partners, thereby enhancing their contribution to the community.
26. Community Cohesion is an important factor in today's communities and Stafford Borough Partnership recognises that Parish Councils not only contribute enormously towards this but also have a very important role to play. Communities within Stafford Borough are becoming increasingly diverse, which places more emphasis on understanding their needs, their aspirations and

how they interact with each other. Community Cohesion is currently measured by the public's perception of how they feel people in their local area get on with each other. In the Borough 66% of our residents said that they felt their local area is a place where people from different backgrounds get on well together - Best Value Performance Indicators Survey in 2006⁵ and we want to see an improvement in this.

27. Community Cohesion is also about empowerment and the need for our residents to feel that they can actively influence decisions that affect the area in which they live. The Partnership will continue to work with those members in the wider partnership, including Parish Council's to ensure that they continue to consult, engage and involve their communities.

⁵ This survey was carried out by BMG Research in 2006

Our Borough at a glance

Geographically the **largest** district in Staffordshire

Population of 123,400

21,300 0 – 15 year olds

75,600 15 –64 year olds

26,400 classed as older people

3.1% from a Black or Ethnic background

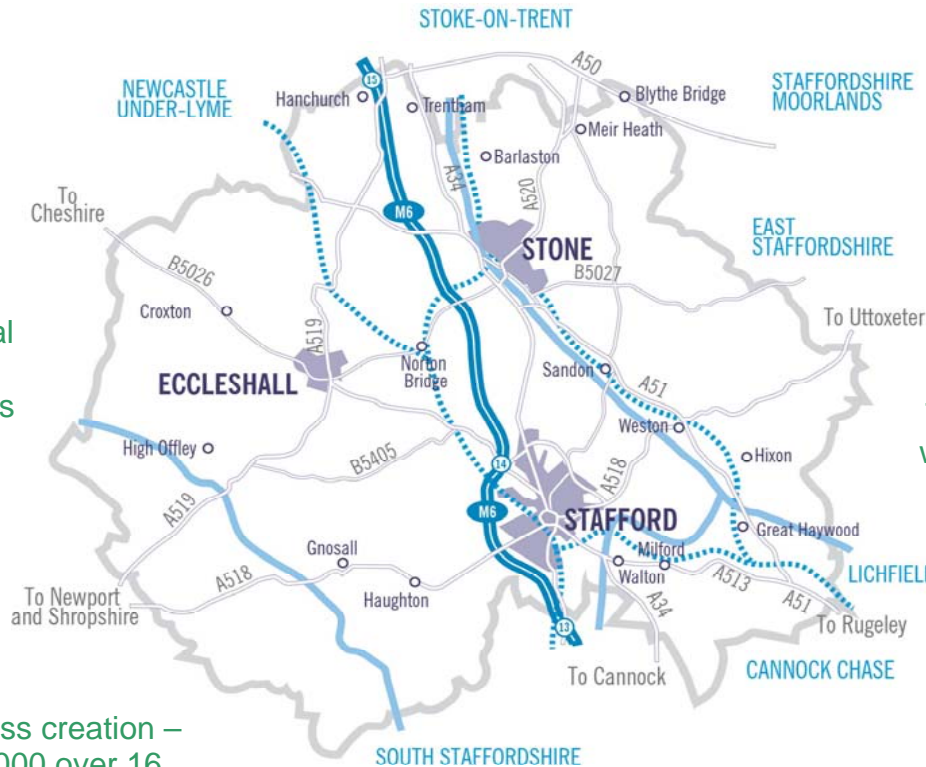
Average household income is £33,700 – higher than the national average of £32,400

In Stafford Borough there are two National Nature Reserves, 16 Sites of Special Scientific Interest, 7 Local Nature Reserves, 256 Sites of Biological Importance.

Life expectancy within the Borough for females is higher than the national average with an average life expectancy of 82 years; for males it is in line with the national average of 76.9 years

91.4% of households live within a 15-minute journey by public transport to a GP surgery

Stafford has high levels of business creation – 37 registrations for VAT per 10,000 over 16 population compared to 35 in Staffordshire as a whole



There are 45 primary and 9 secondary and middle schools in the Borough

54% of students gained 5+ GCSE at grade A* to C including English and Maths

The proportion of year 11 students continuing with full time education or a job with structured learning is above the national and County average

Teenage conception rates for 15-17 year olds are below the national average

Stafford Borough is a safe place compared to the rest of the county. 31% safer than the British Crime Survey average

There are over 24 people killed or seriously injured in road traffic accidents in Stafford Borough per year

⁶ Reproduced from the Ordnance Survey mapping with the permission of the Controller of Her Majesty's Stationary Office Crown Copyright. Unauthorised reproduction infringes Crown Copyright, and may lead to prosecution or civil proceedings. Stafford Borough Council License No. LA 079537. This copy has been produced specifically for Local Authority Purposes only. No further copies may be made.

Economic and Sustainable Development

This section outlines our long-term vision for Economic and Sustainable Development. It details what we have achieved so far, what issues members of our community have said are important to them and how we plan to tackle those issues.

