

Charnwood Community Strategy

**The Community Strategy for Charnwood has
been developed by the
Charnwood Strategic Partnership**



This Strategy is about working in partnership to:

- Meet local needs
- Provide better services
- Improve the quality of life of the people of Charnwood

It is about Joint Action that will move us towards our **Vision of** ;

An improved quality of life for everyone living and working in Charnwood

It is about working together to achieve more than we could if we worked alone.

It is about testing and checking our progress and making changes where needed.

The Charnwood Community Strategy has been developed by the Charnwood Strategic Partnership. The Partnership is made up of a wide range of local agencies and organisations to improve well-being through joint working and shared aims.

The **Partnership Board** comprises one representative of each of the following bodies:

- Action for a Better Charnwood
- Association of Charnwood Tenants' (for the Partnership Forum)
- AstraZeneca
- Charnwood and North West Leicestershire Primary Care Trust
- Charnwood Borough Council
- Charnwood Community Safety Partnership
- Charnwood Council for Voluntary Service
- Charnwood Health Forum
- Charnwood Racial Equality Council
- Lafarge Aggregates Ltd
- Leicestershire County Council
- Leicestershire Learning and Skills Council
- Leicestershire Police
- Leicestershire and Rutland Rural Community Council (for the Partnership Forum)

- Local Association of Parish Councils
- Loughborough Chamber of Trade & Commerce
- Loughborough College
- Loughborough Council of Faiths
- Loughborough University

The **Partnership Forum** comprises nearly 100 local groups and organisations. The Forum contributed significantly to this Strategy and it will continue to meet regularly to monitor and review progress and support further development of the Strategy.

If you would like this document in your language or to obtain copies in Braille, on audio tape or large print please contact the Policy Unit on (01509) 634603 or e-mail policy.unit@charnwoodbc.gov.uk

If you require any further information about the Partnership, the Strategy or the Draft Action Plan please contact Jonathan Hale, Director of Community Engagement on (01509) 634720 or Stephen Phipps, Head of Policy Unit, on (01509) 634605 or visit our website at www.charnwoodonline.net/community

Contents

	<u>Page</u>
Introduction	1
Context	4
Background to the Community Strategy.....	6
Priorities	10
Resources	10
Monitoring and Review	11
The Strategy	12
Vision for Charnwood	12
Partnership Aims	12
i. To Act in Partnership	12
ii. To Seek Continuous Improvement	13
Wellbeing Aims	15
iii. A Learning Borough	15
iv. A Prosperous Borough	17
v. A Safer Borough	19
vi. A Healthy Borough	21
vii. A Sustainable Environment	23
viii. An Accessible Borough	26
ix. An Inclusive Borough	29
x. A Culturally Rich Borough	31
xi. A Borough with Decent Homes	34

Appendix

Key Facts and figures about the Borough of Charnwood

Context

Charnwood is in North Leicestershire, between the city of Leicester to the south and rural Nottinghamshire to the north. Charnwood Forest makes up a large proportion of the west of the Borough. To the east are the rolling Leicestershire Wolds. The majority of the population is in the settlements along the valley of the River Soar which runs through the heart of the Borough.

The Local Context:

- The Borough has a population of over 153,000.
- Loughborough with a population of over 56,000 is the largest settlement in the Borough and in the Shire County.
- There are 3 towns with populations of over 10,000 but 40% of the people live in smaller villages.
- It is a varied and diverse community with significant minority ethnic representation particularly in Loughborough
- There are links with the economy of Greater Leicester to the south of the Borough.
- New roads have improved access particularly to the south of the Borough and the M1.
- Commuting along the A6 corridor is important (Leicester to Loughborough in both directions).
- New employment land has been identified in the Local Plan throughout the Borough area.
- Pockets of high unemployment persist in Loughborough, especially among minority ethnic communities.
- Continuing growth of Loughborough University has a major impact on the town and the local economy.
- Manufacturing is still a major feature of the economy but significant recent redundancies in textiles and clothing.
- Several large industrial villages hit by loss of local services and employment.
- Continuing strong demand for housing, employment and retail development, particularly in Loughborough.
- Development and promotion of High Technology networks and a Science Park in Loughborough.

The Wider Context

The Community Strategy focuses on Charnwood issues. But what happens in the Borough is also subject to regional, national and international trends and influences.

Particularly relevant to this wider context are:

- Charnwood's position between Nottingham, Leicester and Derby.
- Conservation of the natural and built environment in an area of development pressure.
- Development of the National Forest.
- East Midlands Airport development.
- Ageing and more culturally diverse population.

- Changing economic and employment base.
- Transport infra-structure.
- Rural and Farming issues.
- Impact of new technologies.
- Nationally set targets and priorities for public agencies.
- Regional and sub-regional strategies and priorities.

Background to the Community Strategy

Why a “Community Strategy”?

The Community Strategy will be the key document setting out agreed aims, priorities and actions for Charnwood to which all public, private and voluntary sector partners are committed. It is intended that, over time, the partners will organise their budgets and resources to tackle the priorities identified in the Strategy in a co-ordinated and focussed way. The Strategy does not identify all of the actions which the various partners will take but it does identify actions which would not otherwise have taken place and where partnership work can add value. The test of the success of the Strategy will be the extent to which these joint actions produce measurable differences in the quality of life for Charnwood and all its communities.

The Strategy is organised around 11 Aims but running as common threads throughout these are three cross cutting themes.

- **Community Development and Cohesion** to ensure that the needs and priorities of Charnwood’s diverse communities are recognised and addressed in ways that develop their ability to participate fully in all aspects of the life of the Borough.
- **Sustainability** not only in terms of the protection of the Borough’s natural and man-made environment but also in terms of the development of communities which provide for the needs of all of their members.
- Improving the overall **well being** of the people of Charnwood and its various communities by addressing social, economic and environmental issues in a balanced and co-ordinated way.

The Charnwood Strategic Partnership has worked together to produce the Community Strategy. The Partnership believes that such a strategy is the best way of ensuring that the needs and aspirations of the people and communities of Charnwood for the next 10 years or so are addressed. We want it to be a strategy which people and communities throughout Charnwood feel able to sign up to as reflecting local priorities and aspirations

There are Government targets and priorities for all public agencies and this Strategy has been prepared in the context of the Government’s Modernising Agenda - in particular, the major themes of Social Inclusion, Environmental Sustainability Economic Growth and Community Development.

The Strategy also takes account of issues and priorities identified at a regional and sub-regional level. The East Midlands Development Agency (emda) has published a strategy which aims to put the region in the top twenty in Europe by 2010. Its key themes are Learning and Skills, Enterprise and Innovation, Information and Communications Technologies, the Climate for Investment and Sustainable Communities. It has significant funds available to address these issues. The regional strategy is developed and refined in more detail through a series of sub-regional strategies. Charnwood lies within the Leicester and Leicestershire Economic Partnership area. Their Economic Regeneration Strategy 2003 – 2012 sets an overall vision to “*create the right economic conditions which can improve the quality of people’s lives and the environment within which we live.*” The vision

emphasises the importance of people and skills, enterprise and innovation, land and buildings and sustainable communities.

