



**Proposed
Sustainable Community Strategy
for
North Yorkshire
2008/18**

**Agreed at the NYSP Partnership
13 March 2008**

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Section 1

Foreword from the NYSP Chair

We want North Yorkshire to be an even better place for everyone to live, work or visit.

Welcome to the Sustainable Community Strategy for North Yorkshire 2008/18. This has been produced by the North Yorkshire Strategic Partnership (NYSP), which is made up of partnerships and organisations across the public, private and voluntary and community sectors that are committed to working together to improve the quality of life for all of the people of North Yorkshire.

North Yorkshire is England's biggest and most attractive county. It offers a high quality of life to many, but not for all. It is still a low wage economy, with pockets of serious urban disadvantage and extensive but scattered rural deprivation.

Our collective vision is: North Yorkshire - a place of equal opportunity where all can develop their full potential, participate in a flourishing economy, live and thrive in secure communities, see their high-quality environment and cultural assets maintained and enhanced and receive effective support when they need it.

Importantly, this document reflects the views of local people, communities and stakeholders and responds to their aspirations, needs and priorities. It is a recognition that local people know best in terms of what needs to be done in order to create and sustain vibrant communities. It builds upon the important work of our seven local strategic partnerships and six county-wide thematic partnerships. The pulling together of knowledge, intelligence and much common sense in true North Yorkshire spirit provides a platform for the delivery of good quality public services across North Yorkshire.

We can be proud of the successes we have achieved over the past three years since our first Community Strategy (2005/08) was developed. This document is an updated version that builds on that success. It sets our priorities for the next ten years and will be reviewed and revised every three years in line with the timetable for its delivery agreement, the North Yorkshire Local Area Agreement, in order to ensure that we do achieve our longer-term vision.

It gives me great pleasure to be a part of the big partnership family helping to make North Yorkshire an even better place to live, work and visit.

County Councillor John Weighell
NYSP Partnership Chair

Section 2

Introduction

The Sustainable Community Strategy for North Yorkshire 2008/18 (“the Strategy”) sets out the overarching strategic direction and long-term, sustainable vision for the economic, social and environmental well-being of North Yorkshire. It forms a building block for the North Yorkshire Local Area Agreement (LAA) – essentially the Strategy’s delivery mechanism – by setting out key aims and priorities for public, private, voluntary and community sector partners in order to improve the quality of life for all the communities of North Yorkshire.

All local authorities and many other partners have a statutory duty together to produce a Sustainable Community Strategy. This is underpinned by a general power which can be used to promote or improve economic, social and environmental wellbeing. In developing this Strategy, the North Yorkshire Strategic Partnership (NYSP) has worked with the seven district local strategic partnerships and six county-wide thematic partnerships to bring together the views of the local partners, and to turn the vision of a sustainable community into a reality.

This document is a refresh of the first NYSP Community Strategy (2005/08) and incorporates themes such as sustainability, equality and diversity, climate change and rurality. The shift from Community Strategy to Sustainable Community Strategy emphasises that sustainability should be at the heart of decisions taken on the content of the strategy.

In developing the Strategy, partners did not want to simply replicate the district-level sustainable community strategies produced by the seven local strategic partnerships, or the plans of the six county-wide thematic partnerships. These are already well developed, have been the subject of extensive public consultation and are summarised in Appendix 1.

Instead, it was agreed that the Strategy should have a long term (ten years) vision, but focus on the high level issues (or priorities) that need to be addressed in North Yorkshire over the medium term (three years) and require an effective partnership response. These are set out in Section 5.

The Strategy does not contain details of specific actions or outcomes. These will be in the North Yorkshire LAA 2008/11: the three-year 'deal' between the local authority, other partners and central Government to improve services and the quality of life in North Yorkshire. Hence, whilst the Strategy sets out longer term objectives and an overarching vision, the specific targets flowing from this into the LAA will be reviewed every three years.

The Strategy will need to be reviewed and refreshed over time, and we plan to review the vision every three years. However, as it is the strategy that

underpins the LAA, prior to each annual review of the LAA, we will review the evidence and the priorities contained within this Strategy so as to ensure that the priorities still accurately reflect the needs of North Yorkshire.

Section 3

Setting the scene

North Yorkshire covers 3,102 square miles in area stretching from Scarborough on the North Sea coast to Bentham in the West, and from the edge of Teesside to south of the M62.

The county is a predominantly rural area and many of North Yorkshire's communities, although being diverse in nature, share the same or similar challenges and aspirations. It offers a high quality of life to many but is still a low wage economy, with pockets of serious urban disadvantage and extensive but scattered rural deprivation. For example, Filey and Colburn are two of the most significantly deprived Super Output Areas (SOAs)¹ in relation to health deprivation and disability as well as education, skills and training. These two areas also rate highest in the county in terms of deprivation linked to income.

The Leeds and Tees City Regions play a role as economic drivers which benefit North Yorkshire. Settlements in the south of the county have close economic ties to the Leeds City Region, and those in the most northern parts of county have economic ties to the Tees City Region.

There are a wide range of partners from public, private, voluntary and community sectors responsible for the wellbeing of the county, including seven district councils and the County Council.

With a population of 591,600 (2006 mid year estimate) across 3,102 square miles, North Yorkshire is sparsely populated. The population is increasing and getting older. By 2018 it is estimated that the population will be 642,800. However, the number of people who are 65 and over will increase from about 111,400 (18.8%) in 2006 to 152,400 (23.7%) in 2018, thereby creating additional challenges to sustainable health and social care provision. By contrast, the number of people under 19 will fall from 139,100 (23.5%) in 2006 to 131,700 (20.4%) in 2018.

Whilst 21% of people live in the two major urban centres (Harrogate and Scarborough), 32% of people live in areas defined as 'sparse' (between 4.0 and 0.5 people per hectare) and 24% live in 'super sparse' areas (fewer than 0.5 people per hectare). This often makes service delivery more difficult and costly, particularly for elderly or disabled people living in rural areas. There are also fewer facilities for young people in our rural areas than for their urban counterparts.

¹ Super Output Areas (SOAs) are a new geographic hierarchy designed to improve the reporting of small area statistics in England and Wales. See www.statistics.gov.uk/geography/soa.asp for further information. Figures taken from the Index of Deprivation 2007.

Although the 2001 Census of Population showed that just fewer than 99% of the county's population were white British, we know that considerable recent in-migration from Eastern Europe has altered the position.

