

ANNEXE 1

SUSTAINABLE COMMUNITY STRATEGY ACTION PLAN

Our vision for the future of South Derbyshire

Our vision is of a dynamic South Derbyshire, able to seize opportunities to develop successful communities, whilst respecting and enhancing the varied character and environment of our fast growing district.

How we'll achieve this vision

Central Government requires each district to produce a Sustainable Community Strategy. The South Derbyshire Partnership, a group of people representing public services, local businesses, voluntary and community groups, and residents, has developed this document which sets out the vision and the changes we want to see here. This action plan provides a more detailed summary of the specific activities that organisations will undertake – individually or collectively – to work towards South Derbyshire's vision.

About the action plan

This is a five-year action plan for 2010 – 2015 and it will be reviewed and updated annually over this period. The action plan is split into five work areas:

Sustainable Development
Safer Communities

Vibrant Communities
Healthier Communities

Children and Young People

For each one we have highlighted the activities that will take place, and how they relate to the Sustainable Community Strategy. Information is also provided about how the work will be taken forward and how progress will be monitored in each case.

Moving forward

The South Derbyshire Partnership's theme groups will each have ownership of and responsibility for a number of activities within this plan. They will be responsible for monitoring progress and for ensuring the Board is kept up to date on both areas of success and where there are difficulties. The Board will take decisions about amending targets as necessary, and about taking remedial action to address any delivery problems that arise.

South Derbyshire Partnership Owner		SDDC Chief Executive
Difference we want to make		Adequate, appropriate and affordable housing for all, in well-served communities
Resp Org	The actions we will undertake to deliver this are...	We will know when we have been successful when...
Operations Director SDCVS	Produce a community information pack to be distributed on new housing estates, providing details of local services including voluntary support and promoting use of the town centres.	New housing estates to receive information on local services.

Resp Org	The actions we will undertake to deliver this are...	We will know when we have been successful when...
SUSTAINABLE DEVELOPMENT		Sustainable existing and new communities that meet the population's needs and aspirations
South Derbyshire Partnership Owner		SDDC Chief Executive
Difference we want to make		A robust and diverse economy, resistant to downturns and providing a strong base for sustainable growth
Economic Development Manager SDDC	Stage events with partners to brief businesses affected by the downturn on the advice and support that is available.	The percentage of small businesses showing employment growth increases by March 2014 (NI 172). Benchmark to be confirmed.
Business & Skills Programme Manager Derbyshire Economic Partnership	Stage workshops with Business Link to help small enterprises to improve skills such as marketing and procurement.	The percentage of small businesses showing employment growth increases by March 2014 (NI 172). Benchmark to be confirmed.
Economic Development Manager SDDC	Raise awareness of South Derbyshire as a location for investment and promote positive perceptions of the area amongst decision makers.	The percentage of small businesses showing employment growth increases by March 2014 (NI 172). Benchmark to be confirmed.
Economic Development Manager SDDC	Work with East Staffordshire Borough Council to identify and develop cross boundary economic opportunities.	the percentage of small businesses showing employment growth increases by March 2014 (NI 172). Benchmark to be confirmed.
Economic Development Manager SDDC	Develop the attractions and facilities at Sharpe's Pottery Museum through the delivery of the capital works.	we achieve a growth in visitor spend (bi annual survey) from £128.84m (2007) by £1.5m per year to March 2014.

Resp Org	The actions we will undertake to deliver this are...	We will know when we have been successful when...
SUSTAINABLE DEVELOPMENT		Sustainable existing and new communities that meet the population's needs and aspirations
South Derbyshire Partnership Owner		SDDC Chief Executive
Difference we want to make		Sustainable employment and support for people to access the skills required
Senior Sector Development Manager Jobcentre Plus	Address worklessness by preparing jobseekers for opportunities through pre-employment activities.	The proportion of the population aged 19-64 for males and 19-59 for females qualified to at least Level 2 or higher rises (NI163). Benchmark to be confirmed.

Resp Org	The actions we will undertake to deliver this are...	We will know when we have been successful when...
SUSTAINABLE DEVELOPMENT		Sustainable existing and new communities that meet the population's needs and aspirations
South Derbyshire Partnership Owner		SDDC Chief Executive
Difference we want to make		High quality development that minimises impact on the environment
Economic Development Manager SDDC	Implement the Swadlincote Gateways programme of environmental improvements on prominent sites and key arterial routes.	100 trees planted in town centre and prominent gateways by March 2011.