The Leicestershire Local Strategic Partnership has produced a community strategy for the County area excluding the City. This is designed to complement District Community Strategies and it identifies three key themes around which to build partnership action.

- Leicestershire – a County to be proud of.
- Leicestershire – where there are quality services for all.
- Young people – Leicestershire's future.

All of these partnerships and strategies emphasise the need to work in close co-operation and to see the wider links and relationships between the various issues.

Why a Charnwood Strategic Partnership?

The production of this Community Strategy is unprecedented in Charnwood and represents a great opportunity for closer working between different organisations. Most organisations have their own visions, strategies and programmes but public authorities are often quite rightly criticised for not working closely together to match up their strategies and ensure that the actions which they take complement each other. The problems faced by individuals and communities in Charnwood are often complex and interrelated and it is only by working together to common aims and objectives that the various agencies can be truly effective.

Partnership working is not new to Charnwood. There are some outstanding examples of real achievement where organisations have worked closely together and, in particular, where they have worked closely with individuals, groups or communities. For example, the Loughborough Partnership successfully managed and delivered a multi-million pound single regeneration budget project aimed at regeneration in Loughborough's deprived wards. The Charnwood Community Safety Partnership is implementing its detailed strategy and the new Strategic Partnership has benefited from long-standing and successful partnerships in the areas of Health and Sustainability.

The Charnwood Strategic Partnership is the vehicle to build on those successes, helping agencies work to a common agenda and so achieve more than by working alone.

There are many opportunities for more co-ordinated action and more can be achieved by working together to respond to the priorities identified by the Government and our communities. The Government has made it clear that future funding may depend on being able to demonstrate partnership working in the context of a comprehensive community strategy.

What does the Strategy do?

The Strategy;

- sets out in clear and simple terms what the Partnership and wider community is trying to achieve for the development and improvement of Charnwood – a vision for its future.
- builds upon rather than duplicates existing partnerships and structures.
- identifies the main issues as life-long learning, economic growth, community safety, healthy living, a sustainable environment, access to transport, community cohesion, improved leisure and culture and decent homes.
- identifies the key priorities under each of these headings.
- is supported by actions which the Partnership intends to take to address the priorities and problems identified.
- will identify clear targets to be met and timetables for the actions to be completed. The Partnership Board will monitor these, and performance will be publicly recorded and accounted for to the wider Partnership forum and the community at large.

Much is made these days of the need for “joined up” thinking and the recognition of “cross cutting” issues. The Partnership recognises that the individual well-being aims identified in the Strategy are not mutually exclusive and that actions under each of the aims do contribute across the board to the other aims. The Partnership believes that the best way of recognising the cross cutting nature of these issues is through co-ordinated action in identifying priority areas or with identified priority interest groups. The next step will be for the Partnership to develop a fully prioritised action plan which the partner bodies will be asked to endorse and reflect in their own programmes and budgets. The Strategy’s two “Partnership Aims” recognise the scope for more efficient and effective working through sharing of information and resources.

The Government is proposing significant changes to the planning system to ensure that the needs and aspirations of local communities are reflected as far as possible in land use planning policies and decisions. It is intended that the new Local Development Framework, which will replace the old Local Plan system, will reflect priorities identified in this Strategy which have land use or planning implications. In this context, issues relating to development of Loughborough Town Centre, the regeneration of village centres, improved access to services and facilities in rural areas, the need to meet the housing needs of the area and to cater for the growth of Loughborough University and new industries can all be reflected in the new Local Development Framework with the full participation of local communities.

Who has been involved so far?

The responsibility for leading on the preparation of the Community Strategy lies with Charnwood Borough Council. The Government’s advice is that the Strategy should be produced through a strategic partnership of key public, private and voluntary sector bodies. The first meeting of the Charnwood Strategic Board was called in January 2002 where a structure for the Partnership was agreed. The aim was to ensure that all the key service providers and organisations in the community were represented while ensuring that the size of the Board was manageable.

In addition, the Board established a Partnership Forum on which nearly a hundred local groups and organisations are represented. Two meetings of the Forum have

already taken place at which the vision and aims were debated and where the key priorities for the Strategy were established. The draft Strategy was then subject to an extensive public consultation exercise in early 2003 the comments from which were considered by the Board in finalising this Strategy. This Strategy therefore represents the work of the Partnership Board informed by a wider community based Forum and the public consultation.

How will the Strategy be delivered?

The Strategy identifies those key actions, which will be taken in the short term (2003-2005) and the long term (2006+). The Partnership has tried to identify where it can add value rather than listing all the actions that are going on and that may contribute to the Strategic Aims. While short term actions are the current priorities that does not preclude support for initiatives that contribute to long-term actions.

The Strategy will be supported by an Action Plan that will draw together all of the Short Term Actions, and organise them under the agreed priorities. That Plan will indicate which Partnership organisation is leading on each Action and include targets to enable monitoring of progress. Each of the actions will be allocated to a specific Partner or Partners and lead responsibility for the completion of those actions will be identified. It is also intended that particular aspects of the Strategy will be implemented by existing specialist partnerships such as Charnwood Health Forum or the Charnwood Community Safety Partnership.

The Partnership Board will meet regularly to monitor progress and consider any actions which need to be taken. The Partnership Forum will also have the opportunity to judge the success and achievement of the Strategy and to influence its future development. The Forum will meet usually twice each year.

Over time it is intended that the Strategy will become integral to the planning process of all Partners.

Priorities

The Community Strategy is concerned with the quality of life in the whole Borough both now and in the future. Improving everyone's quality of life is the aim. However, we know that some areas and groups of people have a poorer quality of life. Concentrating on these areas and groups will often also help to deliver more general improvements in overall quality of life. Therefore in taking action, the Partnership will give priority to :

Areas of Deprivation – using national Indices of Deprivation at Ward level together with local information to discern areas of most need. Recognising that statistics may inadvertently “mask” issues associated with deprivation arising in small areas across the Borough.

Areas with other significant issues affecting quality of life – environmental and social factors may come together to cause concerns in an area that would not be regarded as being deprived.

Socially excluded and isolated people in Rural Areas – Charnwood includes significant rural areas. The decline of local facilities, local employment, lack of affordable housing and transport issues in these areas can lead to disadvantage and social exclusion particularly for the young and older people. The Partnership will apply The Countryside Agency's Rural Proofing principles to its activities.

Young People - Young people are the key to the future. The majority can look forward to being better educated, wealthier, physically healthier and living longer than their parents. However a significant minority face a combination of problems, which limit their prospects and make them vulnerable to social exclusion. This priority is also reflected in the Leicestershire Community Strategy.

Groups more likely to suffer multiple disadvantage and social exclusion, including:

- Homeless people
- Long term unemployed people
- Minority ethnic communities
- People and families on low incomes
- People requiring support to live independently
- People with disabilities and long term illness
- Refugees and Asylum Seekers

Resources

It is intended that key agencies and organisations will link their plans and budgets more closely to the aims of the Strategy. Already many of the aims are being pursued through mainstream plans and budgets. In addition there will be contributions both through actual resources and in kind from a wide range of European, national, regional and local agencies and organisations to all the elements of the Strategy. Information about funding opportunities relevant to the Strategy will be shared within the Partnership.