The county is also home to a number of MoD establishments including Army and RAF bases. Catterick Garrison is the largest British garrison in North West Europe and is currently in the midst of a £570 million investment programme. Substantial new facilities will be accompanied in 2008/09 by a rise in population (civil and military) of 1200 to 17000 plus and substantial economic benefits for the local and wider community. There is capacity for further growth should MoD policy and Treasury funding permit.

The county attracts tourism year-round and efforts are being made to sustain a longer tourist season outside of the peak period from Easter to October and to more generally improve the holiday experience. Competition for housing from second home owners and the tourism sector contribute towards making affordable housing a significant challenge in North Yorkshire.

The county has the major part of two of England's nine national parks, a stunning heritage coast, three designated areas of outstanding natural beauty, 244 sites of special scientific interest and numerous other special sites of national and international importance such as the Ingleborough National Nature Reserve. There are over 12,000 listed buildings and many thousands more monuments and archaeological sites, including the Fountains Abbey world heritage site. The county is also home to a wealth of contemporary cultural assets such as important festivals, museums, galleries and sports facilities, such as the Dalby Forest Centre of Excellence for Outdoor Adventure. North Yorkshire also has a burgeoning creative industries sector which has seen growth of 16% in the last 5 years.

The combination of large upland water catchments and extensive flood plains makes the county particularly vulnerable to flooding.

Communications north/south by road and rail are good but links to the east and west are very much slower as commercial, local, agricultural and tourist traffic compete for space on predominantly two lane roads. The county's low population density makes public transport difficult to provide and those without private transport can be significantly disadvantaged.

Crime is relatively low within the context of the rest of the country, but fear of crime is high and North Yorkshire does have specific problems, for example in relation to alcohol-related crime and disorder. The tourist population and intermittent habitation of large proportions of housing in some areas bring their own community safety concerns. Additionally, the demographic of the county is such that the spread of rural and urban crime presents particular challenges to those agencies with a responsibility to respond effectively.

Detailed data collection, analysis and consultation were undertaken during the development of the Strategy, including utilising:

- the seven district-level sustainable community strategies and six county-wide thematic plans (see Appendix 1)
- the evidence base for the North Yorkshire Sustainable Community Strategy, available on the NYSP website www.nysp.org.uk
- consultation with partners and discussions at the NYSP Wider Partnership Conference in October 2007
- consultation with partners and others during January and February 2008

Section 4

Our vision for 2008/18

Sustainable communities are places where people want to live and work, now and in the future. They meet the diverse needs of existing and future residents, are culturally rich, are sensitive to their environment and contribute to a high quality of life. They are safe and inclusive, well planned, built and run, and offer equality of opportunity and good services for all.

Sustainable communities are realised by:

- balancing and integrating the social, economic and environmental components of their community
- meeting the needs of existing and future generations
- respecting the needs of other communities in the wider region or internationally to make their own communities sustainable

Our collective vision is:

North Yorkshire - a place of equal opportunity where all can develop their full potential, participate in a flourishing economy, live and thrive in secure communities, see their high-quality environment and cultural assets maintained and enhanced and receive effective support when they need it.

In essence:

We want North Yorkshire to be an even better place for everyone to live, work or visit.

To achieve this vision over the next three years (2008/11), ten high level issues have been identified as the priority areas we will need to develop.

These are:

- Access to services and public transport
- Affordable housing
- Alcohol
- Children and young people
- Community cohesion
- Community safety
- Economy and enterprise
- Environment
- Health and wellbeing
- Older people

Section 5

Our ten priorities for 2008/11

The Strategy's ten priorities have been identified by partners as the most important issues for the county in the medium term. They all depend on an effective partnership response and joint working if they are to be tackled effectively.

The priorities have been identified from:

- the seven district-level sustainable community strategies and six county-wide thematic plans (see Appendix 1)
- the evidence base for the North Yorkshire Sustainable Community Strategy, available on the NYSP website www.nysp.org.uk
- consultation with partners and discussions at the NYSP Wider Partnership Conference in October 2007

The priorities have been subjected to consultation with partners and others during January and February 2008

In tackling each of the ten priorities we need to:

- **Enable equality in access to services** - No-one should feel that their opportunities in life are limited due to their age, gender, race, religion or belief, sexual orientation, disability or where they live. We must adopt an approach that narrows existing gaps and provides accessible, affordable and exciting opportunities for everyone in the county.
- **Look at the bigger picture** - Every issue contained within this strategy is linked to another. When planning an activity we must consider the potential implications (both positive and negative) for other objectives. We must adopt a long term, sustainable and integrated approach which considers the potential impact of everyday decisions on people and places beyond our county and our lifetime. We will do this by engaging the commitment of all agencies to tackling cross-cutting themes in a robust, inclusive, multi-agency way. It is also important that we adopt a long-term, sustainable and integrated approach to use of energy and other resources and to ensure the environment we leave to our children is healthy and attractive.
- **Recognise the value of the local Third Sector in the shaping and development of vibrant communities** - This includes recognising their value in the planning and delivery of public services and helping to build more sustainable North Yorkshire communities. We will facilitate its full involvement in Partnerships and activities to ensure a thriving and sustainable Third Sector.
- **Invest now for a better future** - Early identification and tackling of issues is generally more effective and cheaper than later interventions.

We need to work with vulnerable individuals and communities to build their capacity to respond to their own needs and to give them more control over their own lives, whilst continuing to help those in greatest need. We also need to invest in our environment and recognise the importance of accessible greenspace to communities; to ensure its sustainable management and thereby its continued contribution to economic prosperity, social wellbeing and quality of life.

These are the key **overarching aims** for achieving effective delivery of the Strategy against the ten priorities listed below. The **specific actions and outcomes** for each of the ten priorities are within the North Yorkshire LAA - the three year 'deal' between the local authority, other partners and central Government to improve services and the quality of life in North Yorkshire.

As it is this Strategy that underpins the LAA, prior to each annual review of the LAA, we will review the evidence and the priorities so as to ensure that the priorities still accurately reflect the needs of North Yorkshire.

The Strategy's ten priorities are listed below, in alphabetical order:

Access to services and public transport

The people of North Yorkshire, compared to most parts of England, have poor access to essential services.

Whilst 21% of people live in the two major urban centres (Harrogate and Scarborough), 32% of people live in areas defined as 'sparse' (between 4.0 and 0.5 people per hectare) and 24% live in 'super sparse' areas (fewer than 0.5 people per hectare).