Our Aim for 2020

28. “*To have a vibrant, prosperous, sustainable economy*”

What we know and have achieved

29. There are 27,800 people aged between 0 – 19 year olds in Stafford Borough, which is 22.5% of the total population of Stafford. Of this figure, there are 1,096 from black and minority ethnic groups (Source: ONS, Population Estimates Unit. Crown Copyright). By 2021 it is estimated that the total population of under 16's is likely to drop by 21%, which raises some concerns over the local economy and may have an impact on future priorities.
30. The Partnership realises and understands how important it is to develop and invest in our Children and Young People to enable them to have aspirations to achieve the outcomes they want to in life. We can only accomplish this by working closely with our partners and by consulting with our children and young people to find out what issues are important to them.
31. Generally, our children are achieving very well at school. Attainment levels at Key Stage 2 in Stafford district is good; a higher proportion of pupils reach level 4 at Key Stage 2 than in the County as a whole. However, attainment at GCSE level in the district is not as good with a lower proportion of students (54%) passing 5 or more GCSE's at Grade A* to C.
32. The skill base and qualification levels among the working age population in the district are important factors and contribute to the attractiveness and inward investment of our area. If Stafford Borough is to remain vibrant and prosperous we need to ensure that we are providing enough opportunities that encourage our young people to stay in the area.
33. Economically, Stafford Borough is average in size. The districts economic scale score of 84.71 (on an index with GB=100) ranks it as medium size by British standards⁷. In terms of productivity, the Borough has a **Gross Value Added** (GVA) of £13,811.96 per head, which is below the national average of £18,945.18 and regional average of £15,841.00. Stafford's economy has changed quite dramatically over the past 2 years, which is reflected by the amount of redevelopment and regeneration that is currently taking place and scheduled to take place over the next two to three years.

⁷ Source: Local Futures Group data, 2007

34. The Stafford Single Regeneration Budget Programme (SSRB) has resulted in a total investment of £16 million in the Borough and has in turn created 538 jobs and enabled 123 new business start-ups. The Programme has also supported training activities, which have enabled over 8,000 people to achieve qualifications and 250 to obtain jobs. This contributes enormously to our Borough and we need to be able to build on this good work which is why continuing to build a workforce for the future in order to get the right skills base is one of our priorities over the next three years.
35. The Stone Market Town Initiative, has built upon the success of the SSRB programme and has supported businesses through a Business Development Network, Shop front Improvement Scheme and Retail Workshops. The Initiative has also supported the wider rural community through funding a Community Chest scheme and by supporting the popular Stone Food and Drink Festival. Other proactive support for economic and sustainable development includes promoting the local food sector, establishing the 'Think Local' business directory and rewarding businesses that demonstrate good environmental practice through the annual 'Green Awards'.
36. Support provided by the Borough Council has led to unprecedented levels of inward investment on key employment sites and the delivery of a programme of Town Centre events, which included the Stafford 800 celebrations. Inward investment has always been an important source of growth to the local area, assisted by a good location, site availability, labour skills and costs. Over the past two years the Borough has been successful in attracting large investors such as Screwfix and Cold Mountain to the area. Proposals set out in the Local Development Framework indicate that there will be 120 hectares of new employment land by 2021 with a continuous five-year supply being available of 40 hectares. The Borough has recently been designated as a growth point, which will open up a window of opportunity for the Borough in terms of its economic and sustainable development.

What we have learnt – (through consultation)

37. Generally people in Stafford Borough feel satisfied with the local area as a place to live. Prosperity and ensuring that our towns are attractive and vibrant still remains important to our residents. Results of recent consultation have indicated that 66% of our residents think it important. 35% of people thought that identifying further opportunities for new business space was important and 42% thought that providing support and assistance for businesses was important. Further research carried out by the Government via the 2007 Indices of Deprivation, has indicated that income, employment and education are an issue in some of our wards with at least three falling in the 10% most deprived in England. All of this information highlights where we need to be targeting our resources over the next few years and we will be working closely with partners such as Connexions and Staffs Enterprise in response to this which is why our priorities are:

- ESD1 Support and assistance to business and enterprise
- ESD2 Further opportunities for new business space to meet the needs of future employment
- ESD3 Developing a workforce for the future
- ESD4 To respond to the opportunities that current proposals for Stafford Town Centre present

Action Plan

The Way Forward: 2008/11 to 2020

To have a vibrant, prosperous, sustainable economy

ESD 1: Support and assistance to business and enterprise – LAA indicator NI 172 High Level Links: LAA Priority - Vibrant, Prosperous and Sustainable Economy (NI 172) SBC Corporate Priority - Prosperity for All (PFA01/PFA02/PFA03/PFA05/PFA06) LDF – Spatial Portrait for Stafford Borough					
	Projects/Initiatives	Timescale	Indicator	Outcome	Lead Organisation
ESD 1.1	Support the growth, viability and long-term sustainability of new businesses	2008- 2011	NI 172: VAT registered businesses in the area showing growth % funding contributed to business agencies	Increased employment in targeted clusters	Lead Partner: Stafford Borough Council
ESD 1.2	Support the growth and diversification of existing businesses	2008-2011	NI 172: VAT registered businesses in the area showing growth	Improved diversity of employment sectors	Lead Partner: Stafford Borough Council
ESD2: Further opportunities for new business space to meet the needs of future employment – LAA indicator NI 172 High Level Links: LAA Priority Vibrant, Prosperous and Sustainable Economy (NI 172) SBC Corporate Priority – Prosperity for All (PFA01/PFA02/PFA03/PFA05/PFA06) LDF – Spatial Portrait for Stafford Borough					
	Projects/Initiatives	Timescale	Indicator	Outcome	Lead Organisation
ESD 2.1	To facilitate the relevant supply of managed workspace for new and developing businesses	2008-2011	NI 172: VAT registered businesses in the area showing growth Occupancy rate of managed workspace in the Borough Increase in the number of managed workspace units	Improved business survival rates and retention of businesses in the Borough	Lead Partner: Stafford Borough Council
ESD 2.2	To facilitate inward investment	2008-2011	Increase in employment space occupied	Increase in employment sectors within the Borough 6.6% annual increase in employment land 7.6% annual increase in retail space	Lead Partner: Stafford Borough Council
ESD 2.3	Transforming underused manufacturing sites to provide 'fit for purpose' employment space	2008-2011	Area of Brownfield land being redeveloped for employment and other uses	Improved diversity and increase in the number of employment sectors Growth in employment opportunities	Lead Partner: Stafford Borough Council

ESD 3: Developing a workforce for the future – LAA indicators NI80; 117; 163; 165; 145; 146)
High Level Links: LAA Priorities – A Vibrant, Prosperous & Sustainable Economy (NI80; 117; 163 165); Safer, Stronger & Cohesive Communities (NI 145); Improved Sense of Health and Well being (NI 146)
SBC Corporate Priority – No link

