

REVIEW AND UPDATE 2011: CONSULTATION DRAFT

South Gloucestershire 2026

“A great place to live and work”

SOUTH GLOUCESTERSHIRE'S SUSTAINABLE COMMUNITY STRATEGY 2011

Developed by the South Gloucestershire Partnership





This is the shared vision of the people who live, work and visit South Gloucestershire; working together to meet today’s requirements without damaging the ability of future generations to meet their needs. It has been put together and will be monitored by the South Gloucestershire Partnership* which is made up of private, public, voluntary and community organisations who work with communities to identify and tackle key long, medium and short-term local issues. It sets out the context for the area’s four key priorities and their high level outcomes.

This strategy has been updated in response to the new opportunities and challenges presented by local and national policy and socio-economic change. It will be used to meet the needs and deliver the aspirations of local people, maintaining the area as ‘a great place to live and work’.

shared vision - shared values - collective action

The Partnership works together to improve the quality of life for people in the area and is committed to the following values which will be embedded in all sections of this strategy

- ensure resources are used wisely, reduce carbon emissions, prevent pollution and waste and protect and enhance the environment for future generations
- promote a greater understanding and mutual respect between different sectors and sections of the community; empower all people to participate and become involved in decisions which affect the area
- find simple and effective ways of working together that improve efficiency, make the most of resources and ensure value for money

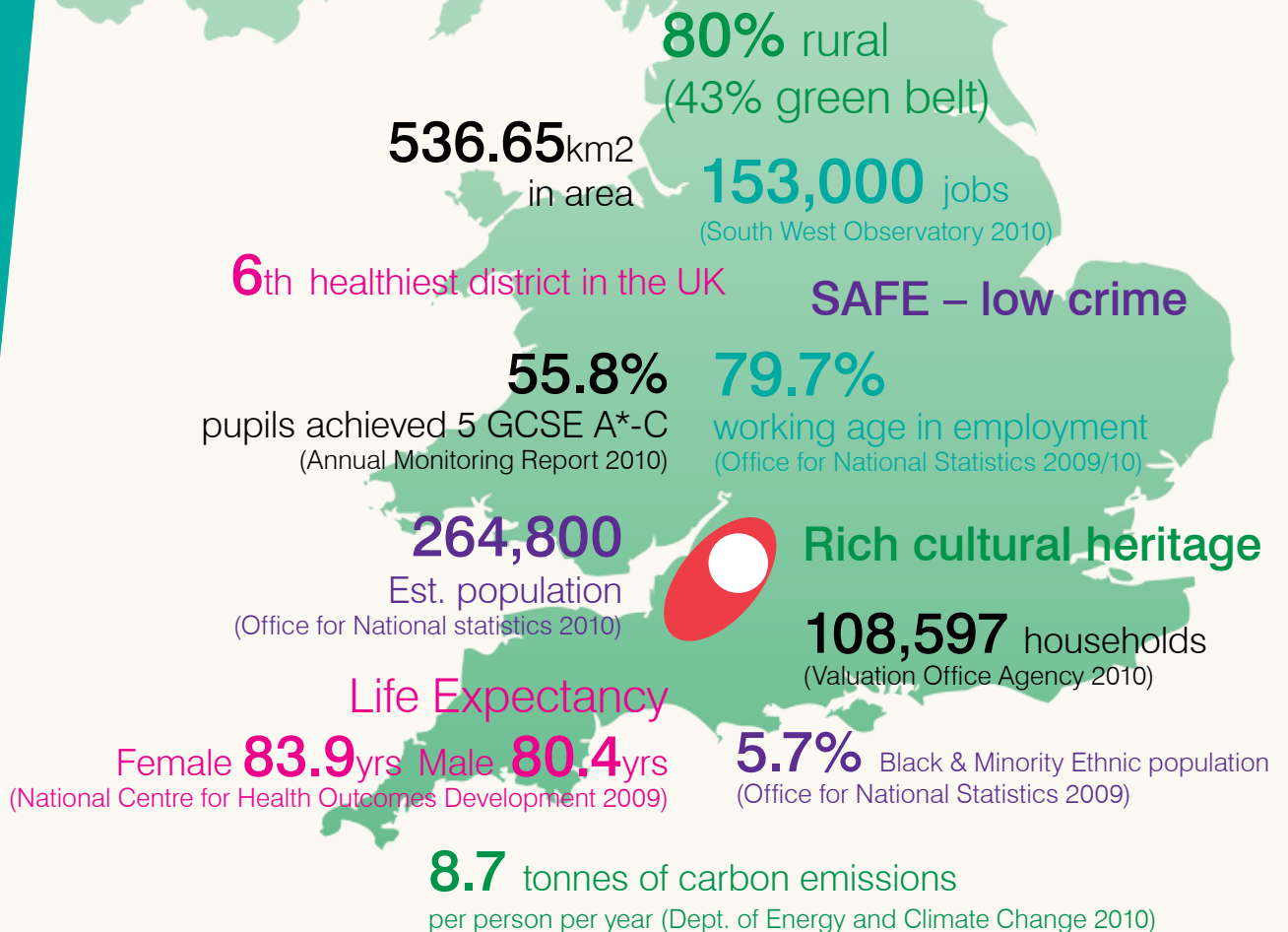
**see inside back page for partner organisations*