The dispersed population presents significant challenges to service provision by the public, voluntary and private sectors. Whilst car ownership is relatively high in North Yorkshire, not every household in North Yorkshire does have access to a car or easy access to key services. Evidence on how people travel to work indicates the reliance on the car rather than the use of public transport. This will also impact on how we can ensure equality of improved access to employment, health services, training and skills opportunities, library services and information and advice advocacy services that serve communities across North Yorkshire. We must improve the accessibility and quality of public and community transport as a viable option for all communities, thereby also helping to realise our linked targets for reducing carbon emissions and making our roads safer. Specific issues relating to transport links into the Leeds City Region from some of the large urban settlements in the south and increasing traffic congestion, especially in Harrogate, also need to be addressed.

The predominantly rural nature of the County also means that there are fewer support mechanisms for people living on low incomes than are available in more urban areas. To help tackle this, the York Credit Union common bond is being extended to include North Yorkshire. The effective implementation of this initiative by partners will help benefit those on low incomes and those living in more deprived areas to gain access to financial support.

We aim to:

- Enable people of all ages to live independently by increasing access to services and opportunities through the development of a network of joint service centres and by making fuller use of established services where suitable.
- Develop a network of high-quality, affordable public and community transport, infrastructure and information services. Increase the availability and use of community transport.
- Maximise access to services electronically through deployment of a high-speed broadband network and user-friendly content.

Affordable housing

We want to make North Yorkshire a place where people can live, work and go about their business. Housing and services are a key part of the rich mix required to ensure sustainable communities.

The county's environmental advantages make it attractive for tourism, which encourages second home ownership, particularly along the coast and in the National Parks. It also results in a significant proportion of the housing stock being let as holiday cottages, thereby excluding them from the housing market for purchase or long-term lets. There is also a prevalence of 'commuting towns' in some parts of the county, where residents travel daily to nearby out-of-county commercial centres for work.

These characteristics inflate house prices and, coupled with a generally low wage economy, make housing unaffordable for many local people - particularly first-time buyers - dependent on the local economy. The inability for local people to access market housing results in significant levels of homelessness and residency in temporary accommodation, which is a problem affecting all sections of the community. It also impacts on our ability to attract and retain key workers to the county. We must support new initiatives to increase the amount of affordable housing available to local people and also promote local occupancy initiatives, such as those currently put in place by the Yorkshire Dales and North York Moors National Park Authorities.

We aim to:

- Increase the amount of affordable housing available to local people, in particular first-time buyers and key workers, to ensure that they have

the choice and opportunity to live and work in their community and also seek to retain its affordability.

- Provide older people and also vulnerable groups with affordable accommodation and appropriate support to enable independent living and integration into their surrounding community. These include young people at risk, people who have complex needs, including people with substance misuse problems, mental health and learning disabilities, ex-offenders, gypsies and travellers, women experiencing domestic abuse and migrant workers in poor-quality tied accommodation.
- Work to prevent homelessness occurring, through advice services, mediation and support.

Alcohol

Our research tells us that alcohol consumption and its associated impacts on people's lives is an issue we must tackle in North Yorkshire. Alcohol consumption for both men and women is above the national average and the county has a significantly higher rate of hospital in-patient stays related to alcohol misuse. Death attributed to alcohol is highest in Scarborough Borough. We must work towards making our communities safer by tackling alcohol-related crime and disorder but also by ensuring that support and prevention work is provided for those groups who are most vulnerable to alcohol misuse.

In considering these issues we need to be aware that alcohol plays a key role in the leisure and tourist industry in North Yorkshire, especially the night time economy in Harrogate and Scarborough, with the brewing industry being particularly important to Masham and Tadcaster.

Partners are working together on an Alcohol Harm Reduction Strategy for North Yorkshire whose focus will be to address the identified challenges associated with excess drinking. This will help to realise our vision of making our communities secure and providing support for those who need it.

We aim to:

- Implement and use the North Yorkshire Alcohol Harm Reduction Strategy to make a difference to improving quality of life and the security of our communities; in particular focusing on
 - reducing harm to health,
 - alcohol related crime (including alcohol-related domestic abuse),
 - anti social behaviour as a result of alcohol misuse, and
 - loss of productivity in the workplace.

Children and young people

North Yorkshire Children and Young People's Strategic Partnership Board's aim is to develop a greater range of targeted support and opportunities for children and young people who are vulnerable or disadvantaged so that they make a more effective contribution to their local community.

Children leave North Yorkshire schools having gained amongst the best examination results in the county. But whilst the county on average enjoys high levels of achievement, Scarborough is an area which consistently is at the bottom of the performance data for North Yorkshire across Key Stages 2 and 3, GCSE, and A levels.

On completion of their studies the current trend for our well educated young people of North Yorkshire is to migrate from the county to gain employment elsewhere - we need to attract our young talent back to the county.

It is also important to help all young people through their transition to adulthood and provide them with access to opportunities and training. Furthermore, many young people feel that they are unable to access social and recreational outlets. We must identify and provide opportunities for recreation, for example by promoting the benefits to the development and wellbeing of children in enjoying their natural environment and encouraging their greater access to libraries and museums.

Early intervention with identified and vulnerable groups will help to address issues such as teenage pregnancy - which is particularly high in Scarborough - and youth offending. We need to recognise and support the role of parents and carers in such prevention work where this affects the most vulnerable children and young people.

We aim to:

- Reduce the number of teenage pregnancies.
- Raise achievement levels amongst young people in areas where these are currently the lowest in the county.
- Provide better opportunities for children and young people who are vulnerable or disadvantaged and for young offenders to engage in education, employment and training.
- Encourage participation in sport and high-quality recreational activities to promote the development and wellbeing of children and young people.

Community cohesion

North Yorkshire may appear to be a largely mono-cultural County with few residents from ethnic minorities. However there are residents representing all of the 16 ethnic categories, spread across all districts of the County. We

recognise and will celebrate the positive impact that this blend of cultures has on communities in North Yorkshire. We will do this by working towards enhancing wider understanding of the role that cultural difference plays in creating strong and vibrant communities and will enable greater integration of those from ethnic minorities.