	Projects/Initiatives	Timescale	Indicator	Outcome	Lead Organisation
ESD 3.1	Developing a workforce for the future * Denotes NVQ Levels	2008-2011	NI 45 – Young offenders engagement in suitable education, employment and training (EET); NI 80 – Achievement of a Level 3* qualification by the age of 19; NI 117 – 16 – 18 year olds not in education, employment or training (NEET); NI 146 – Adults with learning disabilities in employment; NI 163 – Proportion of population aged 19 – 64 males and 19 –59 females qualified to at least Level 2 or higher; NI 165 - Proportion of population aged 19 – 64 males and 19 –59 females qualified to at least Level 4* or higher;	<ul style="list-style-type: none"> Improved skill levels Employers having access to an appropriately qualified and skilled labour market to fill their current and future needs Increased access to economic opportunities for those in the most deprived communities and groups within the labour market Reduction in the level of benefits claimants (links to all EDE3 and EDE5 indicators) 	<p>Lead Partner: Staffordshire County Council and Connexions in conjunction with Stafford Borough Council</p> <p>Learning Skills Council</p> <p>Jobcentre Plus</p> <p>Youth Offending Service</p>

ESD 4: To respond to the opportunities that current proposals for Stafford Town Centre present – LAA indicator NI 172
High Level Links: LAA Priority Vibrant, Prosperous and Sustainable Economy (NI 172)
SBC Corporate Priority – Prosperity for All (PFA02) LDF – Spatial Portrait for Stafford Borough

	Projects/Initiatives	Timescale	Indicator	Outcome	Lead Organisation
ESD 4.1	Responding to the opportunities that current proposals for Stafford Town Centre present	2008-2011	NI 172 – Percentage of small businesses in an area showing growth NI 153 – Working age people claiming out of work benefits in the worst performing areas	<ul style="list-style-type: none"> An improved vibrant, active town centre in terms of retail, leisure and homes Employers having access to an appropriately qualified and skilled labour market to fill their current and future needs Increased access to economic opportunities for those in the most deprived communities and groups within the labour market Reduction in the level of benefits claimants 	<p>Lead Partner: Stafford Borough Council</p>

Community Safety

This section outlines our long-term vision for Community Safety. It details what we have achieved so far, what issues members of our community have said are important to them and how we plan to tackle those issues.

Our Aim for 2020

38. *“To have a Borough where all members of our communities feel safe and are safe”*

What we know and have achieved

39. Community Safety is important to everyone because it contributes to making an area a prosperous, safe and pleasant area to live and invest in. In the Borough of Stafford we are working closely with our partners to ensure issues such as perception, anti-social behaviour; criminal damage, domestic violence, alcohol misuse and environmental crime are tackled effectively. Generally, criminal levels in the Borough are in line with the national average with 20.2 offences being committed per 1000 of the population in 2005-06, compared to 28.1 in 2004-05. Data supplied from the Crime Audit for 2005-2008 shows that significant progress has been made, however, there is still a need to target issues such as domestic violence, road safety, anti social behaviour and alcohol and drug use.

40. Anti social behaviour is a big issue for everyone. It can range from noise, graffiti and drunkenness, to criminal damage and even violence. All of which, can and do, cause significant unhappiness and fear within our Borough. Residents within the Borough are stating that this is a big issue for them, which is why, working with partners in the Community Safety Partnership; we have developed an Anti-Social Behaviour Strategy, which sets out how we will tackle it. We continue to work with those at risk of committing anti-social behaviour to encourage them to participate in more positive activities and change their behaviour. We also take action to enforce the law as appropriate. It is evident from projects such as Operation Impact, the Student Fire Fighters course and the Reel ‘em In project, that positive engagement with the community does help to reduce crime and anti-social behaviour.

41. Adults and young people drinking too much is a problem witnessed by all age groups. Data from the Crime Audit for 2005-2008 indicated that almost 75% of respondents stated there has been an increase in under age drinking over the last 3 years. Stafford Borough Council has set up a new Licensing Agency which will work with pubs and clubs to ensure that they are run responsibly and that there is an element of accountability that relates to the outside of the premises as well as the inside. In terms of particular areas that are identified as ‘hot spots’, a specific Problem Solving Group has been formed to consider actions to reduce incidents.

42. One of the major concerns throughout the Borough is speeding and road safety. Speed kills and it is in all our interests to ensure that our roads are safe for drivers, other road users and pedestrians alike. To help combat this problem, measures have already been taken including the introduction of Community Speed Watch teams from volunteers within the community. These teams are used at identified locations to enhance existing enforcement activity, the results of which are used to focus

enforcement and speed reduction activity in the right areas.

43. Domestic violence is an issue that is widely recognised within the community; however, we are constantly reminded that it is still often a hidden crime and that many incidents of violence and abuse are never actually reported. For people experiencing domestic violence there needs to be a holistic package of support in place to ensure that they receive the most appropriate advice and assistance at the earliest possible stage. Working with partners in the Community Safety Partnership, we have developed and implemented a Domestic Violence Strategy. The Strategy aims to provide a multi-agency response in tackling domestic violence and highlights the fact that Stafford Borough does not tolerate domestic violence and that perpetrators will be held to account for their actions.

