

Corporate and Partnerships Overview and Scrutiny Committee

12th September 2011

Sustainable Community Strategy refresh 2011/14

1 Purpose of the Report

- 1.1 To update the Committee on progress to date for the refresh consultation process.
- 1.2 To invite the Committee to consider their response to the consultation.

2 Background

2.1 The Sustainable Community Strategy is a long-term vision for how to make North Yorkshire an even better place to live, work and visit. It was published by the North Yorkshire Strategic Partnership (NYSP) at the end of July 2008 and included a number of priorities to achieve this. The strategy is now being refreshed for the period 2011 to 2014 to make sure that it continues to focus on those issues which are critical to communities. Following some initial consultation, the following three priorities are proposed for the revised strategy for the next three years:

- protecting and supporting vulnerable people
- supporting economic growth and employment
- improving accessibility for all our communities.

2.2 The partnership, now led by Local Government North Yorkshire and York (LGNYY) and the Chief Executives Group for North Yorkshire and York (CEO Group), are proposing these priorities as those which are most critical for the next few years and which require partnership efforts to be tackled effectively. As such, a public consultation on the revised strategy and the above three priorities has been underway since 1st July 2011 and will end on 23rd September 2011.

2.3 A copy of the proposed strategy is enclosed at **Annex A**.

2.4 Members will recall that an initial discussion about the developing draft strategy took place at the mid-cycle briefing meeting held on 3rd May 2011. Below is an update on the refresh process to date and the next steps.

3 Refresh process and consultation feedback

3.1 A variety of mechanisms have been used in engaging interest in the consultation from partners and members of the public, including press releases, web-based questionnaires, NYCC publications, and also face-to-face engagement through meetings held with harder to reach groups such as Physical and Sensory Impairment Partnership groups.

- 3.2 Respondents are broadly happy to date that the three priorities are those which are most critical for the county over the next three years. Where additional issues have been raised as important, these are in the main issues which are the responsibility of a single agency rather than something which will be dealt with by the partnership. Examples include reducing Council Tax or ensuring that roads are well gritted over the winter in less accessible communities.
- 3.2 All comments will be collated at the end of the consultation and shared with the partnership and recommendations will be made regarding any changes or tweaks which should be made to the document. The draft strategy will be considered at the next meeting of LGNYY on 16th September and the CEO Group will also finalise their comments/agreement on 3rd November 2011. Subsequently, the strategy will go to the NYCC Executive on 29th November, prior to being taken at a meeting of full council for final approval on 14th December 2011.

4 Delivery

- 4.1 Once the strategy has been finalised, the key issue is ensuring that work to tackle the priority areas keeps momentum and is driven forward through the CEO Group and LGNYY. An action plan will be drawn up after the consultation has ended to highlight how each of the priorities will be taken forward and by whom. This will need to be agreed by the relevant partners involved.
- 4.2 In some cases this will involve existing groups or partnerships maintaining a lead responsibility for driving the action forward. For example, “safeguarding and protecting people” will continue to be the prime responsibility of the Adults and Children’s Safeguarding Boards. However, in other cases there may not be an identifiable group or partnership which can take the work forward. Some of the priorities may therefore require a new group of partners to be formed, possibly on a task and finish basis, to undertake some further work to identify the nature and depth of a problem and to agree actions. For example, tackling multiple deprivation (under “protecting and supporting vulnerable people”) may require a smaller group of lead partners to undertake further work to identify areas of most critical need and how efforts should be focussed in these areas over the next few years. The CEO Group will be discussing action planning on the strategy at their meeting of 3rd November 2011.

5 Committee response

- 5.1 The Committee is now invited to consider its response to the consultation and proposed draft strategy. The final date for receipt of comments is **Friday, 23rd September 2011**. The Committee may find it helpful to refer to the enclosed questionnaire at **Annex B**, which has been provided via the NYCC and NYSP websites as part of the public consultation. Responses do not need to be provided in this format but it has proven useful for some respondents in summarising their views. Details of how to respond are also provided within the questionnaire.

6 Recommendations

- 6.1 That Members note the update provided.
- 6.2 That the Committee considers its response to the consultation.