Monitoring and Review

The Charnwood Strategic Partnership Board and Forum will monitor the Borough's economic, social and environmental wellbeing using the indicators set out in the Strategy. As far as possible existing indicators, targets and monitoring arrangements will be used. It will also monitor the achievement of targets for individual actions.

The Partnership will carry out a rolling review of the Action Plan and publish an updated version each year. The aim will be to publish that in time for planning cycle of the main public agencies for the next financial year.

The Partnership will also co-ordinate reviews of the Strategy. Usually that will occur once every three years. However, because this is the first Community Strategy for Charnwood it is proposed to carry out a first full review within the first 18 months of its adoption.

THE STRATEGY

Vision for Charnwood

***An improved quality of life for everyone
living and working in Charnwood***

Partnership Aims

Aim One: To Act in Partnership

How? By working together on sharing information, on partnership projects, and on providing joint services, so that there is a more integrated and effective approach to improving quality of life in Charnwood.

Why? In Charnwood there is a good record of partnership working. However, it will take several years for this new Strategy to become fully integrated into the planning processes of all our partners, so that we all work to common long-term aims. In this period this aim will be particularly important because it is through better partnership working that real gains can be made in improving wellbeing in the Borough.

Actions proposed

Short term 2003-2005

1. Develop a Communications Plan to help promote the role and actions of the Partnership, taking into account different audiences e.g., young people, multi-ethnic community etc
2. As part of the Communications Plan develop the Charnwood Online web project to support delivery of this Strategy.
3. As part of the Communications Plan develop a Partnership “identity” to assist in promoting the Strategy, Partnership actions and activities through a multi-channel approach.
4. Improve information to the public, for instance, through joint/shared publications or a newsletter for the Partnership etc.
5. Actively promote the benefits of partnership working to parish councils and organisations and groups operating locally, including through involvement in the Forum and in consultations.
6. Investigate the scope for and practical issues of sharing information to support the Partnership; inter-agency working generally; parish councils, and voluntary organisations in the Borough.

7. Commission periodic profiles of the Borough as the basis of a common statement of basic needs (by social group and geography).
8. Source the capacity to support actions 6 and 7 above and to develop good practice in public consultation and involvement across all Partnership activities.
9. Adopt a Protocol to guide consideration by the Partnership of bids for funding.
10. Explore opportunities for "One Stop" access to and delivery of services.
11. Create an index/register of all groups in the Partnership and what they do, to be available in a range of formats to support partnership working.
12. Create clear relationships with other forums and partnerships that have roles in delivering this Strategy.
13. Promote a sense of belonging to the Partnership and to Charnwood e.g., do small rural hamlets/villages feel they are part of Charnwood or do they feel/perceive they belong to something else?

Long Term 2006+

- Identify any training required for more effective partnership working by the Partnership and more generally in the Borough
- Share good practice with other partnerships
- Assist in identifying and overcoming barriers to effective joint working by highlighting such barriers to the relevant bodies.
- Adoption of a compact defining the relationship between statutory partners and voluntary organisations based on the Government's Compact with the Voluntary Sector.
- Partner organisations align their planning and delivery processes with this Strategy.
- Identify gaps in provision and areas of duplication and actively seek solutions.

Aim Two : To Seek Continuous Improvement

How? By setting targets and monitoring their achievement, so that there is year on year progress towards a more socially cohesive, healthy, safer, economically viable and environmentally sustainable Borough.

Why? The Strategy includes Indicators against which improvements in wellbeing can be assessed. The Indicators provide a mechanism to map trends over time to assist the Partnership in gauging changes in wellbeing and so take this into account in its work. While it is recognised that changes in Indicators can arise from many factors, they will provide a baseline of information about the Borough against which progress can be assessed by the public, external funders and the Partnership. Qualitative data and information to highlight successes and short comings will also be used. There will also be targets for individual actions and these will be set out in the supporting Action Plan to enable monitoring of that Plan.

Actions proposed

Short Term 2003-2005

1. Identify and agree the information to be collected to assess improvement, using, as far as possible, existing indicators and monitoring systems
2. Source capacity to support monitoring of the Indicators and targets.
3. Review the Action Plan and evaluate the outcomes annually.
4. Run an annual review workshop to improve ways of working/joint problem solving.
5. Publicise the progress made.
6. Involve the Partnership Forum in the review processes with due consideration given to feedback from the Forum and other consultations.

Long Term 2006+

- Review the Strategy at least once every three years against current needs and against the results of a Sustainability Appraisal of the work of the Partnership.

Wellbeing Aims

Charnwood: a Learning Borough

Aim Three: To Improve Learning, Skills and Employability

How? By valuing lifelong learning in principle and following it in practice, so that excellence in education and learning underpins skills development and in particular helps into work the hardest to reach.

Why? Learning is an activity for all ages. Throughout life we meet new situations and challenges that require us to learn new skills or use new information. Some of this is formal learning through schools or work related training or academic study but learning happens in many informal, less structured ways as well. Positive learning, both formal and informal, is an important ingredient in ensuring future wellbeing of our communities. So it is important that there is an appropriate range of excellent, quality learning available to meet local needs as well as opportunities for people to better influence the learning provided.

How Will We Measure Progress?

We will use the following measures as broad indicators of progress against this aim:

REF	INDICATOR	BASELINE
3.1	Proportion of working age population with NVQ4+	25.39% (2001-2002)
3.2	Proportion of students gaining 5+ GCSEs (A*-C),	40.5% (2001-2002)
3.3	Proportion of 18 to 24 yr olds in full-time education or employment	8000 in Employment 8000 in Education (March 2001 - February 2002)
3.4	No. of childcare places per 1000 population aged 0 to 5 not in early education	Approx. 543 (2001)
3.5	National learning targets for adults	NVQ3+ 46.6%, NVQ4+ 27.7% (2000)
3.6	No. of New Deal recruits 18 to 24 yrs	Data being sought

Existing Plans and Strategies

Leicestershire County Council Education Development Plan for 2002 to 2007.
Leicestershire Learning and Skills Council Local Strategic Plan 2002 to 2005.
Sure Start Charnwood Delivery Plan.

Actions Proposed

Short Term 2003-2005

1. Co-operate on the identification and recruitment of school and college governors
2. Develop better linkages between education and the business sector; and between education institutions.
3. Commission an audit of labour market requirements.

4. Pilot a project to encourage secondments/shadowing between staff of key agencies/Partners and to community projects, to improve partnership working and awareness of issues.
5. Participate in the Learning and Skills Council's "Area Wide Planning".

