

EXECUTIVE COMMITTEE

15th March 2011

SUSTAINABLE COMMUNITY STRATEGY AND ACTION PLANS

Relevant Portfolio Holder	Cllr Carole Gandy, Portfolio Holder for Community Leadership & Partnerships
Relevant Head of Service	Hugh Bennett, Director of Policy, Performance and Partnerships
Key Decision	

1. SUMMARY OF PROPOSALS

The Executive Committee is requested to consider the Redditch Partnership Sustainable Community Strategy (SCS) and its four associated Action Plans.

2. RECOMMENDATIONS

The Committee is asked to RECOMMEND that

subject to Member comments, the Sustainable Community Strategy be adopted.

3. BACKGROUND

3.1 The Redditch Partnership is a non-statutory, multi-agency partnership, which operates within Redditch Borough. The Redditch Partnership brings together representatives of the public, private, community and voluntary sectors to deliver initiatives and services in a co-ordinated and effective manner.

3.2 The Redditch SCS is the key working document of Redditch Partnership. The SCS was agreed by the Redditch Partnership Management Board on 17th January 2011 and now requires adoption by all partners.

4. KEY ISSUES

4.1 The role of Redditch Borough Council and its partners is to provide a leadership role through identifying and conveying the needs and aspirations of local communities.

4.2 The SCS is intended to influence the delivery and budget plans of all members of the Redditch Partnership, in order to deliver on resident aspirations and embed partnership working within the Borough.

**EXECUTIVE
COMMITTEE**

15th March 2011

4.3 The previous SCS focused on the key themes of the Worcestershire LAA (LAA). With the abolishment of the LAA and the recognition by Redditch Partnership Board that the Strategy needed to be more focused, the refreshed SCS has been structured around four new key priorities. These are:

- a) health inequalities;
- b) education attainment;
- c) the economy; and
- d) areas of deprivation.

4.4 These priorities were identified through the 2009 Comprehensive Area Assessment where Worcestershire was given a 'red flag' for differences in the quality of life for people in Redditch compared to the rest of Worcestershire. The priorities were further developed through consultation with residents, which took place at various events in Redditch during 2010.

5. FINANCIAL IMPLICATIONS

Ongoing funding is required to enable the Partnership to become an active delivery mechanism for the Council's community leadership responsibilities and the delivery of the SCS.

6. LEGAL IMPLICATIONS

The legislative framework is set out primarily in the Local Government Act 2000 updated by the Local Government and Public Involvement in Health Act 2007. The Local Government Act 2000 introduced a statutory requirement that all local authorities prepare a SCS. This should set out local strategic priorities for an area, the basis by which progress towards those priorities can be assessed and engage key local stakeholders in planning and delivery.

7. POLICY IMPLICATIONS

7.1 The SCS is the overarching plan for the Borough and should influence Redditch Borough Council's and other partner's strategies and plans. The SCS therefore has an important role in shaping both the Core Strategy and the Council Plan.

EXECUTIVE COMMITTEE

15th March 2011

- 7.2 If the SCS is endorsed, Redditch Borough Council will commit to working within the framework of Redditch Partnership to deliver shared objectives. Although endorsing the SCS does not commit to any specific delivery target or future policy development, endorsement of the Strategy may be cited in future reports recommending policy changes.

8. COUNCIL OBJECTIVES

Enterprising Communities - an enterprising community will be one which is consistent with the four priorities of the SCS, i.e improved health, improved educational attainment, the economy and the regeneration of Winyates and Church Hill. The SCS and the Economic Action Plan provides a structure and a series of interventions to ensure effective action is taken to contribute to this Council priority.

9. RISK MANAGEMENT, INCLUDING HEALTH & SAFETY CONSIDERATIONS

The Council cannot deliver the aspirations of its residents working on its own, Partnership working is crucial to improve health, economic success, attainment and regeneration.

10. CUSTOMER IMPLICATIONS

None directly but community engagement underpins the SCS.

11. EQUALITIES AND DIVERSITY IMPLICATIONS

The SCS and its Action Plans provide a structure and series of interventions to help address issues of inequalities across the Borough, particularly around health, attainment and regeneration.