What we have learnt (through consultation)

44. Overall crime statistics show that the Stafford Borough area is a very safe place to be when compared with the rest of the country. Stafford, for example, is 31% safer than the British Crime Survey average. Stone is 80% safer than the same survey average (Source: Community Safety Partnership – Crime Audit 2005-2008). Recent consultation carried out has indicated that 74% of our residents think that making Stafford Borough a safer place is very important. Residents have also indicated that perception of crime causes fear and anxiety whether visiting Stafford town by day or night.
45. Speeding is perceived to be the biggest problem by 56% of the community responding to the Crime Survey. This is despite the number of speed cameras in operation and the Staffordshire Casualty Reduction Partnership activity. Rural communities and outlying districts appear to be those that are affected the most. With community support we will increase the number of Community Speedwatch Teams and reinforce the Pass Plus Scheme. We will also use targeted multi-agency initiatives to ensure that there is compliance with road safety legislation.
46. A large proportion of the people who responded to the Crime Audit stated that they had either seen or heard of someone being hurt on purpose by the person that they live with. Over one fifth of people reported that they were aware of incidents of domestic violence happening often. Much of this crime goes on unreported which is very worrying. Statistics show that domestic violence counts for 25% of reported overall crime. As a Partnership, we acknowledge that the only way to tackle domestic violence effectively is in a multi-agency approach and we will continue to develop a holistic package of support for victims in order to improve their safety and welfare. This consultation and research has demonstrated we need to target our resources in the following areas:
 - CS1: Reduction in crime and criminal damage
 - CS2: Reduction in domestic violence incidents
 - CS3: Reduction in anti-social behaviour
 - CS4: Reduction in the harm caused within the community by the misuse of drugs and
 - CS5: Reduction in the number of Road Traffic Accidents

Action Plan

The Way Forward: 2008/11 to 2020

To have a Borough where all members of our communities are safe and feel safe

CS 1: Reduction of crime and criminal damage High Level Links: LAA Priority – Strong, safe and Cohesive Communities (NI 15, NI 111, NI 16) SBC Corporate Priority Cleaner, Greener, Safer Communities (CGS03) LDF – Spatial Portrait for Stafford Borough					
	Projects/Initiatives	Timescale	Indicator	Outcome	Lead Organisation
CS 1.1	Reduction of crime	2008-2011	NI 15: Serious violent crime NI 111: First time entrants to the Youth Justice System NI 16: Serious acquisitive crime	<ul style="list-style-type: none"> Reduction in overall crime in CDRP area Increase in the % of residents who feel very or fairly safe when outside in Stafford in the dark Improved public perception of anti social behaviour Reduction in the number of ASB incidents recorded by Staffordshire Police Reduction in local perception of drug dealing and drug use as a problem 	Lead Partner: Crime and Disorder Reduction Partnership in conjunction with Stafford Borough Council
CS 2: Reduction in domestic violence incidents High Level Links: LAA Priority – Strong, safe and Cohesive Communities (NI 32) SBC Corporate Priority - Cleaner, Greener, Safer Communities (CGS03)					
	Projects/Initiatives	Timescale	Indicator	Outcome	Lead Organisation
CS 2.1	Increase reporting of domestic violence and reduce repeat incidents	2008-2011	NI 32: Repeat incidents of domestic violence	<ul style="list-style-type: none"> Increased reporting of and reduction of harm caused by domestic violence Reduction in the % of domestic violence offences resulting in serious assault 	Lead Partner: Crime and Disorder Reduction Partnership in conjunction with Stafford Borough Council
CS 2.2	Increase reporting, reduce repeat victimisation offences resulting in serious assault	2007-2010	The number of domestic violence incidents reported to the police	<ul style="list-style-type: none"> Increase support and improved safety of survivors of domestic violence and their families 	
CS 2.3	Support and improve safety of survivors of domestic violence and their families	2008-2011	Reduce repeat victimisation of domestic violence by ?% (baseline not set)	<ul style="list-style-type: none"> Reduction in the number of repeat incidents of domestic violence 	

CS3: Reduction in anti-social behaviour

High Level Links: LAA Priority - Strong, safe and Cohesive Communities (NI 21/NI 17)
SBC Corporate Priority Cleaner, Greener, Safer Communities (CGS03)

	Projects/Initiatives	Timescale	Indicator	Outcome	Lead Organisation
CS 3.1	Reduction in anti-social behaviour	2008-2011	NI 21 – Dealing with local concerns about anti social behaviour and crime by the local council and local police; NI 111 – First time entrants to the Youth Justice System NI 16 – Serious acquisitive crime rate;	<ul style="list-style-type: none"> Reduction in overall crime in CDRP area Increase in the % of residents who feel very or fairly safe when outside in Stafford in the dark Improved public perception of anti social behaviour Reduction in local perception of drug dealing and drug use as a problem Reduction in the number of ASB incidents recorded by Staffordshire Police 	Lead Partner: Crime and Disorder Reduction Partnership in conjunction with Stafford Borough Council

Priority 4: Reduction in the harm caused within the community by the misuse of drugs and alcohol

High Level Links: LAA Priority – Strong, safe and Cohesive Communities (NI 40)
SBC Corporate Priority - Cleaner, Greener, Safer Communities (CGS03)

	Projects/Initiatives	Timescale	Indicator	Outcome	Lead Organisation
CS 4.1	Reduction in alcohol consumption and drugs misuse amongst children and young people	2008-2011	NI39 – Rate of hospital admissions per 100,000 for alcohol related harm; NI 40 – Drug users in effective treatment; NI 123 – Stopping smoking;	<ul style="list-style-type: none"> Decrease in the number of children and young people who drank alcohol in the last week or accessing substance misuse advice/information 	Lead Partner: Staffordshire Children Trust
CS 4.2	Reduction in the harm caused within the community by the misuse of drugs and alcohol	2008-2011	NI 40 – Drug users in effective treatment % of residents who believe people using or dealing is a 'very big' or 'fairly big' problem in their local area	<ul style="list-style-type: none"> Reduction in the harm caused by alcohol and drugs Reduction in the number of residents who perceive local drug dealing and drug use as a problem 	Lead Partner: Crime and Disorder Reduction Partnership

Priority 5: Reduction in number of Road Traffic Accidents
High Level Links: CDRP - Priority
SBC Corporate Priority - Cleaner, Greener, Safer Communities (CGS03)

	Projects/Initiatives	Timescale	Indicator	Outcome	Lead Organisation
CS 5.1	Improved road safety, with particular emphasis on reducing speeding via initiatives such as Community Speedwatch Teams	2008-2011	To reduce the Killed or Seriously Injured (KSI) figure from 90 to 54 in Stafford	<ul style="list-style-type: none"> • Overall reduction in the number of people killed or seriously injured on the road in the Borough • Increased survival rate for those involved in road traffic collisions across the Borough 	Lead Partner: Crime and Disorder Reduction Partnership

Protected and Enhanced Environment

This section outlines our long-term vision for Protected and Enhanced Environment. It details what we have achieved so far, what issues members of our community have said are important to them and how we plan to tackle those issues.