Long Term 2006+

- Facilitate a Charnwood Training and Jobs event.
- Promote Loughborough as a Learning Town/Charnwood as a Learning Borough.
- Development of partnership schemes which identify and support children and young people most at risk of failing in the school system.
- Support partnership schemes that enable disadvantaged young people over the age of 16 with special needs to access learning, training and employment opportunities.
- Promote Modern Apprenticeships and work-based learning.
- Facilitate mentoring schemes.
- Establishing advice and guidance for people over 19 (the Connexions service covers 13 to 19 only).
- Further (in depth) study of Supply and Demand for Skills; and the resulting jobs match/mismatch.
- Improve the Basic Skills of the population (Literacy, Numeracy, IT)
- Improve the Essential Skills of the population (e.g. people skills and communication abilities).
- Encourage employers (particularly small and medium sized) to offer employment with training opportunities.
- Develop opportunities for people with learning disabilities to participate in the wider community as per the 'Valuing People' White Paper.
- Family and Workplace learning schemes.
- Minority Community support schemes – to raise horizons.
- Integrate learning provision with more convenient transport links so that isolated rural areas are not disadvantaged.
- Encourage learning ambassadors from the community and businesses.
- Assess the need for support mechanisms for managers and leaders in business.

Charnwood: A Prosperous Borough

Aim Four: To Develop Business Competitiveness and Growth

How? By supporting business development and providing the right conditions for growth, so that businesses can successfully compete in their target markets and support the local economy.

Why? In many ways Charnwood is a comparatively prosperous Borough. It has a good spread of commercial, business and industrial activity, with particular interests in pharmaceuticals, light engineering, new technologies and higher education. It is well placed in terms of communications and Loughborough is recognised as a town of growing regional significance. The qualities of its natural and built environment are also important contributors to its economy. However, pockets of above average unemployment, the decline of industrial villages, the decline of traditional industries and the need to support new businesses in urban and rural locations need to be addressed to maintain a sustainable local economy.

How Will We Measure Progress?

We will use the following measures as broad indicators of progress against this aim:

REF	INDICATOR	BASELINE
4.1	Proportion of people of working age in employment	75.5% (2001)
4.2	Proportion of people claiming unemployment benefit out of work for more than one year	14.3% (May 2003)
4.3	Proportion of unemployed gaining jobs	11.97% (July 2002 - Jan 2003)
4.4	Proportion of working age receiving job related training	14.2 (Feb 2003)
4.5	% increase or decrease in the number of local jobs	Registered 10%, Deregistered 11% (2000)
4.6	Business closure and formation rate	Closure rate: 9.64% Formation rate: 9.26% (2001)
4.7	% increase or decrease in the number of local jobs	2.9% (2000/2001)
4.8	Local average weekly earnings (gross) compared to national trends	£368.16 Charnwood £364.12 National Average (2002)

Existing Plans and Strategies

Countryside Agency

- Rural Businesses
- Vital Villages Programme

East Midlands Development Agency (EMDA):

- Regional Economic Development Strategy
- ICT Strategic Framework
- Rural Action Plan
- Urban Action Plan
- Environmental Economy of the East Midlands

East Midlands Regional Assembly

- Integrated Regional Strategy
- Regional Planning Guidance

Actions Proposed

The Partnership for Employment Action in Charnwood (PEACH) will be the delivery vehicle for this strand of the strategy

Short Term 2003-2005

1. Regenerate the Burder Street area of Loughborough.
2. Support regeneration outside Loughborough (e.g. OAKs managed workspace at Sileby).
3. Work with priority villages/rural settings to maintain key local services and facilities.
4. Support Loughborough Innovation Centre as a centre of excellence for Innovation in the Borough.
5. Development of the Partnership for Employment Action in Charnwood as an Intermediary Structure, which will aid businesses by signposting best advice, guidance and practical support.
6. Support initiatives to address the impacts of the decline in textile and manufacturing in areas of high priority.
7. Development and implementation of a comprehensive strategy for a vibrant Loughborough Town Centre.

Long Term 2006+

- Support the business community in adopting environmental good practices and working to achieve recognised standards.
- Support social enterprise development and growth of the environmental economy.
- Retention of graduates within the area.
- Establish reasons for business failure and success and develop initiatives to improve business survival rates. (Research may be done by other organisations)
- Promote Charnwood's technology transfer and innovation strengths to local/traditional industries and to potential inward investors.
- Support the business community in developing excellence in Management and Leadership practice.
- Support the further development of the Science Park in Loughborough.

Charnwood: a Safer Borough

Aim Five: To Reduce Crime and Promote Community Safety

How? By reducing crime, disorder and the fear of crime, strengthening social cohesion and tackling drug abuse, so that there is a continuous improvement in community safety.

Why? Feeling safe as we go about our every day business is important for us all. It is a significant factor for many in assessing their quality of life. Helping to create a safe Borough by reducing crime, anti-social behaviour and disorder is an important issue for local councils and for many agencies and organisations, not just the Police. These bodies are already working together to have a bigger impact on crime than if they worked separately, through the Crime and Disorder Reduction Partnership. On the whole Charnwood is a comparatively safe place but priority issues include vehicle crime, burglary, substance misuse, domestic and other violence, racial and other hate crimes, young people (as both victims and offenders) and anti-social behaviour. Underlying themes requiring multi-agency actions are persistent offending and drug and alcohol misuse.

How Will We Measure Progress?

We will use the following measures as broad indicators of progress against this aim:

REF	INDICATOR	BASELINE
5.1	% residents surveyed who feel fairly safe or very safe after dark whilst outside	38.0% (2002/03)
5.2	% residents surveyed who feel fairly safe or very safe during the day whilst outside	89.1% (2002/03)
5.3	Domestic burglaries per 1000 households	15.1 (2002/03)
5.4	Violent offences per 1000 households	7.2 by stranger, 5.8 in public place, 1.1 related to licensed premises (2002/03)
5.5	Vehicle crimes per 1000 households	14.8 (2002/03)

Existing Plans and Strategies

Best Value Improvement Plans for Community Safety in Charnwood and Leicestershire.

Charnwood Crime and Disorder Reduction Strategy 2002-2005.

Drugs and Alcohol Action Team Plan.

Leicestershire Constabulary Policing Plan.

Leicestershire Supporting People Programme.

Probation Service Business Plan.

Youth Offending Service Strategy.

Actions Proposed

The Charnwood Community Safety Partnership is the statutory partnership established to co-ordinate the work of all parties interested in crime and disorder reduction in the Borough. That Partnership has an established Strategy and Action Plan (Charnwood Crime and Disorder Reduction Strategy 2002-2005), which

highlights burglary, vehicle crime, domestic violence, drug and substance misuse, racial harassment, young people and inter-agency problem solving as current priorities. It is through that Strategy and the work of that Partnership that this element of this Strategy will be delivered.

Short Term 2003-2005

1. Support closer working between the Charnwood Community Safety Partnership, the Drugs Action Team and other services in addressing drug, alcohol and substance misuse more effectively.
2. Support the creation of a Charnwood Persistent Offender Problem Solving Group drawing together key professionals to reduce local criminality.
3. To review closed circuit television across the Borough and identify opportunities to enhance provision where appropriate.
4. To increase the number of Police Special Constables and other volunteers to promote safety and reassurance.
5. Review Community Neighbourhood Wardens and other 'community custodians' to improve reassurance.
6. Work with the local Police to introduce uniformed Community Support Officers (CSOs) to address local crime and disorder in key communities.
7. Develop a more co-ordinated approach to tackling anti-social behaviour in local communities.