The ethnic mix of the county is now also being strongly influenced by migration from Eastern Europe. The intelligence regarding the exact size of the Eastern European migrant population is not fully developed at this stage, but we do know that they are mainly of working age, some with children, contributors to the economy rather than service users, and that they principally work across the food processing, catering, hospitality, construction and agricultural sectors. Partners will need to work together to ensure that new migrants to the county are helped to adapt to their new home, by supporting the learning of English, skills training and making sure that they have advice about such things as driving, UK legal issues and access to health services. Additionally, partners will need to work together effectively to manage and find solutions to the additional pressures related to this migrant population. This includes affordable housing and an increased need for community safety initiatives.

In some parts of North Yorkshire there is already a significant proportion of the workforce in low paid, sometimes temporary work. We need to better understand the effects of a larger migrant workforce on these groups and the implications for community cohesion. We must meet the needs of black and other minority citizens as well as those who live and work in settled, traditional communities.

We must also help existing communities to understand the benefits that new workers from overseas are bringing to our communities and services. We must take strong action against racial harassment.

To help realise our vision for North Yorkshire as a place of equal opportunity and a county in which support is provided for those who need it, we need to encourage greater participation in community-based recreation as ways of promoting community cohesion. We must also provide opportunities for people to become involved in decision-making on their locality

We aim to:

- Increase the percentage of people who feel that their local area is a place where people from different backgrounds get on well together.
- Better understand and tackle localised challenges to community cohesion that may arise by improving our intelligence base and using an effective multi-agency approach to develop solutions.
- Increase participation in volunteering and community-based activities.

Community safety

Sustainable communities are safe and inclusive. A fundamental part of our overarching vision is therefore to reduce crime and make our communities safe and secure places in which people and economies can flourish and thrive.

Whilst crime rates are relatively low in North Yorkshire as compared with the rest of the country, the fear of crime is high and there are particular problems facing specific areas of the county such as alcohol-related crime and disorder and anti-social behaviour (cross-referencing with the key priority of "Alcohol"). For example, the tourist population around areas such as the county's coastal strip and intermittent habitation of large proportions of housing bring their own community safety concerns. The Crime and Disorder Reduction Partnerships (CDRPs) have developed a wealth of information on the importance, relevance and levels of concern of community safety issues in each district and play a vital role in listening to the concerns that communities themselves raise. We will support such partnerships and take a joint approach to the reduction of crime, re-offending and to increasing the perception of safety. We must also take a joint approach to the role that substance and alcohol misuse play in harming the safety of our communities. The York and North Yorkshire Safer Communities Safer Forum will work closely with local CDRPs to complement and co-ordinate existing work and to ensure that local communities see positive outcomes to concerns raised.

Making our communities safer and more secure is not purely about crime prevention and reduction. A reduction in the number of deaths and serious injury on our roads is paramount to ensuring that the infrastructure effectively supports the sustainable development of the county, creating a safe environment for both permanent and transient members of our communities.

We aim to:

- Reduce the re-offending rate, particularly by young offenders.
- Tackle the issue of domestic abuse.
- Reduce the fear of crime.
- Support partnership-working between agencies responsible for environmental and transport planning, along with others such as the police, to reduce the number of deaths or serious injuries as a result of road traffic accidents.

Economy and enterprise

This is one of the key elements that underpin sustainable communities and quality of life. Our vision incorporates an aspiration to develop sustainable communities which enable everyone who participates to flourish and which are a place of opportunity for all.

To realise this, we must continue to develop employment opportunities across the county, improve our infrastructure and the quality of our workforce. We need to attract and retain dynamic entrepreneurs and capitalise on the city regions of Leeds and Teesside for the benefit of all North Yorkshire. We must also ensure that appropriate support is provided for rural businesses, agriculture and market towns.

The state of the county's economy is mixed. The county of North Yorkshire's economy is reliant on a smaller working age population than elsewhere in the region and the country.

Employment opportunities, quality of work available and salaries offered are inconsistent across the county, with variances in relation to location and gender. Supporting entrepreneurship is key to helping people move from low paid to higher paid jobs and the county is supporting the development of broadband. We must also improve access to training and employment for more vulnerable groups.

We must recognise the value of and invest long-term in a year-round, sustainable tourist industry which includes the key contributions of business tourism in Harrogate and tourism in other popular areas such as the National Parks and the coast.

Creative industries also represent a significant contribution to the region's economy. For example, there are over 35 museums in North Yorkshire, each attracting between 4,000 and 300,000 visits each year. We must therefore also encourage greater participation in the arts from within local communities and utilise the benefits of cultural engagement to promote wider cohesion and wellbeing.

The Sub-Regional Investment Plan has identified that there is a need to support long-term plans for the regeneration of the county's coastal strip and diversification of its economic base. The focus of activities should be the stimulation of new enterprise to generate local employment opportunities, modernising the tourism and leisure product and further developing cultural and creative industries, addressing the problems of economic inactivity and concentrations of deprivation in particular neighbourhoods and ensuring new private sector led developments.

We aim to:

- Stimulate and support enterprise and an enterprising culture.
- Develop a contemporary, high quality cultural and environmental offer.
- Attract and develop knowledgeable and creative people.
- Ensure a connected sub-region through the improvement of ICT infrastructure.

Environment

North Yorkshire is probably the country's most beautiful and varied county with stunning countryside and coast and a rich historic and cultural heritage. Our vision is for communities to see their high-quality environment enhanced. In achieving this we must protect our natural and historic assets for our future communities as they are key to the county's economic prosperity and to the quality of life it offers its residents.

The combination of large upland water catchments and extensive flood plains makes the county particularly vulnerable to flooding. Our coastal areas are also under threat through coastal erosion, and poor sea water quality is a threat to our beaches and tourism.

The county's expansive moorland areas also have a massive role to play in controlling carbon dioxide emissions. Their upland bogs and peat deposits, besides being important habitats, represent major, captured stores of CO₂. Unless managed appropriately, these vast areas could dry out and release huge quantities of carbon into the atmosphere and nullify efforts to reduce emissions. Improved moorland management will also make a significant contribution to flood risk mitigation.

Global warming and climate change are fundamental issues for the county. We hope to make our contribution to tackling these by reducing carbon dioxide emissions through a variety of partners' programmes, as well as safeguarding moorland and woodland carbon sinks. These include action to reduce operational buildings emissions including schools and community emissions together with programmes to improve the energy efficiency of the residential and business sectors throughout North Yorkshire. We must also reduce the ever-increasing emissions from traffic and transport.