Our Aim for 2020

47. *“To have a protected and enhanced Environment”*

What we know and have achieved

48. The UK is committed to reducing its carbon dioxide and green house gas emissions by 12.5% from 1990 levels by 2012. Furthermore there is a target to reduce CO2 emissions by 20% by 2010 and to have 10.4% of electricity from renewable sources of energy by 2011. However, this is set to change, on the 17th October, 2008 the Government announced that it intends to amend the Climate Change Bill to cut green house gas emissions by 80% by 2050 – this is an increase of 20% from the original target. Work is continuing, and in December 2006 Stafford Borough Council, Staffordshire County Council, South Staffordshire District Council, Staffordshire Moorlands District Council, East Staffordshire District Council, the Staffordshire Wildlife Trust and the Stoke-on-Trent and Staffordshire Fire and Rescue Authority joined in partnership to formally adopt and promote the Staffordshire Declaration. The declaration commits all partners to take action to combat Climate Change and leads others to do so.
49. The declaration commits our partners and ourselves to comply with the UK Climate Change Programme, the Kyoto Protocol and the carbon dioxide reduction target by 2010. The opportunity to work at a local level by encouraging and helping local residents, local businesses and other organisations – to reduce their energy costs, to reduce congestion, to adapt to the impacts of climate change, to improve the local environment and to deal with fuel poverty in our communities is welcomed. In response to this the partnership will be working with Sustainability Matters and other organizations through the Stafford Save Your Energy initiative to Sustainable and Low Carbon lifestyles within the Borough to seek to achieve a 1.6% reduction in carbon emissions during 2008/09.
50. The Borough is a leading location for the renewable energy sector and the Borough Council assisted Biomass Project has now developed further into a Countywide Renewables Project.
51. The Local Development Framework supports the work contained within this plan to protect and enhance our environment. The Planning Policy Statement 1 (delivering Sustainable Development including a supplement regarding Planning and Climate Change) will bring about more sustainable construction, which will be an important element when considering the scale of the new developments with regards to new houses being built and new employment land being found. The rate of growth we are, and will be, experiencing, makes it more important to consider such issues and to tackle climate change through the integration of sustainable development features. We will be looking to develop a short guide for developers to help them to be able to do this and will be promoting the use of the West Midlands Sustainability Checklist for new developments.

52. Sustainability within our schools and other educational institutions is a high priority. An enormous amount of work has already been carried out in our schools: In Stafford Borough 47 schools (out of 53) are part of the Eco Schools Network and 28 registered as Eco-Schools. Encouraging sustainable development in early years provision, nurseries, colleges and universities is also important. We want to ensure that this continues by working with partners to support more educational institutions to embed sustainability in their teaching, in the running of the school buildings and in the maintenance of their grounds.
53. There is now an increasing recognition that more serious action is needed to protect, restore and enhance biodiversity within our areas. Biodiversity assets within Stafford Borough include two National Nature Reserves (NNR's), 16 Sites of Special Scientific Interest (SSSIs), 7 Local Nature Reserves (LNRs), 256 Sites of Biological Importance (SBIs) (135 grade I). The Staffordshire Biodiversity Action Plan and Stafford Borough's Biodiversity Strategy now guide biodiversity conservation in the Borough. The Stafford Borough Biodiversity Steering Group and partners are looking to ensure they fulfil the new statutory biodiversity duty in accordance with the NERC ACT⁸.
54. Further initiatives, such as the Partnership's Sustainability Charter and the Sustainable Development Checklist, are available if Partners wish to use them. The Stafford Borough Partnership will encourage partner organisations to use the checklist as a form of self-evaluation to think about the impact of their operations upon the environment. There is an ongoing sustainable development programme, which includes the Green Awards, Sustainable Transport initiatives, Local Food Sector work, Eco-Schools Network and the Biodiversity programme, which will reinforce this further. The work of voluntary groups such as Sustainability Matters, Friends of the Earth and area based environmental groups also make a very important contribution to this work.
55. The kerbside collection of dry recyclables and organic waste is one of the most extensive in the County and surrounding local authorities and significantly reduces the amount of waste sent to landfill. Recycling and composting rates continue to improve throughout the Borough. Community based waste projects and extending school recycling facilities will be improved in the future and this will contribute to the sustainability of our environment considerably.

What we have learnt (through consultation)

56. Tackling climate change and preserving our Borough for future generations is a high priority, one that is endorsed by our residents. Recent consultation has indicated that 78% of residents living in our Borough indicated that they are worried about the potential threat of climate change. The same consultation also indicated that promoting renewable energy and biodiversity is important to residents. As such key partners including the Staffordshire Wildlife Trust and Stafford Borough Council have recently signed the West Midlands Biodiversity Pledge and will be working with the partnership to continue to enhance

⁸ The National Environment and Rural Communities Act (2006) received Royal Assent on 30 March 2006. A copy can be obtained from: <http://www.defra.gov.uk/rural/ruraldelivery/bill/>

biodiversity within our Borough. We will continue to promote biodiversity conservation through the active management of our nature reserves and sites of special scientific interest.