Long Term 2006+

- Improve communications and distribution of information by agencies to reduce the fear of crime.
- Support positive opportunities for young people so helping to prevent them becoming criminals or victims.
- Seek wider support from the Community to become engaged in Charnwood Community Safety Partnership Actions and to support funding opportunities for relevant initiatives to be created and sustained.
- Promote integration of actions to address drug, alcohol and substance misuse across all Partnership activity.
- Consider ways in which businesses can work in partnership to support community safety initiatives.
- Further develop links between parish and town councils and the Charnwood Community Safety Partnership.

Charnwood: a Healthy Borough

Aim Six: To Improve Health and Encourage Healthy Living

How? To improve health and encourage healthy living by tackling the causes of health inequalities between communities, defined groups and the public; so that such groups and individuals are actively motivated and supported to achieve improved public and personal health.

Why? Ill health impacts on individual's quality of life and on families and on communities. Some differences in health are unavoidable but many are not and are due to social, economic and environmental factors. The root causes of these health inequalities are found in the wider structure of our society, often beyond the reach of the NHS. So "health" as an aim of this strategy does not equate solely to "treatment" but primarily to those root causes and the resulting health inequalities. Key issues previously identified for Charnwood have been; unwanted teenage pregnancies, coronary heart disease, cancer, supporting independent living, substance (alcohol and drug) misuse, obesity among young people, the health needs of older people and positive mental health.

Preventative health benefits of physical and creative activity: link to Aim 10 – Leisure and Cultural Opportunities.

How Will We Measure Progress?

We will use the following measures as broad indicators of progress against this aim:

REF	INDICATOR	BASELINE
6.1	Death rate by cause (standardised mortality rate per 100,000 population)	Cancer under 75s 506 (1998/2000). Circulatory diseases under 75s 491 (1998/2000). Suicide and undetermined injury all ages 40 (1998/2000). All accidents all ages 88(1999/2000)
6.2	Infant mortality (no. of deaths of infants under one yr and stillbirths per 1000 live births)	9 (2000)
6.3	Conceptions in women aged 15-17 yrs	285 (1997-98)
6.4	Number of people over 16 successfully giving up smoking at 4 weeks through specialist smoking cessation services.	214 for Charnwood & North West Leicestershire - 2002/2003
6.5	The number of persons over 65 receiving the flu vaccinations	24,372 for Charnwood & North West Leicestershire - (2001/2002)

Existing Plans and Strategies

Charnwood and North West Leicestershire PCT Business Plan
Draft strategy for promotion of physical activity in Charnwood
East Midlands Regional Assembly – Towards a Healthier East Midlands
Leicestershire Health Improvement Plan
Leicestershire Supporting People Programme
Sure Start Charnwood – Development Plan
Teenage Pregnancy Strategy
Tobacco Control Strategy

Actions Proposed

The Charnwood Health Forum is the Partnership established to co-ordinate health interests in the Borough.

Short Term 2003-2005

1. Facilitate inter-agency approaches to health planning and delivery and to health education and information initiatives.
2. Facilitate inter-agency working to tackle health inequalities through an annual Health Inequalities Workshop session.
3. Develop a co-ordinate approach to tackling drug and alcohol misuse.
4. Promote a Substance Misuse Forum and attendance by relevant “professionals” at events.
5. Development of an effective public involvement programme in health issues.
6. Support self-help groups and encourage health and social care professionals to work in partnership with them.

Long Term 2006+

- Development of a Partnership approach to Integrated Intermediate Care.
- Ongoing identification, monitoring and evaluation of the current health status of the population in Charnwood.
- Promote a shared understanding that health status and inequalities derive from social, environmental and economic factors.
- Health impact assessments are undertaken in relation to new large-scale developments.
- Partnership organisations promote the links between Fitness and Health – awareness raising, campaigns, specific programmes, e.g. Fitness Week, Fitness in Charnwood Businesses Week.
- Raise awareness amongst employers of mental health issues and the effects of stress and bullying on employees.
- Raise awareness of the potential for individuals to take preventative measures.

***Charnwood: a Sustainable Environment**

Aim Seven: To Sustain Our Environment

How? By working to minimise waste and pollution and to protect valued natural and built environments, so that there is an attractive, sustainable and clean environment for all to enjoy.

Why? Sustainability is now generally regarded as extending beyond traditional environmental issues to include economic and social factors in an integrated approach. Therefore, sustainable development is a fundamental theme across the whole of this Strategy, an approach mirrored at more local levels in Village Appraisals and the like. At the same time there is a need to pick up and reflect the particular environmental concerns in Charnwood and that is the focus of this Aim – sustainable land uses, waste minimisation, natural habitats, quality built environments, pollution, the positive impacts of appropriate development.

How Will We Measure Progress?

We will use the following measures as broad indicators of progress against this aim:

REF	INDICATOR	BASELINE
7.1	% household waste recycled, composted, energy recovered and landfilled	Recycled 16.52%, composted 0.29%, energy recovery 0%, landfilled 83.19% (2002/03)
7.2	% of highways high/acceptable standard of cleanliness	98.93% (2002/03)
7.3	No. of days per year of moderate or higher air pollution (NO ₂ , SO ₂ and PM10*)	NO ₂ 0 days, SO ₂ 0 days, PM10 13 days (2003)
7.4	Number and area of SSSIs and % assessed as in favourable and unfavourable recovering condition	17 SSSIs*, favourable 24%, unfavourable recovering 12%
7.5	Area of Local Nature Reserve per 1000 population	Bishop's Meadow 21 Ha, Morley Quarry 2 Ha, Halstead Road Centenary Pasture 3 Ha, Population 153,461 = 0.17 Ha/1000 (2001/02)
7.6	Biodiversity Action Plan - extent of progress	Pending Biodiversity Action Plan Review
7.7	Number of listed buildings on the At Risk Register	50 At Risk (3 listed Grade I or II* and 47 listed Grade II) out a total of 760 listed building entries (2002/03)
7.8	Percentage of new homes built on previously developed land	75% (2002/03)
7.9	SINCS*	Data collection in progress ?

* PM10 – Particulate matter size less the 10 microns in diameter.

* SSI – Sites of Special Scientific Interest.

* SINCS – Sites of Importance for Nature Conservation.

Existing Plans and Strategies

Action for a Better Charnwood Action Plan

Charnwood Biodiversity Action Plan

Charnwood Borough Council Sustainability Strategy

Charnwood Air Quality Action Plan

Environment Agency - Local Contributions for Lower Trent Area

East Midlands Regional Assembly

- Integrated Regional Strategy
- Water Resources Strategy for the East Midlands
- Regional Planning Guidance

Leicestershire County Council and Charnwood Borough Council - Development Plans and Frameworks

Leicestershire Household Waste Management Strategy

National Forest Strategy

Parish Plans; Seagrave, East Goscote, Burton on the Wolds, Mountsorrel and Anstey.