Diane Parsons: Policy, Performance and Partnerships, NYCC
22nd August 2011

Annex A: Sustainable Community Strategy for North Yorkshire 2011/14 -
proposed draft strategy

Annex B: Consultation questionnaire

Local Government North Yorkshire and York
Chief Executives Group North Yorkshire and York

Sustainable Community Strategy for North Yorkshire 2011 - 2014

This three-point plan is a refresh of our longer term strategy, published in 2008. Our vision remains the same: **We want North Yorkshire to be an even better place for everyone to live, work or visit.** However, we must focus our efforts on areas of critical need in the next three years, as well as making our communities more sustainable.

Our three priorities for 2011/14

- **Protecting and supporting vulnerable people**
- **Supporting economic growth and employment**
- **Improving accessibility for all our communities**

We recognise that other issues which are not explicitly included within these priorities play a key part in the longer-term wellbeing of communities. However, in such a challenging economic period it's about recognising that with increasingly limited public resources, we must focus our efforts on those areas where we really need to make a difference now to those who critically need our support, and where we can only do this effectively through the partnership.

Protecting and supporting vulnerable people

"Vulnerable people" can include children and young people, older people and other, specific, groups such as people who have experienced crime or people who are disabled, to name just a few.

A key factor which can contribute towards vulnerability is the general quality of life experienced by communities. Whilst North Yorkshire offers a good quality of life to many, for some communities this is not the case and the gap between these is growing larger. There are some rural and urban areas in North Yorkshire where people have significantly poorer health, fewer qualifications, lower income, are more likely to be unemployed, and have a shorter than average life expectancy. Partners need to work together more effectively to identify these areas and tackle these longstanding issues.

Additionally, with an increasing older population in North Yorkshire, partners will also be challenged in sustaining good quality health and social care provision for all who need it.

Annex A

Local Government North Yorkshire and York Chief Executives Group North Yorkshire and York

This agenda is therefore about prevention, intervention and effective partnership-working to improve quality of life and wellbeing for all those who are vulnerable in our communities.

What we will do

The partnership will focus specifically on:

- **Safeguarding and protecting people of all ages at risk of significant harm.** This will focus on safeguarding for children and vulnerable adults and protecting the most vulnerable.
- **Providing older and vulnerable people with a range of choice for their accommodation, care and support needs.** This will include enabling those who wish to live independently to do so and providing support mechanisms such as Extra Care.
- **Working jointly to reduce health inequalities** - by promoting healthier lifestyles and reducing risky behaviour in all ages; in particular smoking, alcohol and obesity.
- **Identifying communities where multiple deprivation exists and which issues partners need to work on in these areas to tackle this.** This is about all partners working to narrow the gaps that exist between some of our communities in terms of the quality of life they experience.

Supporting economic growth and employment

Our aspiration is for North Yorkshire to be made up of sustainable communities which enable everyone who participates to flourish and which are a place of opportunity for all. We will do this by focussing on business growth, improving our infrastructure and the quality of our workforce, leading to employment opportunities and creating an environment where individuals are encouraged and supported to create their own businesses.

The current economic climate poses significant challenges in delivering our vision. These include having to rely on a smaller working age population than elsewhere in the region and country, overcoming our access and connectivity issues and also tackling large scale unemployment in the next few years, particularly in the public sector. But there are also opportunities for us in tackling these and in preparing ourselves for a brighter economic future. These include the county's stunning natural environment and heritage, which are key to its economic success, as well as doing more to encourage creative industries and investing in a sustainable, year-round tourist industry.

Annex A

Local Government North Yorkshire and York Chief Executives Group North Yorkshire and York

What we will do

The partners in North Yorkshire will work to achieving greater economic growth by supporting the newly formed Local Enterprise Partnership (LEP) to deliver the following key objectives:

- **Agriculture and food.** To create business growth through growing the supply chain.
- **Visitor economy.** Provide clarity and improve the offer for visitors and tourists through joint working and collaboration between partners.
- **Rural broadband.** To help rural North Yorkshire maximise its broadband potential (*see also “improving accessibility for all our communities”*)
- **Support for growth of small businesses.** To improve the success and sustainability of new and small businesses through better performance and improved access to finance.
- **Improved networks.** To make LEP businesses in North Yorkshire the best networked and most effective networkers.
- **Skills.** To ensure skills provision is focussed on present and future business needs and to meet gaps in provision.
- **Coastal regeneration.** To support coastal regeneration and the development of an east coast enterprise zone.

Improving accessibility for all our communities

Difficulties in accessing the services people need can result from a lack of local services, a lack of electronic access or a lack of transport to get to the services, or in many cases all three. Other barriers to be considered surround personal circumstances, such as age, income or disability.