Resp Org	The actions we will undertake to deliver this are...	We will know when we have been successful when...
VIBRANT COMMUNITIES		Communities that are vibrant and active where there is a strong sense of community
South Derbyshire Partnership Owner		Chief Executive SD CVS
Difference we want to make		Increased participation in voluntary and community action
SD CVS Chief Executive	Map organisations who have volunteering opportunities in the area.	the number of volunteering opportunities registered with the Volunteer Centre South Derbyshire increases from 290 (2009) to 400 by March 2014.
SD CVS Chief Executive	Co-ordinate at least two district wide volunteer celebration events per year one of which is a fashion show to encourage intergenerational participation in volunteering	the number of groups involved in the district wide event increases from 12 (2008/9) to 25 by March 2014.
SD CVS Chief Executive	Develop a District wide Volunteer recognition system/award (measured by number of volunteers awarded certificates).	the number of volunteers recognised for their contributions increases from 180 (2008/9) to 300 by March 2014.

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VIBRANT COMMUNITIES		Communities that are vibrant and active where there is a strong sense of community
South Derbyshire Partnership Owner		Chief Executive SD CVS
Difference we want to make		Create an environment for a thriving third sector
SD CVS Chief Executive	Distribute an annual survey to all partners and produce and implement a local action plan to develop the COMPACT.	the percentage of organisations that think the relationship between statutory and voluntary sector is good or very good increases from 76% (2008/9) to 88% by March 2014.
SD CVS Chief Executive	Hold an annual event in COMPACT Week.	the number of organisations signed up to the COMPACT increases from 18 (2008/9) to 30 by March 2014.
SD CVS Chief Executive	To develop a programme of awareness training for customer services staff in public and voluntary sector services.	Place Survey satisfaction levels in public facilities.

Resp Org	The actions we will undertake to deliver this are...	We will know when we have been successful when...
VIBRANT COMMUNITIES		Communities that are vibrant and active where there is a strong sense of community
South Derbyshire Partnership Owner		Chief Executive SDDC
Difference we want to make		We will make improvements in the management of Open Space and local sites to benefit their value to people and wildlife.
Environmental Development Manager SDDC	To support and further develop the Environmental Forum holding at least three Forum meetings per year and encourage local projects to promote conservation.	The number of local sites where positive conservation management is being implemented increases (Benchmark to be set)
Environmental Development Manager SDDC	To actively work in partnership to promote Biodiversity and provide opportunities to get involved through the delivery of community environmental initiatives/events supported each year.	the number of individuals involved in conservation and site management projects increases from 1100 (2008/9) to 1600 by March 2014 (volunteer days)

Resp Org	The actions we will undertake to deliver this are...	We will know when we have been successful when...
VIBRANT COMMUNITIES		Communities that are vibrant and active where there is a strong sense of community
South Derbyshire Partnership Owner		Chief Executive SDDC
Difference we want to make		An increase in the percentage of people who feel South Derbyshire is an attractive place to live
Head of Environmental Services SDDC	Link with event organisers to provide recycling facilities at three community/clean up events.	the percentage of waste recycled or composted increases from 48% (2008/9) to 53% by March 2014 (NI 192).
Head of Environmental Services SDDC	To engage children and their families in at least five campaigns to reduce litter and landfill via contact with schools or via community events.	The percentage of streets that contain unacceptable levels of litter, graffiti, detritus and fly posting decreases from 6% (2008/9) to 4% by March 2012 (NI 195).

Resp Org	The actions we will undertake to deliver this are...	We will know when we have been successful when...
VIBRANT COMMUNITIES		Communities that are vibrant and active where there is a strong sense of community
South Derbyshire Partnership Owner		Chief Executive SDDC
Difference we want to make		Reduced carbon emissions per person
Head of Environmental Services SDDC	50 homes receiving energy efficiency measures identified by voluntary sector organisations, with a further increase in referrals of 20 for each subsequent year.	the percentage of low income households living in hard to heat homes reduces from 8% (2008/9) to 6% by March 2014 (NI 187).
Head of Environmental Services SDDC	To improve energy efficiency in three community buildings per year.	energy efficiency measures are increased in 15 community buildings by March 2014.