Village Design Statements/Barrow upon Soar/Wymeswold/Rearsby

Village Appraisals Protocol/Village Appraisals/ Current Implementation in Hathern, Newtown Linford, Thurcaston, Cropston and Sileby, currently being undertaken in Ratcliffe on the Wreake.

Actions Proposed

Action for A Better Charnwood is the established forum for promoting sustainable development in the Borough.

Short Term 2003-2005

1. Support greater involvement with the business community on waste and energy minimisation.
2. Partners lead the community by demonstrating environmental good practice and the incorporation of sustainability considerations into their actions and plans.
3. Participate in the preparation of the Local Development Framework for the Borough in order to implement the land use aspects of this Strategy.
4. To encourage community development through Parish Plans, Village Appraisals, Village Design Statements, Neighbourhood Renewal Schemes, and Rural Centres Health Checks and to inform Partnership Actions and Strategies.
5. Work with partners to reduce the levels of environmental crime in respect of fly-tipping, pollution incidents, significant breaches of permit conditions and unauthorised activities.
6. Work with communities with conservation area designations to undertake Conservation Area Appraisals.
7. Improved civic amenity site facilities for Loughborough.
8. To support, encourage and facilitate use of sustainability indicators in the planning process.
9. Develop a Sustainability Checklist for use by the Partnership, partner agencies and others.
10. Partners to review how they can act most effectively to support the Biodiversity Action Plan targets currently in place.

Long Term 2006+

- Improve the Sileby Civic Amenity site as part of an effective network of recycling facilities in the Borough.
- Promote high quality recycling facilities in all new large-scale developments.
- Develop specifically with businesses a forum on corporate social responsibilities.
- Partnership organisations to consider their contributions to creating a clean and tidy Borough.
- Seek to promote good environmental practice in areas of farmed countryside, using existing Government schemes e.g. Countryside Stewardship, Organic Farming, Woodland Schemes, etc.
- Promote good examples of improvements in the quality of the built environment, including green spaces and the public realm, through good design and management of existing resources.

Charnwood: An Accessible Borough

Aim Eight: To Meet Local Transport Needs More Effectively

How? By working with transport users and providers, so that there is an integrated, safe, accessible and sustainable transport system to be proud of.

Why? There is growing pressure on our transport systems. At the same time some people are isolated from key services and facilities because of poor public transport, for instance in rural parts of the Borough. There are also issues concerning congestion and pollution and road safety. These factors affect the social, economic and environmental wellbeing of Charnwood. There is therefore a need to improve all types of transport - rail and road, public and private in ways that increase choice.

There are many people in Charnwood who currently have little or no choice of transport. At one end of the spectrum are those who are choosing to use their cars come what may. They have the choice and convenience the car gives them. At the other extreme are people who can become isolated because they are unable to drive or choose not to have, or are unable to afford a car (the Census 2001 indicates that 20% of households in the Borough have no car). In the middle there is another group who are more or less forced to run a car even though they can't really afford it. They often have to rely on public transport that is perceived as expensive and in a lot of places still not very good. They have little choice at present. The issue is the need to provide high quality facilities and services for a range of modes that can meet the needs across the spectrum in more sustainable and more equitable ways.

Leicestershire County Council plays the key co-ordinating role in this through Local Transport Plans.

How Will We Measure Progress?

We will use the following measures as broad indicators of progress against this aim:

REF	INDICATOR	BASELINE
8.1	Local bus service passenger journeys per year (Loughborough & Shepshed)	2.65 million passengers boarding at Loughborough fare stages (2002/03)
8.2	Usual form of transport used for accessing a range of local facilities	Car 67.3%, walking 22.6%, public transport 4.6%, bicycle 3.4%, motorcycle/scooter 0.5%, other forms 0.4%, no reply 1.2% (2001/02)
8.3	Number of schools committed to implementation of a travel plan	12 – Barrow Hall Orchard, Birstall Riverside, Hathern CofE, Loughborough: Burleigh, Limehurst, Mountfield, Rendell St, Woodbrookvale, Queniborough, Shepshed Newcroft, Thrussington & Woodhouse Eaves.
8.4	Reduction in car arrivals at schools where travel plans have been implemented	Too early to draw conclusions about modal shift
8.5	Non-car school travel	Too early to draw conclusions about modal shift (target is 25% reduction in car journeys to schools by 2011)

Existing Plans and Strategies

Countryside Agency Policies on Parish Transport.
East Midlands Regional Assembly - Interim Regional Transport Strategy.
Leicestershire County Council Public Transport Best Value Review.
Leicestershire LTP Annual Progress Reports 2001 and 2002.
Local Transport Plans (Leicestershire and Central Leicestershire).
Transport 2010: The 10-Year Plan
West Leicestershire Transport Partnership Plan.

Actions Proposed

Short Term 2003-2005

1. Encourage Partners to develop and effectively implement Work Place Travel Plans that promote more sustainable choices for work related travel.
2. Promote the establishment of a Soar and Wreake Valleys Public Transport Partnership to make best use of the Ivanhoe Line, the Great Central Railway and the bus links, leading to an inter community shuttle bus.
3. Encourage community transport partnership schemes to secure accessible public transport for all including people with disabilities and those living in isolated locations.
4. Promote/co-ordinate funding opportunities for integrated transport in Charnwood.
5. Respond to consultations on key strategic transport proposals.
6. Consider at an early stage the transport implications of major development proposals.
7. Promote the need for safe public transport facilities that will protect vulnerable people using public transport such as people with disabilities, people with learning disabilities, people from minority ethnic communities etc.
8. Support the establishment of a Wolds Community Transport Initiative in conjunction with the West Leicestershire Rural Transport Partnership.

Long Term 2006+

- Encourage safe alternative routes for pedestrians and cyclists around schools/villages/town centres and community buildings in all parts of Charnwood.
- Support initiatives to improve road safety and reduce accidents and fatalities.
- Work with the County Council and other partners to create comprehensive and integrated passenger transport alternatives for the Borough.

Charnwood: An Inclusive Borough

Aim Nine: Promote Social Inclusion

How? By working to reduce the effects of poverty and physical and social isolation on peoples' wellbeing and promoting active citizenship and equality of opportunity, so that there is a more socially cohesive Borough.

Why? Social exclusion is a shorthand term for what can happen when people or areas suffer from a combination of linked problems such as unemployment, poor skills, low incomes, poor housing, high crime environments, bad health and family breakdown etc. Social exclusion is something that can happen to anyone. But some people are significantly more at risk than others. Research has found that people with certain backgrounds and experiences are disproportionately likely to suffer social exclusion. The key risk factors include: low income; family conflict; being in care; school problems; being an ex-prisoner; being from an ethnic minority; living in a deprived neighbourhood in urban and rural areas; mental health problems, age and disability etc.

How Will We Measure Progress?

We will use the following measures as broad indicators of progress against this aim.