57. Recycling in the Borough has improved dramatically over the past 12 months and targets have been exceeded. Residents have indicated that work should continue to encourage more household waste to be recycled so that waste to landfill can be reduced.
58. A contributing factor to developing a sustainable environment is being able to raise awareness of those issues that face us as a Borough, now and in the future. Stafford Borough Partnership will continue to work proactively with partners to raise awareness and improve understanding on all issues affecting the area in which we live. This is reflected in our priorities:

PE1: Working towards zero landfill

PE2: Supporting more Sustainable Schools

PE3: Promoting Biodiversity Conservation

PE4: Implementation of Staffordshire Washlands Project

PE5: Integrating Sustainable Development across the Council and Partner Organisations

PE6: Managing Resources Innovatively

Action Plan

The Way Forward: 2008/11 to 2010

To have a protected and enhanced environment

PE1: Developing a sustainable environment

High Level Links: to LAA Priority – Priority Protected, enhanced and respected environment (NI 197, 191, 186, 175)

SBC Corporate Priority Cleaner, Greener, Safer Communities (CGS01, CGS04, CGS05) LDF – Spatial Portrait for Stafford Borough

	Projects/Initiatives	Timescale	Indicator	Outcome	Lead Organisation
PE 1.1	Working towards zero landfill	2008-2011	NI 191: Residual household waste NI 186 – Per capita CO2 emissions in the LA area	<ul style="list-style-type: none"> Maximised recycling Minimised residual waste to landfill 	Lead Partner: Stafford Borough Council
PE 1.2	Supporting more Sustainable Schools	2008-2011	Number of schools registered as Eco Schools or engaged in the Governments Sustainable Schools Framework	<ul style="list-style-type: none"> Improved understanding and awareness of sustainability Increased participation in Eco-Schools 	Lead Partner: Stafford Borough Council
PE 1.3	Biodiversity Conservation	2008-2011	NI 197: Improved local biodiversity – active management of local sites	<ul style="list-style-type: none"> To conserve, restore and enhance biodiversity 	Lead Partner: Stafford Borough Council
PE 1.4	Continue to increase the amount of Washlands in Stafford.	2008-2011	NI 197 – Improved local biodiversity – proportion of local sites where possible conservation management has been or is being implemented Minimum of 57ha of additional wet grassland habitat in Stafford Borough by March 2011 Minimum of 1km of re-profiled river bank in Stafford Borough by March 2011	<ul style="list-style-type: none"> Increased biodiversity and contribution to SBAP species and habitable targets Enhanced understanding within the public, private and voluntary sector of the value of Washlands in Stafford Borough and a widening partnership in place to maximise the gains the Washlands can provide to society, the environment and the economy 	Lead Partner: Staffs Wildlife Trust in conjunction with Stafford Borough Council

PE1: Developing a sustainable environment
High Level Links: to LAA Priority – Priority Protected, enhanced and respected environment (NI 197, 191, 186, 175)
SBC Corporate Priority Cleaner, Greener, Safer Communities (CGS01, CGS04, CGS05) LDF – Spatial Portrait for Stafford Borough

	Projects/Initiatives	Timescale	Indicator	Outcome	Lead Organisation
PE 1.5	Integrating Sustainable Development across the Council and Partner Organisations	2008-2011	Number of partners undertaking the Sustainable Development Checklist Number of organisations entering the Green Awards	<ul style="list-style-type: none"> • Improved sustainable development performance • Improved efficiencies and cost savings • Increased awareness amongst staff 	Lead Partner: Stafford Borough Council
PE 1.6	Managing Resources Innovatively through initiatives such as the Back to Bikes project	2008-2011	NI 185: CO2 reduction from Local Authority operations	<ul style="list-style-type: none"> • Improved energy efficiency • Reduction in waste to landfill 	Lead Partner: Stafford and District Voluntary Service

Improved Health and Wellbeing

This section outlines our long-term vision for Improved Health and Wellbeing. It details what we have achieved so far, what issues members of our community have said are important to them and how we plan to tackle those issues.

Our Aim for 2020

59. *“To be a Borough where all our members feel included in society, live longer, healthier and more contented lives”*

What we know and have achieved

60. It is now widely accepted that socio-economic environmental factors are important determinants of the health of a population. Factors which affect health such as smoking, poor diet, obesity and lack of physical exercise are all related to deprivation, as are factors related to the physical environment, such as poor housing, access to services, employment and access to open green spaces and the natural environment. Britain’s health has been steadily improving over the last century. Between 1901 and 1998, life expectancy for both men and women rose by approximately thirty years. However, despite these increases, life expectancy in Britain varies considerably. Stafford is in the top quartile of British local authority districts with a life expectancy of 79.4 years.
61. Stafford’s social and economic development is affected by its demographic characteristics. Stafford’s population has an average age of 40.4 years, which makes the Borough ‘older’ than the national average age of 38.8 years. We know that our future population is projected to get older, so over the next three years we will start to align our priorities to fit this anticipated change.
62. Generally, health scores, within the Borough are generally impressive and it ranks 155th out of 407 authorities for health with a score of 101.2⁹. Infant mortality figure of 5.5per cent is above the British average at 4.9per cent (compared to 6.9per cent in 2006) but is below the Staffordshire and West Midlands averages. Based on the summary indices of deprivation, Stafford Borough is relatively affluent, however, this is something of an oversimplification. Communities within Highfields, Western Downs and Silkmore suffer relatively high levels of deprivation. Over the past twelve months, through successful and effective partnership working, we have created a multi-agency centre in Highfields. The centre provides a wide range of community based services with the aim of reducing health inequalities and improving health at both an individual and community level. The centre is currently subject to an internal evaluation, but it is anticipated that this method of service delivery would be rolled out to other areas of the Borough that also have high levels of deprivation
63. Obesity has been recognised as one of the major public health issues of our time in England. In response to this, the Government has developed a Public Service Agreement (PSA) target to ‘halt the year on year rise in obesity among children aged under 11 by 2010’. To address this we will be working with our partner agencies to ensure that we prevent those who are currently overweight from becoming obese through the promotion of Healthy and Active Lifestyles.