In isolation either of these can result in accessibility difficulties but in combination the problems can be significantly worse and the gaps between those who can and do access key services and those who are isolated from them is considerable in places. In the next few years, the impact of public sector cuts will also place considerable additional pressures on both service providers and communities, particularly in rural areas. It will be even more important for public, voluntary and community sector partners to help local communities to support themselves more, working in partnership to help shape local solutions where resources are scant but needs remain.

What we will do

We will work towards improving accessibility for all people within our communities by:

Annex A

Local Government North Yorkshire and York Chief Executives Group North Yorkshire and York

- **Delivering a high-quality broadband service** capable of supporting voice, video and data to meet the needs and long term growth of businesses and individuals in all areas of North Yorkshire.
- **Building capacity within communities** to help them to play a bigger role in shaping and delivering local services.

How will this plan be taken forward?

Local Government North Yorkshire and York and the Chief Executives Group for North Yorkshire and York will lead the partnership of agencies responsible for ensuring that progress is achieved against all of the key aims of this refreshed plan.

Further information about this strategy, how it has been developed and the other key plans which link in to it can be found at www.nysp.org.uk/scs

Enquiries about this strategy can be sent to:

nysp@northyorks.gov.uk

or call 01609 532750

or write to

Policy, Performance & Partnerships
Chief Executive's Group
North Yorkshire County Council
County Hall
Northallerton
DL7 8AD

If you would like this information in another language or format such as Braille, large print, on tape or CD, please ask us.

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如欲索取以另一語文印製或另一格式製作的資料，請與我們聯絡。

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(01609) 532013



communications@northyorks.gov.uk

Annex B: Consultation questionnaire

Sustainable Community Strategy for North Yorkshire 2008/18

Refresh – 2011 to 2014

The Sustainable Community Strategy for North Yorkshire sets out a long-term vision and priorities for key agencies working in partnership under the leadership of Local Government North Yorkshire and York and the Chief Executives Group for North Yorkshire and York.

It defines how these partners will work together to make North Yorkshire an even better place in which to live, work and visit.

The strategy was launched in 2008 and is being refreshed for the period 2011 to 2014 to ensure that its priorities continue to reflect the needs of our communities. Following some initial consultation, three new priorities are being proposed for the strategy. These are:

- **protecting and supporting vulnerable people**
- **supporting economic growth and employment**
- **improving accessibility for all our communities**

Further information about the kinds of things that the partnership aims to tackle within these priorities can be found within the draft strategy and it is recommended that you read this on before answering the questions below.

A copy of the consultation draft will be available **from 1st July 2011** via www.nysp.org.uk/scs or www.northyorks.gov.uk/scs.

The consultation will run from **1st July to 23rd September 2011**.

We would be grateful if you could take the time to answer the three questions below. All responses must be received by **23rd September 2011**.

Q1) The three priorities identified by the partnership as being the most important for the next three years are listed below. How strongly do you agree or disagree that these are the right priorities? (tick one box for each priority)

- Protecting and supporting vulnerable people**

This will include things like: safeguarding people at risk of significant harm; providing older and vulnerable people with a range of choice for their accommodation, care and support needs; identifying communities where multiple deprivation exists and working to tackle it.

Strongly agree	Neither agree nor disagree						Strongly disagree		
1	2	3	4	5	6	7	8	9	10

- Supporting economic growth and employment**

This will focus on issues such as: helping small business to grow and also developing growth in the agriculture and food sectors; improving the visitor offer in North Yorkshire; enhancing skills provision; developing broadband in rural areas.

Strongly agree	Neither agree nor disagree						Strongly disagree		
1	2	3	4	5	6	7	8	9	10

- Improving accessibility for all our communities**

This will include: delivering a high-quality broadband service for all homes and businesses; building capacity within communities to help them play a bigger role in shaping and delivering local services.

Strongly agree	Neither agree nor disagree						Strongly disagree		
1	2	3	4	5	6	7	8	9	10

Annex B: Consultation questionnaire

Q2) Are there any priorities not listed at Question 1 that you think should be included in the strategy?

Yes

No

Not sure

If 'Yes', please provide brief details below.....

.....

Q3) Do you have any other comments you wish to make on the revised strategy?

Thank you for taking the time to participate in this consultation. We will feed back on the initial outcomes of the consultation in the autumn. Please see www.nysp.org.uk/scs or www.northyorks.gov.uk/scs for updates.

Please return this to:

[By post]

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