REF	INDICATOR	BASELINE
9.1	Community well-being - % satisfied with their neighbourhood and % who say it's getting better or worse	Satisfied 79.6%, getting better 6.7%, getting worse 32.7%, not changed 60.6% (2001/02)
9.2	Proportion of the population who live in wards that rank within the most deprived (a) 10% and/or (b) 25% of wards in the country	(a) None (b) 9.5% (1998)
9.3	Proportion of children under 16 who live in low income households	22.3% (1998)
9.4	Proportion of disabled people in employment	9000 (2001)

Existing Plans and Strategies

Better Access to Better Services Initiative
East Midlands Regional Assembly – 2000 -View points on Social Exclusion in the East Midlands
East Midlands Development Agency - Creating Enterprising Communities
Economic Inclusion Development Plan – 2001
Leicestershire Rural Strategy 2001 – 2006
Leicestershire Supporting People Programme
Race Equality Schemes (various agencies)
Rural Community Council Social Inclusion Project.
Small Urban Areas Initiative (currently being devised)
Sure Start Charnwood – Delivery Plan

Actions Proposed

Short Term 2003-2005

1. Directly support implementation of the Community Cohesion Pathfinder project as a contributor to the actions in the Strategy.
2. Identify common priorities (by group or geography) as a basis for improved inter – agency approaches to social exclusion issues locally.
3. Seek to promote a shared anti – poverty programme, including maximising the take up of benefits.
4. Promote inter-agency take up campaigns for benefits, joint outreach sessions and co-location of benefits type services.
5. Inclusion of faith based communities in the Partnership.
6. Poverty is a barrier to taking action – make it possible or easier for all to participate, i.e., funding travel expenses.
7. Support initiatives to involve young people and facilitate joined up actions/responses to their concerns.
8. Adopt an equality statement to reflect the Partnership's commitment to equality of opportunity and to promote good relations between different groups.
9. Highlight to Regional and Governmental bodies the deprivation that exists, which can often be masked by the general affluence of the Borough.
10. Improve all forms of accessibility to key services for disadvantaged groups and individuals.
11. Assess the resource implications of supporting and developing voluntary action in those parts of Charnwood, which are not effectively serviced from Loughborough.

Long Term 2006+

- Share research and information to achieve a common appreciation of social exclusion in Charnwood.
- Assess and quantify the resources being applied by Partners in the most deprived parts of the Borough.
- A joint facility to produce material in community languages.
- Confidence building working on a one to one basis.
- Facilities for people to drop into for community activities – providing the ability to be active (computer access/telephone etc) – schools, libraries, village halls, church halls, pubs and community centres, depending on location and availability.
- Facilitate regular inter-agency liaison workshops between managers and frontline staff delivering key services to particular disadvantaged groups.
- Ensure Partnership consultations are truly inclusive.
- Promote volunteer involvement in partnerships and initiatives for volunteering by young people and retired people.
- Support funding bids for partnership working to tackle social exclusion issues in Charnwood.

Charnwood: a Culturally Rich Borough

Aim Ten: To Develop Leisure and Culture Opportunities

How? By encouraging a diverse range of cultural, sporting, tourism and leisure provision in the locality, so that there are opportunities for leisure and culture for all.

Why? Cultural provision is an essential ingredient of a lively and vibrant community. It is fundamental to our quality of life and the way we live in Charnwood.

Cultural activities are recognised as a major factor in strengthening community identity, breaking down social exclusion and creating good health, wellbeing and a sense of individual self esteem and confidence. They can also play an important part in addressing crime and community safety either directly or in partnership with other agencies.

Within Charnwood, direct employment in cultural industries is becoming an increasingly important market sector in its own right. Also cultural provision has a proven track record in achieving meaningful direct and indirect economic benefits by contributing to increased employability via education, skill development and life long learning. It can also make a positive contribution to the environment by enhancing the image of the area, creating a sense of pride in the local community and creating a safer environment.

How Will We Measure Progress?

Alongside Best Value and local performance information produced for direct Council cultural provision, it is proposed to use performance measures identified in the East Midlands Regional Cultural Strategy (see below). This will allow a consistent approach to be adopted in gathering cultural indicator data across the area, enable progress to be measured in a meaningful way and benchmarking to be undertaken. However, baseline data is not available at present.

REF	INDICATOR	BASELINE
10.1	Level of cultural and leisure participation	Data being sought
10.2	Level of employment in cultural and leisure industries	Data being sought
10.3	Level of funding and investment in cultural and leisure activities	Data being sought
10.4	Extent of protection of the cultural and leisure environment	Data being sought
10.5	Level of satisfaction with the provision of cultural and leisure services.	Data being sought

Existing Plans and Strategies

Charnwood Borough Council Arts Strategy
Cultural Strategy for Leicestershire
Cultural and Leisure Action Plan for Charnwood (under development)
Game Plan: A Strategy for delivering the Government's sport and physical activity objectives.

East Midlands Regional Assembly

- Regional Museum Strategy
- Time for Culture – Regional Cultural Strategy

Leicestershire, Leicester and Rutland Sports Strategy

National Forest Strategy

Tourism Strategy for Leicestershire

Actions Proposed

Short Term 2003-2005

1. Undertake a qualitative and quantitative audit that will assess the current standard and distribution of Cultural and Leisure provision in Charnwood and provide a strategic framework for prioritising future investment and facility development.
2. Following the adoption of the Cultural Strategy for Leicestershire, the production of a Cultural and Leisure Action Plan for Charnwood.
3. Support the development and implementation of the Sure Start programme in Charnwood.
4. Support healthier communities by developing Health and Well being partnership initiatives between the Primary Care Trust, Charnwood Borough Council and others, including the expansion of GP referral and Heart Smart schemes across Charnwood.
5. Work to ensure that Charnwood gets a fair share of available lottery funds.
6. Encourage greater access to cultural and leisure provision by developing an annual Leisure Pass scheme.
7. Improve community access to Loughborough University facilities and expertise.
8. Develop a policy to support and develop local cultural outdoor events.
9. Develop Charnwood's tourism infrastructure by collaborative working with local and regional agencies.
10. Support the development and implementation of a comprehensive strategy for a vibrant Loughborough town centre.

Long Term 2006+

- Encourage opportunities for all sections of our community to realise their cultural and leisure aspirations by:
 - Undertaking research that identifies the extent and reasons for non-usage of cultural and leisure facilities and non-participation in cultural and leisure activities.
 - Developing working relationships and new initiatives with schools, minority and disadvantaged groups to increase cultural and leisure participation levels.
- Attract inward investment to sustain cultural and leisure industries in Charnwood.
- Remove barriers, both physical and cultural, to give people the confidence and ability to use our parks and open spaces.

Charnwood: a Borough with Decent Homes

Aim Eleven: To Secure Decent Homes for all

How? By ensuring an adequate supply of affordable, good quality, energy efficient housing to meet identified needs, so that there is sufficient decent accommodation, be it public or privately owned.