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VIBRANT COMMUNITIES		Communities that are vibrant and active where there is a strong sense of community
South Derbyshire Partnership Owner		Chief Executive SDDC
Difference we want to make		An increased number of people taking part in cultural activities
Head of Leisure & Community SDDC	To deliver the Village Sports project (subject to successful funding bid) with the appointment of a Sports Worker and establishment of 5 new activity sessions in Year 1.	the number of adults engaged in sport at least three times in the last 12 months increases from 21.4% (2008) to 25.4% in 2012 (NI 8).
Head of Leisure & Community SDDC	To deliver the Breath of Fresh Air (Cultural Olympiad) Event which will incorporate culture, sport, environment, volunteering activities.	the number of adults engaged in the arts at least three times in the last 12 months increases from 41% (2008) to 46% by March 2014.
Healthy Lifestyle Officer SDDC/PCT	To promote the development of parks as a 'hub' for community activity through the 'Park Life' Project.	Place Survey satisfaction levels for parks.

Resp Org	The actions we will undertake to deliver this are...	We will know when we have been successful when...
VIBRANT COMMUNITIES		Communities that are vibrant and active where there is a strong sense of community
South Derbyshire Partnership Owner		Chief Executive SDDC
Difference we want to make		Strong community voices to influence service planning and delivery.
Policy and Communications Manager SDDC	To undertake research with the County Council and CVS over the community cohesion/social inclusion issues facing South Derbyshire and to produce a joined up strategy if required.	the percentage of people who believe people from different backgrounds get on well together in their local areas increases from 77% (2008) to 82% by March 2014(NI 1).

Resp Org	The actions we will undertake to deliver this are...	We will know when we have been successful when...
VIBRANT COMMUNITIES		Communities that are vibrant and active where there is a strong sense of community
South Derbyshire Partnership Owner		Chief Executive SDDC
Difference we want to make		To better identify and plan the changing needs of the population.
Policy and Communications Manager SDDC	To equality map the district by gathering data about the communities that live in the district. This will enables us to produce area profiles for wards within the district.	the percentage of people who believe people from different backgrounds get on well together in their local areas increases from 77% (2008) to 82% by March 2014 (NI 1).
Policy and Communications Manager SDDC	To join up service delivery and target the issues identified by the area profiles in the district around the emerging picture.	the percentage of people who believe people from different backgrounds get on well together in their local areas increases from 77% (2008) to 82% by March 2014 (NI 1).

Resp Org	The actions we will undertake to deliver this are...	We will know when we have been successful when...
SAFER COMMUNITIES		Communities that people feel are safer places in which to live, work and visit
South Derbyshire Partnership Owner		Leader SDDC
Difference we want to make		The integration of all minorities into the wider community
Safer Communities Manager SSDP	Developing a district wide approach to promote the use and awareness of the 'Stop Hate Crime' Scheme.	the number of referrals using the scheme in the district have increased by 5% per annum to March 2014.
Criminal Justice Board	Bring together organisations to promote the scheme and to analyse take up and assess the impact on the community.	<p>the number of organisations set up to be signposting centres have increased by 1 each year until March 2014.</p> <p>the level of Hate Crime measured by the Police has decreased from 74 (2008/9) to 60 by March 2014.</p>

Resp Org	The actions we will undertake to deliver this are...	We will know when we have been successful when...
SAFER COMMUNITIES		Communities that people feel are safer places in which to live, work and visit
South Derbyshire Partnership Owner		Leader SDDC
Difference we want to make		Reduced levels of crime and fear of crime
Safer Communities Manager SSDP	Fund at least 20 Local area Safer Neighbourhoods projects, using Safer Neighbourhood Funding	The incidents of damage in the Swadlincote Central area have reduced from 122 (2008/9) to 95 by March 2014.
Safer Communities Manager SSDP	Implementing 4 campaigns each year to educate residents to keep property and cars safe and secure.	the number of domestic burglaries (per 1000 population) have reduced from 7.2 (2008/09) to 6.2 by March 2014.
Safer Neighbourhoods Officer - Substance Misuse	To implement a campaign aimed at educating parents of the dangers of allowing their Children alcohol.	The incidents of damage in the Swadlincote Central area have reduced from 122 (2008/9) to 95 by March 2014.