12. VALUE FOR MONEY IMPLICATIONS, PROCUREMENT AND ASSET MANAGEMENT

The SCS and its Action Plans encourages partners to work together effectively, drawing on resources and expertise of a wide range of partners, avoiding duplication and therefore providing better value for money for the people of Redditch.

EXECUTIVE COMMITTEE

15th March 2011

13. CLIMATE CHANGE, CARBON IMPLICATIONS AND BIODIVERSITY

The SCS has focused on four priorities; however, other partnership working does occur such as the Climate Change Officer who works with Act on Energy.

14. HUMAN RESOURCES IMPLICATIONS

None identified.

15. GOVERNANCE/PERFORMANCE MANAGEMENT IMPLICATIONS

The Redditch Partnership Board will oversee the implementation of the SCS and will monitor progress of projects contained within the four Actions Plans at each meeting. Redditch Overview and Scrutiny Committee has also requested to monitor the progress of the Strategy and actions plans at regular intervals.

16. COMMUNITY SAFETY IMPLICATIONS INCLUDING SECTION 17 OF CRIME AND DISORDER ACT 1998

The SCS identified four priorities, but other partnership working does go on. The Police attend the Partnership Board and are a key partner in the Community Safety Partnership.

17. HEALTH INEQUALITIES IMPLICATIONS

Health Inequalities is a key priority for this SCS. The Health Inequalities Action Plan in particular sets out key interventions designed to address levels of smoking, healthy lifestyles and levels of alcohol consumption in the Borough.

18. LESSONS LEARNT

- 18.1 The previous SCS contained approximately 41 priorities. Redditch Partnership Board has acknowledged that there were too many priorities to effectively deliver on. Therefore, with the refreshed version of the Strategy the Partnership has been careful to focus on the most pressing four priorities.

EXECUTIVE COMMITTEE

15th March 2011

- 18.2 The previous SCS also did not include any actions plans. The Partnership Board has produced four Action Plans for each priority to be read in conjunction with the SCS. These specify what additional activity (above and beyond what individual partners are delivering in their own work plans) are being undertaken to address the four priority areas. These Action Plans not only make it clear to all partners what activity is taking place, but also provides a mechanism for performance management and to increase the accountability of the Partnership.
- 18.3 A dedicated Officer has now been in post to service the Partnership for over 12 months. This has enabled the Partnership to develop the SCS and the four Actions Plans and will enable projects that form part of the four Action Plans to be successfully progressed, developed and monitored.

19. COMMUNITY AND STAKEHOLDER ENGAGEMENT

Consultation has taken place with the community to inform this refreshed version of the SCS. A Partnership event was held in January 2010 in the Kingfisher Shopping Centre where residents were asked what their priorities for Redditch were. Additional consultation was undertaken at the Morton Stanley Festival in August 2010 which asked residents questions more specifically about the emerging themes of health, education and the economy.

20. OTHERS CONSULTED ON THE REPORT

Portfolio Holder(s)	Yes – Redditch Partnership Board
Chief Executive	Yes – Redditch Partnership Board
Executive Director (S151 Officer)	Yes - CMT
Executive Director – Leisure, Environment and Community Services	Yes – Redditch Partnership Board
Executive Director – Planning & Regeneration, Regulatory and Housing Services	Yes - CMT

REDDITCH BOROUGH COUNCIL

**EXECUTIVE
COMMITTEE**

15th March 2011

Director of Policy, Performance and Partnerships	Yes – Redditch Partnership Board
Head of Service	N/A
Head of Resources	Yes - CMT
Head of Legal, Equalities & Democratic Services	Yes - CMT
Corporate Procurement Team	No

21. WARDS AFFECTED

All.

22. APPENDICES

Appendix 1 – Redditch Sustainable Community Strategy;
Appendix 2 – (Appendix A) Redditch Partnership Structure;
Appendix 3 – (Appendix B) Health Action Plan;
Appendix 4 – (Appendix C) Education Action Plan;
Appendix 5 – (Appendix D) Economic action Plan;
Appendix 6 – (Appendix E) Areas of Highest Need Action Plan.

23. BACKGROUND PAPERS

None identified.

AUTHOR OF REPORT

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