South Gloucestershire

South Gloucestershire is in the West of England between Gloucester and Bristol, the Severn Estuary and the Cotswolds. It is a mixed urban and rural area of great diversity with long-established urban communities, market towns, small villages and substantial new development.

The West of England is the most strategically significant sub-region in the south west and one of the key centres for future growth. South Gloucestershire's location and its proximity to the city of Bristol present a number of cross boundary opportunities and challenges which are dealt with by working in partnership with the neighbouring authorities of Bristol City, Bath and North East Somerset and North Somerset.



Challenges

Managing the pressure to significantly increase **jobs and homes** in a way that protects the attractiveness of the area

New developments need to be integrated with existing. Plan well for sustainability, affordability and healthy lifestyles

Cross boundary working on issues such as waste, planning, housing and travel networks

Rising fuel prices exacerbating poverty with potential consequences for the health of the least well off during winter

Encouraging **active travel** (cycling, walking etc) to improve health and reduce dependency on the car

Greater demands caused by **changing demographics** e.g. ageing population, more young children and growing cultural diversity

Priority neighbourhoods and other areas of deprivation need targeted resources and multi-agency focus

Achieving more with less delivering intelligent and joined up commissioning across partner agencies

Reducing **greenhouse gas emissions** arising from the area and ensuring we are prepared for changes to our weather and climate

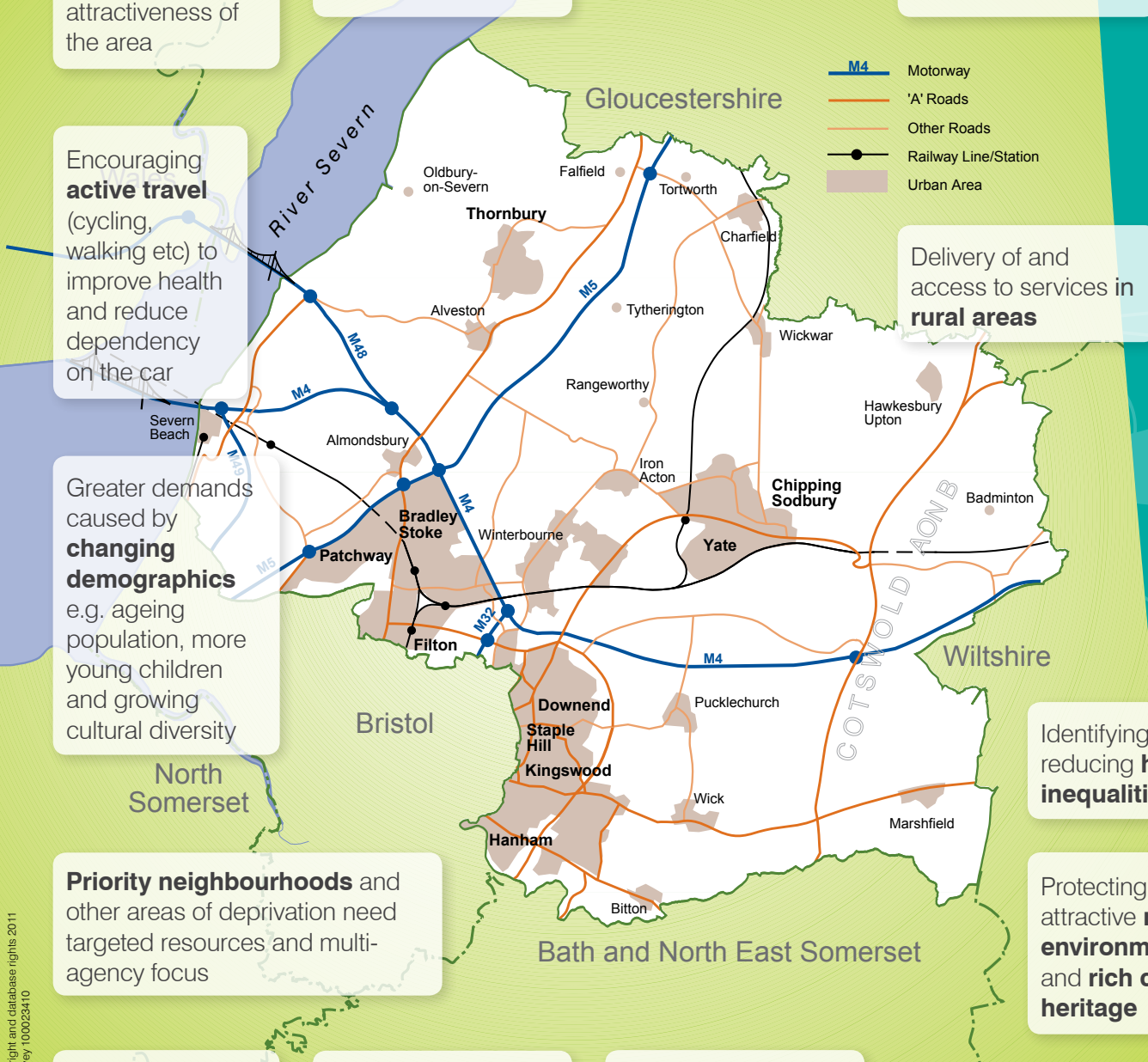
Changing dynamics of **partnership working** for example, with the Local Enterprise Partnership and Clinical Commissioning Groups

Addressing the issues of child poverty, improving achievements and raising aspirations of all **children and young people**

Delivery of and access to services in **rural areas**

Identifying and reducing **health inequalities**

Protecting the attractive **natural environment** and **rich cultural heritage**



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Plan - Connect - Conserve

Conserve and enhance our natural and built environment, develop low-carbon integrated communities with a strong sense of place connected by well planned transport networks

Managing growth

Deliver well designed and sustainable new development which integrates with and benefits existing communities

Existing communities

Ensure that the social, cultural, health and education needs of residents are met

Green spaces

Protect and enhance our green spaces and networks for the benefit of people, wildlife and the wider environment

Energy supply and security

Improve the energy efficiency of our homes, buildings and services and increase the generation of energy from renewable and low carbon sources

One of the things people most value about living in South Gloucestershire is the high quality of their local environment and easy access to parks, open spaces and the countryside. These provide important resources for sustaining wildlife, community well-being and healthy lifestyles and we recognise the need to protect them.

People also value easy access to the strategic transport networks and are pleased with the recent public transport improvements. Rapid growth over recent years however has resulted in a significant increase in traffic and some areas are still heavily congested. Funding for a major scheme which will improve links between the north and east fringes and Bristol city centre is being considered by the Department for Transport. This, together with the recently completed Greater Bristol Bus Network scheme and Cycle City scheme will make travelling around the area easier.

Whilst some people would prefer no more development, there is pressure for significantly more homes and more jobs so we need to plan for growth and make provision for new communities. The Core Strategy sets out the proposals and a framework for locating new development and appropriate levels of infrastructure e.g. ensuring enough school places, and for delivering sustainable and integrated new communities. Making these aspirations a reality requires close collaboration between the Council, developers, local communities and stakeholders and we will ensure that we work together to achieve this in a way that minimises damage to our valued places and open spaces and brings in resources and opportunities to improve access to local facilities, services and infrastructure.

We also need to limit the risks posed by climate change by reducing greenhouse gas emissions and are committed to promoting and enabling a shift to more sustainable and low carbon travel, homes, businesses and communities. We need to plan for a move away from fossil fuels to more sustainable and local energy sources to provide more local energy security in the future.

Getting around

Connect people to places through transport networks that make it safe and easy for people to walk, cycle and use public and shared transport

Local pride

Care for our villages, towns and neighbourhoods to retain and enhance their appearance, sense of place, civic pride and historic connections

Our homes

Enable everyone living in South Gloucestershire to access a home they can afford

Achieve - Sustain - Maximise

Maximise opportunities to access first class education and prosper through a balanced economy, a well-trained workforce and sustainable jobs for all

Business competitiveness and economic growth

Improve productivity and competitiveness, and safeguard and increase jobs in key sectors

Business development and support

Increase the number, survival rates and growth rates of starter and small enterprises including social enterprises

Education in our schools

Improve standards in our schools so young people realise their aspirations and are well prepared for the future

Town and district centres

Sustain and improve the vibrancy and vitality of town and district centres

Despite the challenges brought by the economic downturn, South Gloucestershire has retained a relatively high level of economic prosperity. Job seekers allowance claimants have increased but we have maintained one of the highest levels of employment in the country at nearly 10% higher than the national rate.

South Gloucestershire has a diverse economy including world leading companies from key high growth sectors which are vital to the national economic recovery such as advanced engineering, aerospace and defence, microelectronics and silicon design. It also includes large local economic drivers such as the Mall at Cribbs Causeway and the University of West of England which attract investment and create opportunities as well as being major employers. We host the new Science Park a world class environment for businesses in science and advanced technology, and the new National Composite Centre which leads nationally on research and design of new composites technologies.

Working with partners across the West of England and the Local Enterprise Partnership (LEP), we continue to be part of successful partnerships delivering infrastructure and economic development. We support the LEP ambitions to deliver 95,000 new jobs by 2030, attract at least £1 billion of private sector investment over the next 5 years, create a well motivated workforce with the skills to meet business need, and to build the foundations for a long term sustainable economy.

The high level of economic activity in South Gloucestershire results in a high level of carbon emissions. It is important that these are reduced and that the local economy benefits from the opportunities associated with the transition to a low carbon economy. Local production and consumption and services close to where people live are an important part of this.

The area continues to develop and grow but pockets of social and economic deprivation still exist. Helping people back into work as well as raising young people's aspirations through top class educational experiences and success will improve personal achievement, social and economic well-being and reduce the gap between prosperity and deprivation. Excellent educational provision underpins a healthy economy which is the bedrock of future success.

Skills and workforce development

Raise aspirations and skill levels of people and meet the skill and workforce needs of employers

Sustainable employment

Maintain our economic resilience by working with key businesses and local economic drivers

Sharing the benefits of economic growth

Ensure that all parts of South Gloucestershire and all groups share the benefits of economic development, in particular priority neighbourhood areas, rural areas and disadvantaged groups

Employment land and premises

Meet the land and premises requirements of indigenous and key sector businesses where that is sustainable and consistent with strategic employment and regeneration objectives

Support – Contribute – Engage

Engage people of all ages so they feel they belong and can help solve local problems, support communities so they are safe and have access to high quality services

Be safe and feel safe

Reduce the level and impact of crime and disorder on our communities and improve public confidence

Creating a fair place for all

Promote equality by reducing social inequality; by improving cohesion; and by encouraging positive relationships between different groups

Focusing resources and encouraging initiative

Reduce deprivation in our poorest neighbourhoods and support community based initiatives and work; increase community planning, ownership and involvement in managing facilities and services

South Gloucestershire is mainly an affluent area, with vibrant towns and parishes and a good range of community infrastructure making it a safe and strong place to live.

Crime levels are low - 66 recorded crime incidents per 1,000 residents as opposed to 79 per 1,000 across England and Wales (Quality of Life 2010) - and getting lower year on year. However, 95% of respondents to the Viewpoint* survey (2010) feel crime has stayed at the same level or increased.

There is a thriving community and voluntary sector. More people have taken on decision-making roles, especially from equalities groups, which has helped create a fairer and more inclusive place to live. Significant improvements have been made recently and 40% of local people now feel they have an influence on local decision making - an increase of 60% in three years

There are pockets of deprivation within South Gloucestershire and six neighbourhoods have been identified as priority ones where extra support and effort is needed to bring them in line with the rest of area.

The Black and Minority Ethnic (BME) population remains a small percentage of our communities but is estimated to be increasing by 0.5% year on year. Currently the figure is around 5.7% or 14,900 people. There are 12 Census Output Areas where the BME population is above the national average of 9.1%.

Recent community consultation shows that identifying with the community is high on the list of what matters to people and that large numbers do feel close affinity with their local neighbourhood.

*South Gloucestershire Viewpoint is the council's citizens panel. It is a statistically representative panel of about 1,600 residents who are randomly selected to broadly represent the population of the district.

Building a stronger community and voluntary sector

Strengthen the contribution made to our communities through community and voluntary action, respect and listen to their voice when making decisions; use their expertise to provide local services

Listening and improving

Increase the involvement of local people in all aspects of their communities and in the decision-making and democratic processes

Opportunities for young people

Encourage young people to make a positive contribution to their communities and not to engage in anti-social behaviour

Prevent - Deliver - Promote

Promote personal wellbeing, reduce health inequalities and deliver high quality health and social care services which protect our most vulnerable and offer people greater choice and control

Choice and quality

Develop easy to access, high quality and more effective personalised services

Care close to home

Bring health care closer to local people by developing community services

Best start

Give children the best start in life and help them achieve their full potential; protect them from harm and neglect

Suitable housing

Improve the condition of existing homes and enable the provision of new housing that suits the needs of people who require care and support

Overall people in South Gloucestershire enjoy better than average health with a narrowing gap in life expectancy between men and women. Over the next two decades life expectancy is expected to continue to improve, although there is a risk that gains will be reduced by increasing levels of obesity. There are marked inequalities in health, with people living in poorer areas, particularly the priority neighbourhoods, having lower life expectancy and higher rates of heart disease and lung cancer. These inequalities are apparent at an early age.

There will be a marked increase in the number of very old people over the next 20 years, with a doubling in the over 85 age group. This, together with better medical care, means an increasing number of people will live with chronic medical conditions such as diabetes. Many older people will remain in good health but there will be an increasing demand on services to help people remain independent and regain life skills after illness. Local health and social care services, including primary care are good, however community health services (outside GP practices) are relatively under developed, partly reflecting access to local hospitals.

Some South Gloucestershire residents stay longer than they need to in acute hospitals. Improving effective and timely discharge remains an area of focus.

The condition and energy ratings of housing in South Gloucestershire are above average, however rising energy costs will require fresh impetus to help residents achieve Affordable Warmth.

The need for improved housing and care settings for those with assessed needs will continue in order to improve quality of life and independence.

Increased personal budgets for social care will help sustain independence and health providing there is access to a wide range of effective local services.

Healthy lifestyle

Help people make healthy choices and enjoy a healthy lifestyle; design communities to encourage active lifestyles

Supporting independence

Make sure information and advice is available to help people with the big changes in life, help them regain life skills and to remain independent

Reduce inequalities

Address the needs of our least healthy communities through positive prevention and early intervention; protect the vulnerable and provide extra help and support to those who need it most

Implementation and monitoring

This Strategy sets the direction for South Gloucestershire over the next fourteen years to 2026. The South Gloucestershire Partnership Board and the partnership bodies aligned to it are responsible for ensuring that the Strategy is delivered.

The existing set of measures used to determine quality of life in the area will be reviewed to ensure that the most meaningful and useful data are being captured and used to measure the outcomes outlined in this Strategy. These measures will be reviewed regularly and the results published annually.

The Strategy will also be delivered through the other area-wide and organisational strategies some of which are detailed in the themed sections of this document.



We would like to hear your views on this draft document -

- whether it is easy to understand
- if it has missed any key issues

and any other comments you might have about the Strategy.

Please write your comments overleaf (attaching any further sheets of paper if there is not enough room) and return* **FREEPOST** in the envelope provided to the South Gloucestershire Partnership before

18th November 2011

Alternatively, you can fill in the comments form online by following the link on www.ourareaourfuture.org.uk

*FREEPOST PLUS RRZE - CTRG - TJLJ The South Gloucestershire Partnership, Council Offices, Castle Street, Thornbury BS35 1HF

Thank you very much for your help



Consultation on this Strategy has been ongoing since January 2011; this is the final phase of the consultation process.

Data protection: Any personal information you have supplied will be held by South Gloucestershire Council in accordance with the Data Protection Act.

This information will be used for this exercise only and will not be shared with any other organisation.



Challenges

Our Place

Our Economy

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Our Communities

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Our Health

General: is there anything else you would like to say about this document?

Name:

Organisation:
(If applicable)

Postal address or email:

Member organisations of the South Gloucestershire Partnership



the care forum



South Gloucestershire
Heritage Forum



cvS south gloucestershire
supporting developing representing



Avon & Somerset
Police Authority

your police | your voice



South Gloucestershire
FAITH & BELIEF
FORUM



NHS
South Gloucestershire



South Gloucestershire
Council

Children's Trust Board
Economy and Skills Strategic Partnership
Environment Strategic Partnership
Health and Well-being Strategic Partnership
Safer and Stronger Communities Strategic Partnership

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Developed by the
South Gloucestershire Partnership



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in other languages, in large print, Braille
or on audio tape.

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