Resp Org	The actions we will undertake to deliver this are...	We will know when we have been successful when...
SAFER COMMUNITIES		Communities that people feel are safer places in which to live, work and visit
South Derbyshire Partnership Owner		Leader SDDC
Difference we want to make		To reduce the fear of crime and promote that South Derbyshire is a low crime area
Safer Communities Manager SSDP	Launch major publicity campaign during summer to show how effective the Partnership is at listening to local people and tackling Anti Social Behaviour across the district.	the percentage of residents feeling fairly or very unsafe when outside in their local area after dark has reduced from 24% (2008) to 18% by March 2014.

Resp Org	The actions we will undertake to deliver this are...	We will know when we have been successful when...
SAFER COMMUNITIES		Communities that people feel are safer places in which to live, work and visit
South Derbyshire Partnership Owner		Chief Superintendent A Hough, Derbyshire Police
Difference we want to make		Fewer casualties from road accidents
Section Inspector Derbyshire Police	To run at least 4 Speed Watch schemes per year in local villages with speeding problems: (Local residents are informed of the scheme at the Safer Neighbourhoods meetings and are asked to get at least 6 local residents signed up to roll out the scheme. Each scheme will last for 3 weeks and then will move on to another area).	the number of people killed or seriously injured in road traffic accidents has reduced from 43 (2008/9) to 38 by March 2014 (NI 47)

Resp Org	The actions we will undertake to deliver this are...	We will know when we have been successful when...
HEALTHIER COMMUNITIES		A healthier and more active lifestyle across all communities
South Derbyshire Partnership Owner		Consultant Public Health, Derbyshire County PCT
Difference we want to make		An increased life expectancy across all communities
SDCVS Chief Executive	Review Community Support Referral Scheme to support effective re-implementation which will involve development of a project and delivery plan.	the number of referrals into service increases by 20% per annum from 2012 after baseline established. the number of organisations referring per annum increases to a total of 10 by 2014.
SDCVS Chief Executive	Develop and implement Mystery Shopper project: to assess gaps in district-wide information and produce report with recommendations.	to make recommendations to local stakeholders to improve service.

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HEALTHIER COMMUNITIES		A healthier and more active lifestyle across all communities
South Derbyshire Partnership Owner		Consultant Public Health, Derbyshire County PCT
Difference we want to make		Reduced health inequalities
SDDC Healthy Lifestyle Officer	Develop Baby-friendly award in partnership with hospitality sector and private sector. Partners identified, resources identified, action plan agreed in 2010 and Award agreed 2011.	the number of Baby-friendly businesses achieving award increases to 10 by 2014.
PCT Stop Smoking Service	Level 1 brief intervention training/ stop smoking support targeting young people.	the number of frontline staff completed brief intervention training increases with 5 per annum completing training from 2011.
NHS Derbyshire County, RSLs, SDDC	Health Champion initiative in partnership with district housing providers in identified areas with significant health inequalities areas. Project plan and resources agreed in 2010.	the number of Health Champions (Housing) trained increases with 5 per annum from 2012.
SDCVS Chief Executive	Read on write Away (ROWA) initiative targeting families with basic literacy needs: community reading groups; financial literacy	2 community reading café's set up. 10 families accessing volunteer support with child safety information. 4 volunteers trained to support families with literacy skills in community settings.

Resp Org	The actions we will undertake to deliver this are...	We will know when we have been successful when...
HEALTHIER COMMUNITIES		20 families accessing support to child safety information
South Derbyshire Partnership Owner		Consultant Public Health, Derbyshire County PCT
Difference we want to make		Reduced levels of obesity
SDDC (Healthy Lifestyle Officer)	Develop volunteer Health Champion (workplace) project. Steering group and project plan agreed in 2010 and resources to be identified in 2011.	the levels of obesity (BMI of 30 and above) are reduced from a district ratio of 1 in 4 (2008) to the County levels of 1 in 5 by 2014. the numbers of volunteer Health Champions (workplace) are increased, delivering from 2 per annum in 2012 to 3 per annum by March 2014.