Why? The fundamental need for a roof over our head is one we all share. But most people expect accommodation and the surrounding environment to be of a reasonable standard to meet their needs for security, warmth and accessibility in ways that are affordable. A range of tenures and housing types exist in the Borough but some people still do not have access to accommodation or only to poor quality accommodation. The fact that Charnwood is a real mixture of urban and rural areas – from larger towns to small villages, also means that the housing needs and requirements of local people differ from location to location. Being centrally placed between the three cities of Derby, Nottingham and Leicester, Charnwood continues to be a popular place to live and has seen property prices increase substantially in recent years. Equally, there is continuing pressure to identify more land to meet the increasing demand for housing. At the same time the existing housing stock needs to be maintained and improved. Some groups of people also need additional support to enable them to live independently. Housing conditions relate closely to other quality of life factors such as health, community safety, the environment and social inclusion.

The Housing Strategy and Local Plan are key existing documents that set out clear plans for housing in Charnwood the future. The Local Plan identifies where new housing is going to be provided, with the Housing Strategy identifying a variety of actions that need to be taken to improve housing in Charnwood, whether public or private.

How Will We Measure Progress?

We will use the following measures as broad indicators of progress against this aim:

REF	INDICATOR	BASELINE
11.1	Affordable housing - house price/earnings affordability ratio	Up to date information awaited
11.2	Number of unfit homes per 1000 dwellings	40 (2002)
11.3	***Proportion of students living in managed student accommodation.	Data being collected
11.4	No. of new affordable homes built per yr.	65 (2001/2)
11.5	No of homeless applications received by the Borough Council	199 (number of formal homeless applications in 2001/2)

****(At present this indicator only relates to Loughborough University students).*

Existing Plans and Strategies

A Strategy for Tackling Homelessness Amongst Single People in Charnwood
Charnwood Housing Strategy
Charnwood Local Plan
East Midlands Regional Housing Statement

Integrated Regional Strategy
Leicestershire County Council and Charnwood Borough Council
➤ Development Plans and Frameworks
➤ Learning Disability Housing Strategy
Leicestershire Supporting People Programme
Regional Planning Guidance

Actions Proposed

Short Term 2003-2005

1. Further strengthen the way that agencies work together to tackle homelessness in Charnwood.
2. Contribute to an investigation of the impact of student housing in Loughborough, and devise a strategy for its management in the long term.
3. Produce a strategy to meet the housing requirements of the black and minority ethnic communities.
4. Support the development of the Sure Start programme in Charnwood.
5. Help to provide 'warmer and more energy efficient' homes, thereby improving the health of local residents (including reducing winter deaths) and protecting the local environment (reducing CO² levels).
6. Environmental improvements to residential areas – use expertise of the partners to generate suggestions for improving the residential environment and to help lever in additional funding and assistance.
7. Develop interventions to address housing issues in rural locations.
8. Support co-ordinated activity to deal with anti-social behaviour.

Long Term 2006+

- Achieve a mix and balance of housing types, both public and private, in response to the varying needs, demands and requirements of local people.
- Work to bring empty homes back into use.

CHARNWOOD BOROUGH

Charnwood Economic & Social Profile

Area and Population	
Area (sq.km)	279
Persons per sq.km (2000)	567
Population (2001)	153,461
% Ethnic Minorities (2001)	8.3%

Source: ONS 2000 Mid Year Estimates/2001 Census of Population/Leicestershire County Council

Workforce	
Population of Working Age (Working Age) - % of Total Population (16+)	102,000 79.7%
Population (Working Age) in Employment: - % of Total Population (Working Age)	79,000 77.6%
Economic Activity Rate (Working Age)	79.10%
Claimant Unemployment Rate (May 2003)	1889

Source: ONS /Labour Force Survey December '02 – February '03

Some Major Employers	Number of Employees
AstraZeneca R&D Charnwood	1,200
Brush Electrical Machines Ltd	900
3M Health Care Ltd	800

Source: data4business

Further/Higher Education Institutions	
Loughborough FE College	
Loughborough University	

Average Income	(£)
Average Household Income (2000)	£22,900

Source: CACI - 2001 PayCheck

Residential Property	(£)
Average House Price - All Houses (Jan-Mar 2002)	£126,577

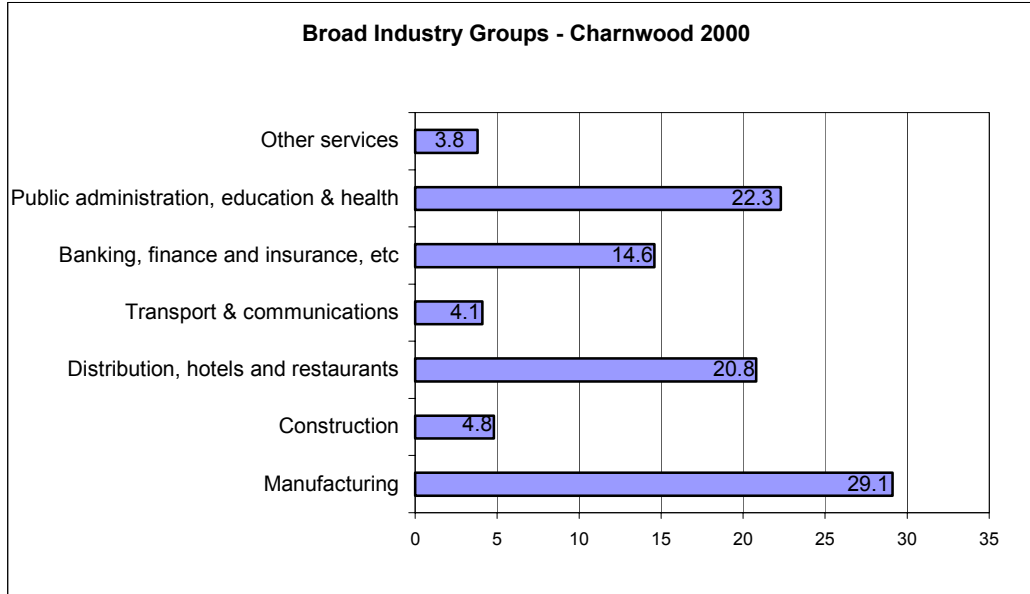
Source: East Midlands Observatory

Indices of Deprivation 2000	Index Score Ranking (GB)
Ranking of Charnwood	269* (354)

Source: DETR, * 1 = most deprived

Broad Industry Groups (BIG92) - Annual Business Inquiry 2000

The percentage employed in 2000 within Charnwood by Broad Industrial Groups.



Source: Annual Business Inquiry 2000

Number of Employees within Charnwood Borough

Broad Industry Groups (BIG92)	2000	
	Numbers	Charnwood's share of Leicestershire LSC Area's Employment – 2000 %
<i>Manufacturing</i>	16,200	29.1
<i>Construction</i>	2,700	4.8
<i>Distribution, Hotels & Restaurants</i>	11,600	20.8
<i>Transport & Communications</i>	2,300	4.1
<i>Banking, Finance & Insurance etc</i>	8,100	14.6
<i>Public Administration, Education & Health</i>	12,400	22.3
<i>Other Services</i>	2,100	3.8
Total	55,700	100

Source: Annual Business Inquiry 2000