Waste management is a particular challenge in North Yorkshire because of the past reliance on relatively inexpensive landfill and increasing pressure to reduce this method of disposal. Finally, the focus on bio-diversity reflects the importance of bio diversity as a value in itself but also its importance as a mirror of the way we treat our increasingly stressed environment. We must develop and reinforce wildlife corridors along which species can move to increase their territories and in response to climate change.

We aim to:

- Contribute to combating global warming through reduced greenhouse gas emissions and safeguarding and adding to carbon sinks.
- Reduce waste to landfill and increase recycling.
- Conserve and enhance biodiversity, natural habitats and the natural and built environments.
- Develop solutions to reduce the risk, and mitigate against the impact, of flooding and use non-physical flood defence systems as opportunities to enhance habitats and biodiversity.

- Support and encourage greater involvement of commercial interests in environmental and conservation issues.

Health and wellbeing

In North Yorkshire residents are generally healthy by national standards and we would like to maintain that. In order to do this the focus of work needs to be on prevention of health issues such as obesity, serious illness due to smoking or alcohol misuse and more widely reducing health inequalities across the County.

This focus will ensure that we tackle issues of particular concern at local levels around the county, alongside delivery of the 'mainstream' agenda to improve diet and exercise generally. For example Scarborough experiences the lowest male life expectancy, the highest rate of teenage pregnancy and alcohol and substance misuse (see also the separate priority on Alcohol). We will promote effective partnership and cross-agency working to help tackle such issues.

We will reduce childhood obesity and promote physical activity across all age groups and take advantage of opportunities afforded by the 2012 Olympics in achieving this. We will also provide access to greater, more targeted activities and by making our communities safer and more accessible for the enjoyment of regular activities such as walking and cycling.

We aim to:

- Reduce obesity amongst primary school children.
- Increase adult physical activity - as this impacts on many other aspects of health.
- Encourage participation in sport, countryside recreation and volunteering as part of a healthy lifestyle.
- Reduce smoking in pregnancy - due to the long lasting effects for health of both mother and child.
- Target areas and groups with the greatest health inequalities.
- Ensure that particularly vulnerable individuals with complex and challenging needs are able to access the range of community services which they need.

Older people

The most marked demographic change in North Yorkshire's population will be the estimated rise in the population of those over 65 years of age. In North Yorkshire, the number of people who are 65 and over will increase from 111,400 (18.8%) in 2006 to 152,400 (23.7%) in 2018.

The increase in size of this group of people is anticipated to vary between districts, for example a 36% increase is forecast in Scarborough Borough with an almost 50% increase in Selby District. We must recognise and support the key role that this part of the community plays in supporting and sustaining a strong local economy, for example through participation in volunteering, community work and often as unpaid carers. We will therefore work to support and promote a healthy and active older community within North Yorkshire, ensuring that they have access to key services, feel safe within their communities and are able to become more involved in healthy, recreational activities.

However, we must also recognise that a considerable increase in the number of older people living in North Yorkshire will necessarily also create substantial challenges for social and health care providers across the county. Partners are working together to transform services to fit with this changing world and these will be driven through North Yorkshire's Strategic Commissioning for Independence, Well being & Choice Strategy. The partners will also work together to deliver the 'Putting People First' concordat.

We aim to:

- Promote healthy ageing and active involvement in the local community.
- Provide dignity in care - which contributes to older people's well being and is ultimately what makes their lives worth living.
- Ensure joint planning and commissioning of care services.
- Support people to live as independently as possible in their own homes
- Ensure equal access to services for all
- Give people choice and control over the way they have their support needs met and enable them to make informed choices relating to their independence and well-being

Section 6

Our delivery mechanism - the North Yorkshire LAA

The Sustainable Community Strategy for North Yorkshire does not contain details of specific actions or outcomes. Many of these will be in the North Yorkshire Local Area Agreement (LAA). The LAA is a three year 'deal' between the local authority, other partners and central Government to improve services and the quality of life in North Yorkshire.

This Strategy sets out the overarching strategic direction and long-term, sustainable vision for the economic, social and environmental well-being of North Yorkshire. It is based on consultation with local people, about the sort of place they want the area to be. The LAA is based on the priorities in this Strategy. The LAA translates these priorities into targets to secure the improvements that local people want to see. As such, the LAA is the delivery mechanism for the Strategy.

The targets in the North Yorkshire LAA 2008/11 (known as NYLAA2) are focused on a limited set of designated targets, drawn from the National Indicator Set (NIS), 16 statutory education and early years targets prescribed by the Department for Children, Schools and Families and a number of local non-designated targets that can be drawn from the NIS or can be locally determined.

Local partners (members of the NYSP) have committed themselves to delivering these targets and are under a new duty to co-operate in doing so (Local Government and Public Involvement in Health Act 2007).

Progress against the targets in the LAA will be monitored quarterly by the six Thematic Partnerships (TPs) and by the NYSP Executive. The Government Office for Yorkshire and the Humber (GOYH) will also receive a progress report at six monthly intervals. The progress reports will be made available to view on the NYSP website www.nysp.org.uk

North Yorkshire County Council is the accountable body for the LAA and is:

- responsible for supporting and facilitating the management of the LAA
- accountable for the proper use of funds managed through the LAA
- responsible for the verification of all LAA expenditure and for financial returns to central Government
- responsible for the preparation of overall financial monitoring reports.

For further information about NYLAA2 contact:

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It is important to note that whilst NYLAA2 will be the principal driver for achieving the priorities in this Strategy, there are many other important areas of partnership planning and working in North Yorkshire. Examples include:

- the North Yorkshire Local Resilience Forum
- the North Yorkshire Local Transport Plan
- the North Yorkshire Local Sites Partnership
- the North Yorkshire Cultural Partnership
- the 95 Alive campaign developed by the York and North Yorkshire Road Safety Partnership

Appendix 1

District-level sustainable community strategies and county-wide thematic plans

Within North Yorkshire there are seven district local strategic partnerships and six county-wide thematic partnerships. These come together as the North Yorkshire Strategic Partnership (NYSP). The structure of the North Yorkshire Strategic Partnership can be found in Appendix 2.

District-level sustainable community strategies

Each local strategic partnership (LSP) brings together a wide range of groups and organisations that operate across the district, from the public, private, voluntary and community sectors. Every partner has a key role to play in developing and delivering the district sustainable community strategy, and working collaboratively as part of the LSP. All partners recognise that issues can be tackled more effectively by working together in partnership, rather than by individual organisations acting alone.