Resp Org	The actions we will undertake to deliver this are...	We will know when we have been successful when...
HEALTHIER COMMUNITIES		A healthier and more active lifestyle across all communities
South Derbyshire Partnership Owner		Consultant Public Health, Derbyshire County PCT
Difference we want to make		Increased levels of physical activity across communities
GAIF Development Manager	Produce at least two support tools (i.e. pod casts, downloadable routes, mini-maps) per annum to increase active living opportunities “on your doorstep” across the district – walking routes, cycling routes.	the active participation in sport is increased from 21.4% (2008) to 25.4% in 2012 (NI 8).
GAIF Development Manager	Add value to Nordic walking initiative through training of at least two more per year volunteers to support additional activity.	the active participation in sport is increased from 21.4% (2008) to 25.4% in 2012 (NI 8)
SDCVS	Establish and co-ordinate district community food activities programme and links to physical activity opportunities through establishing district steering group and producing project plan.	PI and benchmark to be agreed.
Head of Leisure & Community SDDC	Continued development to support long term sustainability of Get Active in the Forest project.	We maintain annual participations on the Get Active in the Forest project at 12,000.

Resp Org	The actions we will undertake to deliver this are...	We will know when we have been successful when...
HEALTHIER COMMUNITIES		A healthier and more active lifestyle across all communities
South Derbyshire Partnership Owner		Consultant Public Health, Derbyshire County PCT
Difference we want to make		Improved access to services for all and particularly older communities
SDDC (Healthy Lifestyle Officer)	Implement actions to meet identified need from older persons needs assessment - free swimming, dancing, etc.	physical activity levels of people aged 55 plus increased from 8.2% (2008) to 14% by March 2014.

Resp Org	The actions we will undertake to deliver this are...	We will know when we have been successful when...
HEALTHIER COMMUNITIES		A healthier and more active lifestyle across all communities
South Derbyshire Partnership Owner		Consultant Public Health, Derbyshire County PCT
Difference we want to make		Increased mental well-being
Health Strategy Manager NHS Derbyshire County	Support implementation of Mental Wellbeing impact assessment across the SDP Sustainable Community Strategy (and subsequent subgroup action plans). Agree criteria in 2010 and action across SDP subgroups in 2011 and make sure that SDP actions have all undergone assessment in 2011.	there is increase in the number of people referred for psychological therapies (IAPT/NHS, 2009) Benchmark to be set.
Health Strategy Manager NHS Derbyshire County	To add value to county working (Mental Health commissioning developments), working with partners to promote positive mental wellbeing: 2 Mental Health awareness training events across partner organisations; 2 positive mental wellbeing projects	there is increase in the number of people referred for psychological therapies (IAPT/NHS, 2009) Benchmark to be set.

Resp Org	The actions we will undertake to deliver this are...	We will know when we have been successful when...
CHILDREN & YOUNG PEOPLE		Communities where all children and young people achieve their full potential and make positive contributions to their communities
South Derbyshire Partnership Owner		District Manager, 11-19 Services
Difference we want to make		An enjoyable environment for children and young people in which they are able to achieve their potential
Sport and Youth Development Manager (SDDC)	Improve access to Positive Activities for Young People with Disabilities by delivering a programme including Sports and Arts activities. Work with young people to design access to the wider offer.	the participation of disabled young people (13-19 year olds) in positive activities from 8% (2008/09) to 12% by March 2014 (NI 110).
Team Leader Connexions	Deliver a partnership programme to reduce the number of Young People Not in Education Employment or Training (NEET).	the number of 16 to 18 year olds who are not in education, training or employment from 9.9% (2008/09) to 8% by 2014 (NI 117).
Manager DCC Youth Service	Improve access to Positive Activities for all with integrated teams around school clusters including local community partners.	the participation of young people (13-19 year olds) in positive activities from 25% (2008/09) to 30% (NI 110).
Manager DCC Youth Service	Increase the participation of young people in decision making and influencing the development of Young People's Services through the allocation of Youth Opportunity Funds.	the participation of young people (13-19 year olds) in positive activities increases from 25% (2008/09) to 30% (NI 110).
Manager DCC Youth Service	Increase involvement of young people in Local Democracy Week.	the participation of young people (13-19 year olds) in positive activities increases from 25% (2008/09) to 30% (NI 110).