

SELBY DISTRICT SUSTAINABLE COMMUNITY STRATEGY 2010-15 DRAFT



1.0 What is a 'Sustainable Community Strategy'?

- 1.1 In 2003 the Government set out plans to build and strengthen successful, thriving and inclusive communities in which people would want to live. To help achieve this each local authority in England and Wales was asked to work with a wide range of public, voluntary and private organisations to form a Local Strategic Partnership (LSP). A key function of the LSP is to develop and implement a Sustainable Community Strategy.
- 1.2 The LSP in Selby District is called Selby District Local Strategic Partnership (LSP). The LSP, in consultation with the people that live and work within the district have developed, in this case, the Second Selby District Sustainable Community Strategy (SCS).

2.0 What will the strategy do?

- 2.1 The strategy will work to improve the District by setting out a vision of what the district will look like in the future and how this strategy fits with others strategies and how the LSP will work with communities. It outlines what's currently good about Selby District compared against other areas in the country and identifies where things can be improved. The strategy then highlights the key priority objectives and explains the initial actions identified and how success will be measured.

3.0 Creating the vision

- 3.1 During 2009 the LSP (made up of senior representation from voluntary organisations, the District Council, the County Council, the Police, Health services, Education, the Environment Agency and the business community) reviewed the impact of the first SCS and identified community aims for the future.
- 3.2 The review process used a range of information including statistical data as well as people's comments, perceptions and opinions.
- 3.3 The LSP agreed four strategic themes in order to balance the social, economic and environmental needs of the district. Over the next five years the LSP will focus its activities on different priorities at different times to meet the needs of our communities. Each of the steps taken to deliver the vision will have clear, measurable targets within a realistic timeframe. An annual action plan will be agreed to deliver on this, which will be detailed later in the strategy under Action Planning.



Selby District Strategic Partnership Vision

A place with happy, healthy and active people who are proud of its vibrancy, diversity and prosperity and are involved in making things better.

PLACE - People want to live in Selby District. There is a strong district identity, with a strong sense of community. People are proud and talk positively about where they live. There is a good understanding of geographical and environmental diversity between the rural villages and urban towns.

PEOPLE - People are happy, healthy and active, helping to create a vibrant atmosphere in which to learn and develop. People feel included and part of diverse but cohesive communities. They want to be involved in tackling the issues affecting those most deprived, vulnerable and marginalised.

PROSPERITY – The district has a thriving economy based on sustainable employment opportunities. Entrepreneurial activity is encouraged and supported as is raising educational attainment. The district works with neighbouring authorities (i.e.: York/Leeds), complementing, not competing with them to provide an energised diverse, flexible economic environment. Social and economic opportunities are maximised and overall levels of deprivation are reducing.

PARTICIPATION – Everyone is involved, people understand how their opinion matters and helps to shape the type and quality of services provided in the district. Local decision making leads to understanding and trust between the partners and the public. Communities and agencies are pro-active not reactive, working together to review, develop and deliver the shared vision.

4.0 How this strategy and the vision links with other strategies

- 4.1 The Sustainable Community Strategy influences and supports all the other strategies and plans that impact on Selby district during its lifetime, such as the North Yorkshire Sustainable Communities Strategy and the Local Development Framework (LDF) to name but two.
- 4.2 The teams involved in developing the SCS have worked closely with those developing the LDF and other relevant strategies to ensure they complement each other. Where possible consultation and development events have been shared with partners, this helps to ensure the agreed vision and priorities meet the needs of partners and the public.

5.0 Working with communities

- 5.1 Across the district the partners involved in the LSP are developing Community Engagement Forums (CEFs) to expand and enhance community involvement and development. In many ways, it will be by working together through these forums that the LSP will achieve the local delivery of the vision.

- 5.2 The five geographic CEF areas have been based on boundaries agreed by partners and local politicians. Communities and individuals are actively encouraged to express their perceptions and opinions on the way services are being delivered. People are also encouraged to help shape local decision-making by discussing what services are most needed and the way they are delivered in an area. Indeed as part of the CEF process, local people will be encouraged to take a lead on commissioning and delivering community projects.