⁹ Source: Local Futures Data – State of the Borough Report 2008

64. The Borough Council's Leisure Services is actively involved in providing sports development and recreation activities to children and young people in Stafford. During 2006/07 5,871 under 16's attended the junior swim held at Alleynes Sports Centre; 593 attended junior squash and 539 attended junior badminton. It is also refreshing to note that 4,192 under 16's attended on-going sports courses which are held after school time.
65. Developing confidence and improving interpersonal and social skills is a very important factor in children and young people feeling empowered enough to be making a positive contribution to our society. The Stafford Gatehouse Theatre run Youth Theatre Groups on an annual basis and encourage the participants to take part in regular surveys to evaluate the activities being run. When asked what the main reason was for attending the theatre groups; 64.5% stated it was to develop self confidence; 58.1% stated to develop interpersonal and social skills and 61.3% stated that it was to take up a new interest.
66. Currently, employment levels are at their highest rates ever. Around 7.5% of the working age population are out of work because they either have a health condition or disability. We understand how worrying it can be for people who have been either out of work or off work for a long period of time. Sometimes the biggest obstacle to returning to work is often the fear of stigma and discrimination by their employers and fellow workers. We have set up the Back 2 Bikes project, which is based on the concept of an intermediate labour market opportunity and is aimed at helping people who have been out of work to get back into mainstream employment.
67. House prices in Stafford itself have risen by nearly 75per cent over the past 8 years, compared to 45% in the West Midlands. A reason for this could be because the Borough benefits from being at the centre of a number of communications networks, which makes it easier for people to settle here and commute to work. Stafford Borough has the greatest opportunity for providing employment, economic growth, housing and public transport. This strategy needs to ensure that provision is made to supply sufficient housing to those people wishing to settle here because of future employment opportunities. The Local Development Framework sets out proposals for future housing developments in the Borough, which will amount to 10,300 over the next twenty years.
68. Over the past 20 years the number of owner-occupied dwellings in Great Britain has risen by 45 per cent. Over the same period the number of homes rented in the social sector has declined steadily. Currently in the Borough of Stafford, 76.11 per cent of dwellings are owner occupied and only 23.89 per cent of dwellings are rented – this figure is below the national average of 30 per cent¹⁰. We want to ensure that everyone living in our Borough has access to affordable housing and the Partnership has made this one of their priorities for the next three years.
69. The Government, through its 'Every Child Matters' agenda places a duty on all partners to provide support to every child and young person, whatever their background or circumstances, to: Be Healthy; Stay Safe; Enjoy and Achieve; Make a Positive Contribution and Achieve Economic Wellbeing. Building on this 'Every Child's Future Matters' (Sustainable Development

¹⁰ Source: Local Futures Group – State of the Borough Report, 2008

Commission) flags up the need for children's environmental wellbeing and supports the Government's intention that all schools are sustainable schools by 2020.

What we have learnt (through consultation)

70. Promoting health and wellbeing to all members of our Borough is a high priority to residents with 64% indicating it was very important to them. It has been mentioned that the Signpost Centre at Highfields has been very successful in providing a multi-agency provision in order to reduce health inequalities and to promote health and 30% of residents have indicated that the centre should be developed further.
71. A contributing factor in improving health and wellbeing is the provision of leisure and culture activities and 32% of residents have indicated that this is important. The Partnership will continue to work with Sports Across Staffordshire to promote active participation in sports and recreation.
72. The provision of affordable housing is high on the priority list of residents with 53% indicating that it was important to them. Partners and ourselves will continue to work with contractors in order to promote sustainable construction practices and negotiate more contributions from developers to provide more affordable housing in the Borough. All of these issues are a high priority and play an important part in the promotion of general health, wellbeing and independence and as such are reflected in our priorities:
 - HWB1: Reducing health inequalities and promoting health in the Borough
 - HWB2: Developing Service knowledge and advice across the health and social care sector
 - HWB3: Developing an inclusive community
 - HWB4: Develop affordable and social housing

Action Plan

The Way Forward: 2008/11 to 2020

To be a Borough where all our members feel Included in society,
live longer, healthier and more contented lives

HWB1: Reducing health inequalities and promoting health in the Borough

High Level Links: LAA Priority – Strong, Safe and Cohesive Communities (NI 6); Improved sense of health and wellbeing (NI 8, 39, 40, 51, 112, 121, 123)

SBC Corporate Priority – Health and Wellbeing (HWB 01) LDF – Spatial Portrait for Stafford Borough

No	Projects/Initiatives	Timescale	Indicator	Outcome	Lead Organisation
HWB 1.1	Promoting health and wellbeing	2008-2011	NI 6 – Participation in regular volunteering; NI8 – Adult participation in Sport; NI39 – Rate of hospital admissions per 100,000 for alcohol related harm; NI 40 – Drug users in effective treatment; NI 51 – Effectiveness of Child and adolescent mental health services;	<ul style="list-style-type: none"> Provision and extension of a multi-agency Healthy Living facility providing community focus and increased access to a wide range of services for residents 	Lead Partner: Primary CareTrust
HWB 1.2	Reduction in the prevalence of obesity and over weight children and young people also including schools with an approved travel plan		NI 56: Obesity among primary school children in year 6	<ul style="list-style-type: none"> Decrease in the number of recorded children and young people who are obese through the promotion and encouragement of active lifestyles 	Lead Partner: Primary Care Trust
HWB 1.3	Improved social and language skills, emotional, independence and problem solving skills		NI112 – Under 18 conception rate; NI 121 – Mortality rate from all circulatory diseases at under 75; NI123 – Stopping smoking NI 51 – Effectiveness of child and adolescent mental health services; NI 68 – Referrals to children’s social care going on to initial assessment	<ul style="list-style-type: none"> Children and Young People gain independence and have an equal chance to opportunities in their lives 	Lead Partner: Primary Care Trust

HWB1: Reducing health inequalities and promoting health in the Borough
High Level Links: LAA Priority – Strong, Safe and Cohesive Communities (NI 6); Improved sense of health and wellbeing (NI 8, 39, 40, 51, 112, 121, 123)