Craven

The Craven Sustainable Community Strategy 2007/13 is based around five priorities for Craven:

- Building a Prosperous District
- Improving Transport
- Addressing Housing Need
- Creating a Sustainable Future – One Planet Living
- Strengthening Communities & Providing Accessible Services

The vision of this Strategy is to develop a prosperous and sustainable rural community with thriving market towns. The Craven LSP is committed to ensuring that the communities of Craven can live, work and play locally, thereby avoiding the District becoming a detached and dislocated dormitory. The LSP will ensure provision of housing to meet local need and enhance connectivity by means of an accessible, high quality, integrated and affordable transport system. Craven LSP also want to maintain a range of local shops and services, social facilities, open spaces and employment opportunities to meet the needs of a diverse community.

Craven LSP will celebrate and make the best use of the considerable natural and built heritage of the District. This will include encouraging balanced

growth in sympathy with the rural setting, and seek to secure a prosperous and self-supporting district with a distinct identity and future. Working with partners in the private, public, community and voluntary sectors, Craven LSP will improve services, create a prosperous Craven and improve the quality of life for all.

www.cravenc.gov.uk/Craven/Residents/Council+and+Democracy/Corporate+Information/CravenSustainableCommunityStrategy/

Hambleton

The Community Plan for Hambleton 2006/11 was produced following work to establish local partnerships, gain the commitment of partners and work with the local community to identify community needs, priorities and aspirations. The extensive local consultation to inform the Plan and the Local Development Framework has been developed in concert to ensure the necessary linkages are made between community needs and places for things to happen.

Key themes and priorities are:

- People - Covering older people, young people, rural communities, community involvement and strengthening the voluntary sector. Current strategic priorities include positively engaging vulnerable groups.
- Places - Covering housing, environment, waste and recycling. Current strategic priorities include homelessness and climate change.
- Prosperity - Business support, agriculture, tourism, market towns and transport. Current strategic priorities include business support.
- Safety - Fear of crime, anti-social behaviour, alcohol and drugs, road safety, burglary and auto-crime. Current strategic priorities include reducing alcohol misuse and migrant workers.
- Health - Improving health, increasing access to leisure and recreation. Current strategic priorities include tackling obesity.

www.communityhambleton.org

Harrogate

The Harrogate District Strategic Partnership's (HDSP) vision underpins the work of the Partnership and forms the focus for the community plan, "Working together to enhance the many and varied communities, economies and environment of our towns and dales, we will make the District a place where people are valued and protected and where access, opportunity, prosperity and support are available to all" (HDSP Community Plan 2004).

Ten key priorities support the Community Plan; these were agreed in July 2006 and provide a delivery focus to the Partnership:

- 23 -

- Reduce drug and alcohol misuse and smoking;
- Increase physical activity across the Community;
- Improve access to facilities and services;
- Support for independent living;
- Provide improved, accessible transport;
- Access to training and skills;
- Increase affordable housing;
- Greater support for parents/carers;
- Improve access to employment; and
- Reduction of CO2 emissions.

The current Harrogate District Community Plan is due for revision in 2008 and will incorporate the new priorities, action plan and North Yorkshire Local Area Agreement.

www.harrogate.gov.uk/partnerships

Scarborough

The North Yorkshire Coast Community Partnership covers the Borough of Scarborough and is working to achieve: “An outward-looking, vibrant and prosperous place where people have opportunities and support to achieve their full potential”.

Through its Community Strategy the Partnership is working to reduce disadvantage and inequality and achieve:

- Prosperous communities underpinned by a strong, diverse local economy, with high quality opportunities for education and skills development for people of all ages;
- Safe and strong communities characterised by respect for each other and the environment, where diversity is respected and people have opportunities to become more involved in local decision making;
- The protection of our cultural assets for future generations, so the outstanding natural beauty of our rural and urban landscapes and our shared culture and rich heritage is maintained, protected and developed sensitively; and
- Healthy and vibrant communities where people can enjoy good health, good housing and where there are opportunities for all to participate in activities that make people feel good about themselves.

www.mycoast.org.uk

Selby

Through the delivery of our Selby District Sustainable Community Strategy 2005 - 2010 the aim of the local strategic partnership is to improve the quality of life for those who live and work in the district.

Selby LSP will work together to create a future where the people of Selby district live in strong, inclusive, healthy and safe communities which have an improved environment and a thriving economy.

This will be delivered through five themes:

- Targeting and co-ordinating our efforts in the areas of greatest need;
- Working with our community;
- Delivering sustainable communities;
- Developing our three market towns and surrounding rural areas; and
- Improving the image of the area.

www.selby.gov.uk/service_main.asp?menuid=2&pageid=&id=502

Richmondshire

The Richmondshire 2021 Sustainable Community Strategy has been developed after consultation with the Community and priorities have been identified under the five 'themes' of Safe Places, Healthy Living, Strong Neighbourhoods, Prosperous Communities and Green Living.

Key priorities include:

- finding long lasting solutions to anti-social behaviour;
- ensuring that everyone has the opportunity of a decent home;
- making sure everyone has the opportunity to be as healthy as possible;
- ensuring that Richmondshire is a place of economic growth; and
- helping the community to minimise their impact on the environment.

www.richmondshire.gov.uk/your-council/partnerships/local%20strategic%20partnership.aspx

Ryedale

The vision of local people for Ryedale in 2013 is a place:

- with vibrant communities where everyone is respected; where all generations have opportunities to express themselves; where diversity is welcomed and encouraged.
- that is home to welcoming and familiar neighbourhoods, where people and friendships are valued. Community spirit is strong, underpinned by

security and safety. There is mutual trust between local people and the organisations that exist to help, support and serve them.

- in which it is easy to access any part of Ryedale, and all other places, for work and play. Communication is dealt with in flexible and innovative ways.
- where people enjoy life, work and leisure at their own pace. Freed from stress, they can take care of themselves and others.
- with a cherished mixture of towns, villages and landscapes. It is a peaceful sanctuary, not crowded or polluted.
- where everyone in Ryedale is involved in and can influence planning for the community; the places where they live and work; increasing opportunities to meet, learn and have fun.

The Ryedale Strategic Partnership is working to achieve this future for the communities of Ryedale and in order to do this has identified the following priorities for 2007-10:

- Obesity
- Skills for Life
- Community Transport
- Community Engagement

www.imagine-ryedale.org.uk.