6.0 What's good about Selby District

- 6.1 The living environment of Selby district has been assessed as being is the best in the region¹. Its logistical advantages are key, with both the M62 and A1 running through it and a direct rail link to London, Leeds and York. The district has the highest average annual income in York and North Yorkshire, yet the house prices in the district compare with the national average optimising affordability levels. The district also has high quality social housing and unemployment in the district is not as high as in other parts of the region or country.
- 6.2 Over 92% of people living in the district believe their health is good or fairly good; this is better than in other parts of the county. Life expectancy is also above national and regional averages, so too is the number of adults taking part in physical activity.
- 6.3 Children in the district are less obese than regional and national averages and are above regional and national attainment levels with 70% achieving 5 or more GCSE grades A to C¹. According to OFSTED the vast majority of primary and secondary education in the district 'Good' with Selby College rated as 'Outstanding'⁵.
- 6.4 Selby district is a low crime area with North Yorkshire currently having the lowest recorded crime rates in England and Wales². People say antisocial behaviour is down with 94% stating they feel very safe or fairly safe during the day³ and on a night 66% feel very safe or fairly safe, again above national and regional averages.

7.0 What improvements are needed to deliver the vision?

- 7.1 Although Selby District has a relatively affluent population, many do the majority of their shopping and spend a large proportion of their leisure time outside the district. Reducing this trend and growing retail and leisure opportunities in the district would help improve the sustainable economic prosperity of the district and help reduce levels of deprivation by increasing new business and employment opportunities.
- 7.2 As with the rest of the country there is a growing population of older people that will require double the number of people to be in work to support them by 2030¹. This is to meet economic need, such as paying out more in pensions with people living longer and an increase in demand for social care. Although there will be new business and employment opportunities, public services will still pay a large proportion of the bill.



7.3 A wide range of leisure and sports facilities need to be developed to make sure people can be more active throughout their lives. This will help reduce obesity and keep people active and independent for longer. It will also give communities chances to mix and provide new employment opportunities.



7.4 According to national statistics Selby's community, from a race and religious perspective, is currently not that diverse with 99.3% of residents stating that they are White British⁴. This is forecast to change significantly in the coming years with an additional 1000+ people from an ethnic minority² living in the district.

7.5 The damage caused through the hazardous and harmful consumption of alcohol is significant. Currently the district has higher levels of binge drinking than the national and regional averages. The costs calculated nationally to society both economically and socially are staggering. By reducing the impact of hazardous and harmful alcohol consumption we can improve the quality of life for all in the district.

7.6 Our CO² emissions are high compared with others¹. Partners need to identify how best they can work together to reduce the impact of climate change to ensure a sustainable environment and economy.

8.0 The priority objectives for 2010/11

8.1 In order to deliver the vision and tackle the issues outlined above, our priorities for 2010/11 are:

- a) Improve outcomes for people living in the most deprived communities in Selby;
- b) Improve outcomes for groups of people most likely to experience poor health and/or struggle to access services;
- c) Reduce alcohol-related harm;
- d) Increase access to sport, art and culture for children and young people; and

Each activity of the partnership will contribute to the four themes; place, people, prosperity and participation. We will also help people to understand how we make decisions and how they can have their views heard.

9.0 Action Planning

9.1 We will deliver the vision and the priorities above by setting up a small number of focused Task and Finish Groups (TFGs). The TFGs will use a project management approach and will work to deliver to an agreed timescale. Once the TFG has finished its task, it will be disbanded. Partners are free to meet and collaborate outside the LSP meeting and the TFGs. There may not be a TFG for each priority whilst some priorities may have more than one. These are replacing the 'sub group' arrangements used under the fist strategy.

- 9.2 The LSP will provide leadership and focus, secure the resources, and agree and monitor the TFGs. As a strategic partnership working together better to ensure delivery of the vision is our primary function. If there are any problems the LSP will take whatever action is necessary so the vision is achieved.
- 9.4 On the next page is a table that outlines the overarching theme, the priority, the action, the impact and other key information to help monitor progress.

References:

1. Progress in the region 2009. 2. Office of National statistics 2009. 3. The place survey 2008/9. 4. The Census 2001. 5. OFSTED website accessed Feb 2010.



Selby District Strategic Partnership Action Plan									
Vision Theme	Priority	Action to address Priority	Expected Impact	By when (target date)	Who's Responsible / Resources	Links to Performance Measures	Links to policies / plans / strategies	Traffic Light Progress Green / Amber / Red	Achievement/ Outcome (to be updated every quarter) Progress Update
1.									Quarter 1:
									Quarter 2:
									Quarter 3:
									Quarter 4:
2.									Quarter 1:
									Quarter 2:
									Quarter 3:
									Quarter 4:
3.									Quarter 1:
									Quarter 2:
									Quarter 3:
									Quarter 4:
4.									Quarter 1:
									Quarter 2:
									Quarter 3:
									Quarter 4:
5.									Quarter 1:
									Quarter 2:
									Quarter 3:
									Quarter 4: