

		AGENDA ITEM NO.																																				
Report Cover Sheet																																						
Name of Meeting:	Executive																																					
Date of Meeting:	Monday 10 th December 2007																																					
Report Title:	The Sustainable Community Strategy for Warwick District 2008 -2026: Draft vision and strategic aims																																					
Summary of report:	Seeking members views on the new draft vision and strategic aims for the community strategy that have been developed as a result of several stakeholder events																																					
For Further Information Please Contact (report author):	Liz Young																																					
Would the recommended decision be contrary to the Policy Framework:	Yes																																					
Would the recommended decision be contrary to the Budgetary framework:	Yes																																					
Wards of the District directly affected by this decision:	ALL																																					
Key Decision?	Yes																																					
Included within the Forward Plan?	Yes – No. 26																																					
Is the report Private & Confidential	No																																					
Background Papers:	Report to Executive 11 th June 2007																																					
Consultation Undertaken Below is a table of the Council's regular consultees. However not all have to be consulted on every matter and if there was no obligation to consult with a specific consultee they will be marked as n/a.																																						
<table border="1"> <thead> <tr> <th>Consultees</th> <th>Yes/ No</th> <th>Who</th> </tr> </thead> <tbody> <tr> <td>Other Committees</td> <td>Yes</td> <td>Executive Overview and Scrutiny</td> </tr> <tr> <td>Ward Councillors</td> <td>Yes</td> <td>All</td> </tr> <tr> <td>Portfolio Holders</td> <td></td> <td>Mrs Felicity Bunker</td> </tr> <tr> <td>Other Councillors</td> <td>Yes</td> <td>All</td> </tr> <tr> <td>Warwick District Council recognised Trades Unions</td> <td>No</td> <td></td> </tr> <tr> <td>Other Warwick District Council Service Areas</td> <td>Yes</td> <td>All</td> </tr> <tr> <td>Project partners</td> <td>Yes</td> <td>All statutory agencies and voluntary and community sector representatives</td> </tr> <tr> <td>Parish/Town Council</td> <td>Yes</td> <td>All</td> </tr> <tr> <td>Highways Authority</td> <td>No</td> <td></td> </tr> <tr> <td>Residents</td> <td>No</td> <td></td> </tr> <tr> <td>Citizens Panel</td> <td>Yes</td> <td></td> </tr> </tbody> </table>			Consultees	Yes/ No	Who	Other Committees	Yes	Executive Overview and Scrutiny	Ward Councillors	Yes	All	Portfolio Holders		Mrs Felicity Bunker	Other Councillors	Yes	All	Warwick District Council recognised Trades Unions	No		Other Warwick District Council Service Areas	Yes	All	Project partners	Yes	All statutory agencies and voluntary and community sector representatives	Parish/Town Council	Yes	All	Highways Authority	No		Residents	No		Citizens Panel	Yes	
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Other consultees		
Officer Approval		
With regard to officer approval all reports must be approved by the report authors relevant director, Finance Services and Legal Services.		
Officer Approval	Date	Name
Relevant Director(s)		Craig Anderson, Karen Pearce, Mary Hawkins
Chief Executive		Chris Elliott
CMT	19 th Nov 2007	
Section 151 Officer		Mary Hawkins
Legal		Simon Best
Finance		Mike Snow
Final Decision?		Yes
Suggested next steps (if not final decision please set out below)		

1. RECOMMENDATIONS

- 1.1 Members approve the draft vision and strategic aims (Appendix 1) as a framework for further developing priorities and subsequent actions for the District's new sustainable community strategy (SCS)
- 1.2 Members accept the draft framework as a way forward to producing the final draft sustainable community strategy, acknowledging that it is a work in progress and subject to further consultation with all partners and stakeholders.
- 1.3 Members approve the suggested timetable for consultation on and completion of the final draft sustainable community strategy

2. REASONS FOR RECOMMENDATION(S)

- 2.1 Local Authorities have a duty (Local Government Act 2000) to prepare a community strategy that sets out the long term strategic vision for their area, in partnership with other key agencies, the voluntary and community sector and businesses sector, under the umbrella of the local strategic partnership.
- 2.2 The new sustainable community strategy, in accordance with recent government guidance, seeks to integrate social, economic and environmental issues and tackle the area's longer term challenges. Consequently, there is a need for a fresh vision for the district which reflects local, regional and national change and new agendas.
- 2.3 The SCS has been prepared alongside the "Core Strategy" which is being prepared by the Planning & Engineering Department and forms part of the Local Development Framework for Warwick District. The Core Strategy and SCS were launched at the joint "Visioning Event" held in Warwick in June. Although the timetable for preparing the SCS is much shorter than that for the Core Strategy, every opportunity has been taken to bring the two processes together, with planning officers attending all the consultation and Warwick Partnership Executive Group meetings. This has enabled the SCS to be aware of figures for new jobs and homes in the emerging RSS Review and also for the Core Strategy to be aware of the needs and aspirations of various stakeholders within the district. Where it is reasonable and possible, the needs of stakeholders should be reflected in the Core Strategy in due course. The Government supports close working between Community Strategies and Core Strategies, and indeed the Core Strategy is required to have regard to the SCS.

3. ALTERNATIVE OPTIONS CONSIDERED

- 3.1 The absence of a sustainable community strategy would potentially undermine the development of the Council's Planning Core Strategy and also leave it rudderless in terms of what the Corporate Strategy should contribute towards.

4. BUDGET FRAMEWORK

- 4.1 There is an allocated budget for the development of the community strategy of £11,100 for 2007/08
- 4.2 The estimated cost of the consultation and development process for the community strategy (outlined in Appendix 1) will be in the region of £8,000. The Warwick Area Committee, Warwickshire County Council, have contributed resources for previous community plan development and it is anticipated the same in this instance. As regards the Planning Core Strategy, there is evidence from other local authorities that the resource implications of preparing this document are significant. In preparing our Core Strategy, we will make best use of our in-house resources to minimise costs.
- 4.3 The SCS may lead to expectations of priorities for the Council's resources. The prospect for government grant support over the next few years to the Council's revenue budget is for increases less than inflation. The management of expectations of others regarding our ability to resource new initiatives must be done carefully given the Council's financial outlook.

5. POLICY FRAMEWORK

- 5.1 Up to now the Council's Corporate Strategy and the Community Strategy have shared the same vision 'We want Warwick District to be safe, healthy, fair and prosperous now and into the future'. It will be important to keep this link with the new vision not only at a high level but at a more detailed level as well so the Council really can contribute to the future of the area.
- 5.2 The Community Strategy will align itself with the Warwickshire Local Area Agreement and other key local strategies e.g. Crime and Disorder, Children and Young People, Choosing Health Local Implementation Strategy.
- 5.3 The new Community Strategy will aim to contribute to the achievement of sustainable development by encouraging local action to address national and global concerns such as the effects of climate change and the protection of biodiversity.

Liz Young
Policy Officer

6. BACKGROUND

- 6.1 The 'Shared Vision' event in June at The Gap provided the opportunity for over 150 stakeholders from all sectors to input into the formative stages of developing the new SCS for Warwick District.
- 6.2 Views were sought on a new vision and strategic direction and thoughts gathered on the key issues/challenges facing the district now and in the future.
- 6.3 All this information was collated into an Issues Paper, which also included the relevant local targets and actions within the LAA, actions outstanding from the current community plan and information from the State of Warwick report.
- 6.4 It was felt that smaller workshops, with approximately 25 key representatives from the various sectors, would be an effective way of considering all the outputs and start working up a draft strategic vision and strategic aims – this was the focus of workshop 1 on 1st November
- 6.5 The second workshop concentrated on the next level down, having identified where we wanted to get to (the vision), what we wanted to achieve (the strategic aims) it was now a case of considering HOW we fulfil the strategic aims
- 6.6 It is likely the SCS will be delivered using a 3 year programme based approach, broken down into a series of projects, assigned to the appropriate groups/partnerships, some existing and some that may need to be formed for that specific purpose on a time limited basis. It is not the intention to replicate LAA county wide structure at a local level given the current state of flux.
- 6.7 The outcome of the 2 workshops will be a draft SCS comprising:-
 - A vision statement
 - A set of top line headings that spin off from the vision
 - A number of priorities under each of those headings
 - A limited number of key actions for each priority
 - A statement of values
 - Identification and explicit reference to specific challenges
 - A description of the delivery mechanisms
- 6.8 The SCS, at this point, will not include detailed action plans. It's proposed that a follow up 'Shared Vision' event is held in January 2008 to obtain consensus on the draft SCS and to start formulating the action plans and look at methods of delivery and implementation.
- 6.9 The draft SCS will then be brought back to members in both authorities and to the decision makers of other key partners e.g police, health, voluntary and community sector and the business community
- 6.10 The complete SCS can then go out to consultation and formal sign up during February/March.

Warwick District Sustainable Community Strategy

DRAFT VISION

“Warwick District, built on strong historic foundations in the heart of England. Striving to further improve its reputation as a great place to live, work and visit. Where our people are proud to belong and where everyone can share in the success of our community”

Key Elements: LIVE, WORK & VISIT

A great place to LIVE: Strategic Aims

- **Feeling safe and secure** – fear of crime, safe from speeding, anti-social behaviour
- **Active citizenship** – participation in volunteering, village/neighbourhood plans, local SNT activities, local forums and Localities agenda
- **The choice to access quality, affordable and appropriate housing**
- **Having the support to make lifestyle changes: sustainability, healthy choices, parenting, neighbourliness etc.** – what can statutory agencies do to make individual/personal/family change possible
- **A community at ease with itself:** what can we do to reduce inequalities in income, status, access to services? How can we smooth the introduction of new emerging communities? What do we need to do to become more tolerant of diversity – in respect of faith, sexuality, income differentials?
- **Great schools across the district** - improvement for all schools but a closing of the gap between the best and the worst
- **A reputation for educational excellence: Warwick University, Warwickshire College** – how do we build on what we have? How do we retain the talent that we draw in? How can we best take advantage of having one of the World’s great universities in our patch
- **Extensive opportunities for self improvement** - what part can we play in supporting the aspirations of those in our community who

wish to get on? Can we become the best in the country at giving talented people from right across the community the support they need?

- **Businesses who are interested in learning and skills development**
 - how do we make every employer here madly keen to develop their staff? Investors in people? Do statutory agencies show the way?
- **Thriving sports community from grass roots to excellence**
- **Where home grown talent is valued and nurtured**
- **Where there is choice and easy access to good quality and affordable cultural and leisure activities**

A great place to WORK: Strategic Aims

- **A diversity of working and career opportunities** – seeking to develop a wide range of employment opportunities, high skill manufacturing, cultural industries, environmental technologies, service sector, etc so that everyone has an opportunity to have a good job – not just a job.
- **Travel to work** - many travel out of the district to work or travel in to the district to work – but is this balance right – need we increase the amount of people who live here that work here? How do we reduce the A46 commute from points north? Can we develop opportunities for people in relatively low income jobs (e.g. Council Officers) to relocate to WD instead of driving to it?
- **A balanced economy** – not all of our eggs in any one basket (not “do a Coventry” where the balance has shifted from all manufacturing to all service sector)
- **Embracing new technologies: environmental, creative industries, IT** - lets grow our cutting edge sectors, chase more ProDrive, Middlesbrough Environmental, Ecotech, etc...
- **Continuously attracting inward investment....** if we are to facilitate change we need a constant supply of new employers
- **... and supporting home grown entrepreneurs**
- **A valued workforce: trained, healthy, retained, progressive, supported** - how do we make every employer here madly keen to develop their staff? Investors in people? Do statutory agencies show the way?
- **Businesses that actively working towards reducing negative environmental impacts** - no company wants to be labelled a polluter any more – how do we help them not want to have a reputation for being a contributor to Global Warming – without

resorting to “green-wash” (like white-wash – policy initiatives used to make you look green but which actually make no impact)

A great place to VISIT: Strategic Aims

- **Better accommodation** ‘stayers’ not ‘one dayers’ are we doing enough to keep driving standards up – across the price range from B&B to large Hotels
- **Vibrant towns** - increasing the length of stay by making it fun to stay – cinema? Theatre? Is it good enough?
- **Make Leamington the top shopping destination in the sub-region** -
- **Extending the range of local attractions** – does having 5 star attractions like Warwick Castle make us complacent – how can we add to this?
- **Enhancing the cultural experience** – we are a cultured community – but do we exploit this? Do we do enough to enable local talent to contribute to our tourism offer – or are we too parochial?