County-Wide Partnerships and Strategies

Each of the six Thematic Partnerships has its own governance and performance arrangements and is responsible for planning and delivering partnership programmes for their thematic area.

Adults' Strategic Partnership

The Adults' Strategic Partnership has nine key outcomes derived from the White Paper for community-based health and social care 'Our Health, Our Care, Our Say: A New Direction for Community Services' (January 2006):

- Improving health
- Better prevention
- Providing access to suitable and safe accommodation
- Helping more people to make a positive contribution
- Giving people more choice and control
- Supporting more people to live at home
- Ensuring freedom from discrimination and harassment
- Maintaining Personal Dignity

- Increasing Economic Well-being.

The strategy has at its centre the need to tackle those issues which can lead to people being excluded from the mainstream of community life because of their frailty or vulnerability. It has the social model of disability at its heart, seeking to remove barriers to social inclusion and promoting independence, choice, well-being and citizenship. It contributes in a cross-cutting way in relation to other themes of the North Yorkshire Local Area Agreement, in particular Healthier Communities, Safer Communities, and Stronger Communities (in relation to the involvement of the Voluntary and Community Sector).

www.nysp.org.uk/html/thematic-partnerships/adults

Healthier Communities Strategic Partnership

The purpose of the Healthier Communities Thematic Partnership is to work jointly to add value to individual agencies' work and to improve our ability to deliver on healthier communities priorities.

The key priority areas for the partnership are:

- Improving health and reducing health inequalities
- Reducing smoking in pregnancy
- Improve mental health and wellbeing
- Increase physical activity in adults
- Tackle childhood obesity
- Reduce harm from alcohol misuse

The Partnership want to continue to improve the health of all North Yorkshire's residents, but we need to improve the health of the worst off at a faster rate so that we can narrow the gap in health outcomes and in life expectancy between our most and least deprived communities. Much of the work of the partnership is cross-cutting and links closely to the work of the other thematic partnerships.

www.nysp.org.uk/html/thematic-partnerships/healthier-communities

North Yorkshire Children & Young People's Strategic Partnership

The Children and Young People's Strategic Partnership oversees and implements the Children and Young People's Plan (CYPP). The CYPP is central to planning, commissioning and delivering services for children and young people countywide. By implementing the CYPP, the Partnership

delivers the Every Child Matters outcomes which aim to ensure that all children and young people can:

- Be healthy
- Stay safe
- Enjoy and achieve
- Make positive contributions
- Achieve economic well being

Some of the Partnership's specific priorities include better services for children and young people with learning difficulties or disabilities, enhanced support for parents, improved provision for very young children and for young people aged 14 - 19, and reducing antisocial behaviour and youth offending. Moreover, a crucial part of the Partnership's work involves the further development of preventative work for vulnerable children by integrated multi-agency teams working with children's centres, extended schools, common assessment processes, and a new integrated youth support service.

By delivering a range of services across the county, the Children and Young People's Strategic Partnership supports young people to grow up to have good lives as adults whilst also valuing their childhood and teenage years.

www.nysp.org.uk/html/thematic-partnerships/children-and-young-people

York & North Yorkshire Development Board

The Board, and its officer based Partnership Executive, is a partnership of Councils, Yorkshire Forward, Learning and Skills Council and Job Centre Plus along with representatives from the private and voluntary sectors that have significant responsibilities for economic and community regeneration.

The Partnership's main role is to ensure that the sub-region speaks with one voice and to agree the sub-region's view as to the priorities for economic and social regeneration. The Board has the responsibility of facilitating the implementation of the Regional Economic Strategy in the sub region and prepares and monitors the Investment Plan to achieve that.

The Sub-Regional Investment Plan, agreed by the Development Board in 2007, articulates the strategic activity York and North Yorkshire will undertake to achieve its vision of 'A sustainable and prosperous York and North Yorkshire Economy' where its people Aspire, Achieve and Enjoy, achieved through five Transformational themes:

- Exploiting knowledge and Innovation
- Stimulating and supporting enterprise and an enterprising culture
- Developing a contemporary, high quality cultural and environmental offer
- Attracting and developing knowledgeable and creative people
- Ensuring a connected sub-region

York & North Yorkshire Safer Communities Forum

Established over three years ago, the YNYSCF brings together key stakeholders with an interest in community safety and related criminal justice issues. Now working through the NYSP as part of the wider community well-being agenda, the YNYSCF provides strategic leadership and co-ordination across partners to achieve safer communities across the County.

The Forum works closely with local crime and disorder reduction partnerships (CDRPs) to compliment, facilitate and co-ordinate existing work, ensuring communities have the opportunity to identify issues of concern, see real input invested in developing solutions and real outcomes in terms of fewer crimes and a better quality of life.

Through overseeing Government grants in respect of community safety, the Forum seeks to ensure every pound is maximised - principally through robust performance management, joint working and sharing, implementing and developing best practice.

Applying these principles, the Forum has identified the following priority areas where it will concentrate resources over the life of this strategy for maximum effect:

- Alcohol related disorder
- Domestic abuse
- Prolific and other priority offenders
- Anti-social behaviour
- Violent crime
- Road safety

York & North Yorkshire Rural Partnership - Stronger Communities

The Rural Partnership provides an opportunity for member bodies to work together at a strategic level to plan services and programmes in relation to rural issues. The Partnership aims to establish a clear vision and voice for rural North Yorkshire and to match priority and need to delivery and funding.

The priorities for the Partnership are:

- Affordable housing
- Access to services and opportunities

- Provision of cultural services
- Community capacity
- Environmental issues.

These priorities are reflected in the North Yorkshire Local Area Agreement where this Partnership has taken a key role in development and service delivery of specific targets.