SBC Corporate Priority – Health and Wellbeing (HWB 01)

No	Projects/Initiatives	Timescale	Indicator	Outcome	Lead Organisation
HWB 1.4	Integrating Sustainable Development and Health	2008-2011	<p>NI 175 – Access to services and facilities by public transport, walking and cycling</p> <p>% increase in the number of schools with Healthy School Status</p> <p>Number of people registered on the Walking for Health programme</p> <p>Number of Voluntary Walk-Leads trained</p>	<ul style="list-style-type: none"> Improved physical and mental health within targeted groups Improved quality of life within targeted groups Positive impacts towards tackling climate change Increased access and participation to physical recreation within targeted groups 	<p>Lead Partner:</p> <p>Stafford Borough Council</p>

HWB2: Developing service knowledge and advice across the health and social care sector
High Level Links: LAA Priority –Improved health and sense of well being (NI 51, 112, 135, 136)
SBC Corporate Priority – Health and Wellbeing (HWB 05)

No	Projects/Initiatives	Timescale	Indicator	Outcome	Lead Organisation
HWB 2.1	Service knowledge and advice across the health and social care sector through the roll-out of signpost centres across the Borough		<p>NI 51 – Effectiveness of Child and adolescent mental health services</p> <p>NI 112 – Under 18 conception rate</p> <p>NI 135 – Carers receiving needs assessment or review and a specific carer’s service, advice or information;</p> <p>NI 136 – People supported to live independently through social services</p>	<ul style="list-style-type: none"> Increased partnership working across all agencies Greater sharing of data More ‘single points of contact’ in our multi-agency services, eg. Signpost centre Reduction in health inequalities across the Borough 	<p>Lead Partner:</p> <p>Stafford Borough Council in conjunction with the Primary Care Trust</p>

HWB3: Developing an inclusive community

High Level Links: LAA Priority – Improved health and sense of well being (NI 146, NI 135, 136) Vibrant, Prosperous and sustainable community (NI 153); Strong, safe and cohesive communities (NI 4, 7)

SBC Corporate Priority - Health and Wellbeing (HWB 03) LDF – Spatial Portrait for Stafford Borough

No	Projects/Initiatives	Timescale	Indicator	Outcome	Lead Organisation
HWB 3.1	Supporting people to live independently	2008-2011	NI 136 – People supported to live independently through social services	<ul style="list-style-type: none"> • Closer working between agencies • Improved access channels • Greater transparency of the service • Single assessment and referral process 	Lead Partners: Orbit Care & Repair
HWB 3.2	Create inclusive employment and education opportunities for elderly and people with disabilities		NI 146 – Adults with learning disabilities in employment	<ul style="list-style-type: none"> • Increase in the number of elderly and adults with disabilities in education and employment 	Social Care & Health
HWB 3.3	Supporting people with disabilities to live independently at home		<p>NI 135 - Carers receiving needs assessment or review and a specific carer's service, advice or information;</p> <p>NI 136 - People supported to live independently through social services</p>	<ul style="list-style-type: none"> • Increase in the number of people with disabilities supported at home • Reduced delivery time for required adaptations 	Social Care & Health
HWB 3.4	Developing an inclusive community		<p>NI 4 – Percentage of people who feel they can influence decision in their locality;</p> <p>NI 7 – Environment for a thriving Third Sector;</p> <p>NI 153 – Working age people claiming out of work benefits in the worst performing wards;</p>	<ul style="list-style-type: none"> • Increase in the number of residents who feel that they can influence decision in respect of their area and community • Increase in volunteers across the Borough • Maintenance of the high number of volunteer groups in the Borough 	Stafford Borough Council in conjunction with Stafford District Voluntary Service
HWB 3.5	Children and young people provided with good access to high quality leisure, cultural and sport experience		<p>NI 110 – Young people's participation in positive activities</p> <p>Number of pupil days involved in residential outdoor education programmes</p> <p>Number of young people aged 16 and under participating in Local Authority organised sports development and active recreation programmes</p>	<ul style="list-style-type: none"> • Increase in the number of young people participating in physical activity and recreation. • Increased participation both in terms of active participation and support structures. 	Staffordshire Children's Trust in conjunction with Stafford Borough Council

HWB4: Develop affordable and social housing in the Borough
High Level Links: LAA Priorities Vibrant, Prosperous and sustainable community (NI 155); Improved health and sense of well being (NI 156)
SBC Corporate Priority - Health and Wellbeing (HWB 03) LDF – Spatial Portrait for Stafford Borough

No	Projects/Initiatives	Timescale	Indicator	Outcome	Lead Organisation
HWB 4.1	Developing affordable and social housing	2008-2020	NI 155 – Number of affordable homes delivered; % increase in the number of new houses provided	<ul style="list-style-type: none"> Affordable and social housing to meet the continuing demand up to and beyond 2011 	Lead Partner: Stafford Borough Council
HWB 4.2	Reduction in young people in serious housing need	2008-2020	NI 156 – Number of households living in temporary accommodation NI 112 – Under 18 conception rate	<ul style="list-style-type: none"> Less young people requiring housing or assessed as being in serious housing need 	Lead Partner: Stafford Borough Council
HWB 4.3	Provision of high quality, energy efficient new homes to meet the future needs of the Borough population in line with the Regional Spatial Strategy	2008-2020	NI 154 – Net additional homes provided; % increase in the number of new houses provided	<ul style="list-style-type: none"> Reduction in the number of people living in temporary/rented accommodation 	Lead Partner: Stafford Borough Council

Reviewing and Refreshing this Strategy

74. It is our intention to review the action plans, which sit within this strategy, on an annual basis to reflect on-going consultation and engagement activities that are carried out.

Further Information

75. If you would like to know more about the Stafford Borough Partnership and/or this Sustainable Community Strategy please visit our website: [Stafford Borough Council - Local Strategic Partnership](#)

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