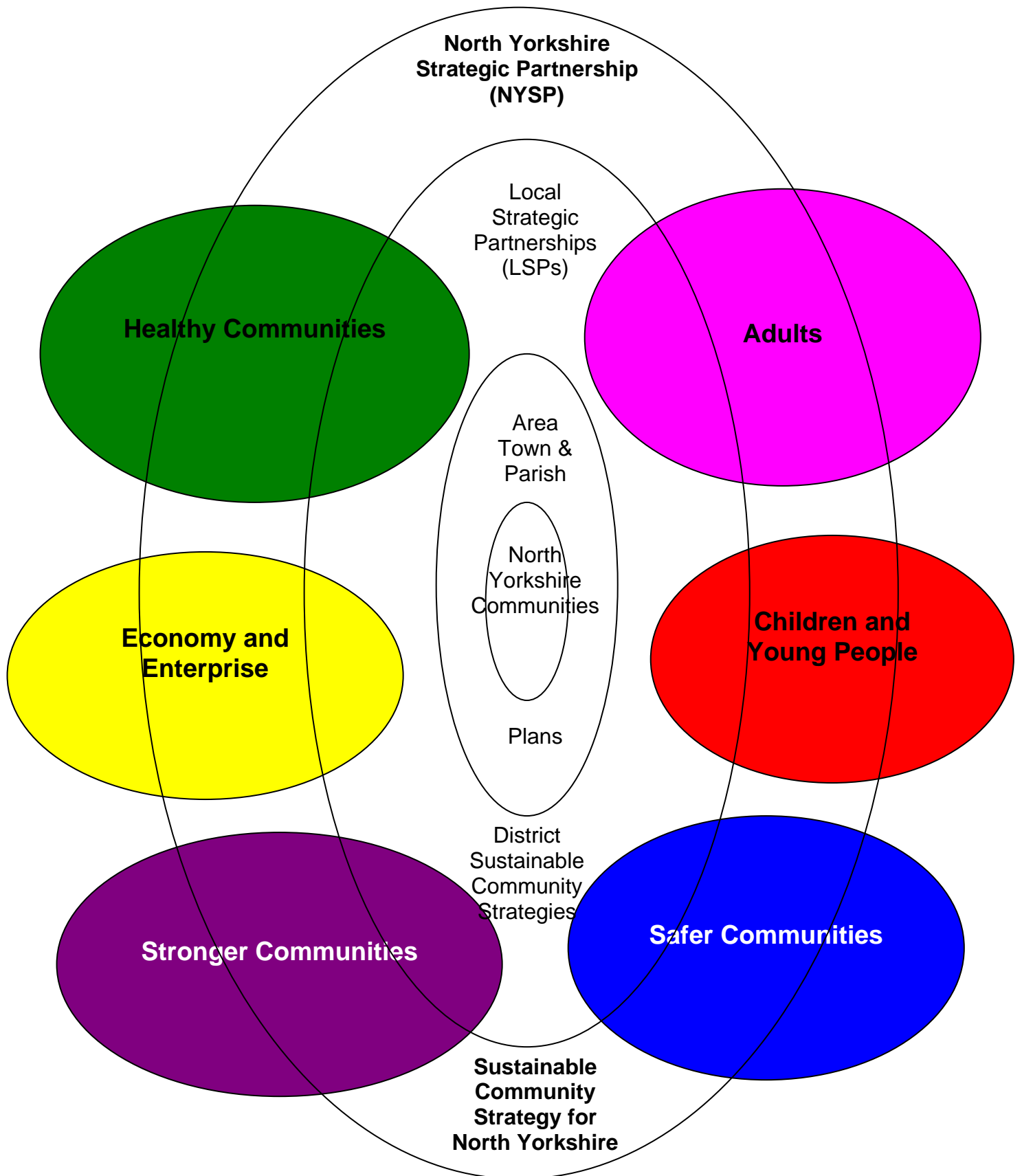
The Rural Partnership also assists in the delivery of the Regional Rural Framework priorities at a sub-regional level and links to the Regional Rural Board to ensure North Yorkshire's priorities are represented in the Yorkshire and Humber Region.

www.nysp.org.uk/html/thematic-partnerships/stronger-communities-york-north-yorkshire-rural-partnership

Joint Strategic Needs Assessment

Section 116 of the Local Government and Public Involvement in Health Act 2007 introduces, from April 2008, a new requirement for primary care trusts and local authorities to produce a Joint Strategic Needs Assessment (JSNA) of the health and social care needs of their local community. The JSNA will be carried out jointly by the Director of Public Health, the Director of Adult Social Services and the Director of Children's Services. The JSNA will then be taken into account in revising the Sustainable Community Strategy for North Yorkshire, and the issues identified will then inform the priorities and targets in revisions of the North Yorkshire Local Area Agreement.

This diagram illustrates the synergies between district-level sustainable community strategies and county-wide thematic plans.



Appendix 2

NYSP structure and contact details

The North Yorkshire Strategic Partnership (NYSP) brings together the principal public sector agencies responsible for promoting the economic, social and environmental wellbeing of communities in the County, together with partners from the voluntary and community and business sectors and each of the district level local strategic partnerships.

Members of the NYSP recognise that they can do more with their limited resources if they focus their efforts jointly on a common understanding of communities' needs and so have established the strategic partnership to that end.

The role of the NYSP is to provide leadership and to drive forward action in relation to identified issues where cross-cutting working would deliver benefits of co-ordination, resource management or avoidance of duplication. Our intention is to plan work jointly and to promote partnership work to deliver added value to the communities we serve.

The NYSP has four components:

The **Wider Partnership**. This is open to all organisations and partnerships interested in the wellbeing of North Yorkshire's communities. Meeting in conference style annually, this body has shown itself to be a good forum for consultation and briefing. It has had a positive input to the development of NYSP policy and the content of the LAA.

The **NYSP Partnership**. This establishes and maintains the policy framework for the work of the Partnership, as set out in the Sustainable Community Strategy for North Yorkshire (SCS). The Partnership will also set the priorities of the Local Area Agreement (LAA). Membership of the Partnership includes all those partners under a duty to cooperate in the formulation of a sustainable community strategy and in the delivery of a LAA, together with others identified as important locally, for example each Local Strategic Partnership and representatives of elected councillors.

The **NYSP Executive**. This ensures that the priorities of the NYSP are taken forward. Membership comprises chief executives of the principal public sector agencies in the county together with representatives of the voluntary and community and business sectors.

Six **Thematic Partnerships** provide strategic partnership arrangements for issues within their remit. They have responsibility for creating detailed plans around the following thematic issues and for ensuring their delivery:

- Adults' Strategic Partnership
- Healthier Communities Strategic Partnership
- North Yorkshire Children & Young People's Strategic Partnership
- York & North Yorkshire Development Board (economy and enterprise)
- York & North Yorkshire Safer Communities Forum
- York & North Yorkshire Rural Partnership – Stronger Communities

Further information about the NYSP is available at www.nysp.org.uk or from:

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