

Appendix A
South Derbyshire Sustainable Community Strategy

South Derbyshire – Fit for the Future

South Derbyshire Sustainable Community Strategy

INTRODUCTION

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.

Realising the Vision

The Sustainable Community Strategy has been developed to show how the South Derbyshire Partnership of local public, private, voluntary and community organisations is committed to planning the kind of future that the communities of South Derbyshire want.

There are **five themes** in the strategy that provide a focus for delivering the vision:

- Healthy Communities
- Safer Communities
- Sustainable Development
- Vibrant Communities
- Children and Young People

What is the Sustainable Community Strategy?

The Sustainable Community Strategy is our road map to achieving the vision. By talking and listening to the people of the district it is clear that we are united in wanting to create an even better place in which to live, work and visit.

The Sustainable Community Strategy sets out the vision and direction for the economic, social and environmental well being of South Derbyshire, to 2026. Its most important strategic links are with the Local Development Framework and the Derbyshire Local Area Agreement.

Other groups, interests and localities have their own strategies, and more information is provided about these at the end of this document (see Appendix One). However this strategy is different; it provides an over arching framework for organisations to *work together with common goals* to make life in South Derbyshire even better.

How did we develop our strategy?

The strategy reflects the needs and priorities identified by the communities of South Derbyshire, and by organisations across the district. The South Derbyshire Partnership has:

- Talked to people from across the district
- Listened to their views about the important issues for them and for the area
- Looked at our existing information about the district
- Analysed all the information we had to hand
- Identified the five key themes to focus on to 2026

Who will deliver this strategy?

The Sustainable Community Strategy is the responsibility of the South Derbyshire Partnership; a group of people representing public services, local businesses, voluntary and community groups, and residents.

Its main role is to work to help improve South Derbyshire; by working together more can be achieved than by single organisations. One of its key tasks, as required by Central Government, is to produce the Sustainable Community Strategy and to make sure it guides activities in the district.

Membership of the South Derbyshire Partnership is listed at the end of this document in Appendix Two.

What is in the strategy?

The strategy looks at each of the five themes in the same way:

- *Where we are now:* a brief summary of the current and key issues
- *Our vision for the future:* a description of what the future would look like if all the issues the theme addresses were resolved
- *What we want to see in 2026:* these are the changes the strategy should achieve by 2026
- *How we'll get there:* these are the steps needed to achieve the desired changes, and ultimately the vision for each theme

How will the strategy be delivered?

The Sustainable Community Strategy will guide all of the organisations working in and for South Derbyshire. A five year rolling annual action plan, produced by the South Derbyshire Partnership, outlines the specific activities

that will happen each year to contribute to achieving the strategy's aspirations. These activities are carried out by the partner organisations, through the theme groups.

The challenges we face

South Derbyshire is the fastest growing district in the county, and one of the fastest growing areas in England, with yet more development on the horizon. Such growth energises the district but also puts pressure on all services, from schooling to transport, plus community facilities and support services, as the population grows rapidly.

These challenges are easily understood when we consider the nature of the population. South Derbyshire will see an ageing population, a higher than average proportion of younger people, and a substantial rural population in coming years.

Such issues need careful consideration when organisations plan how they will respond to needs and deliver their services into the future.

South Derbyshire Sustainable Community Strategy

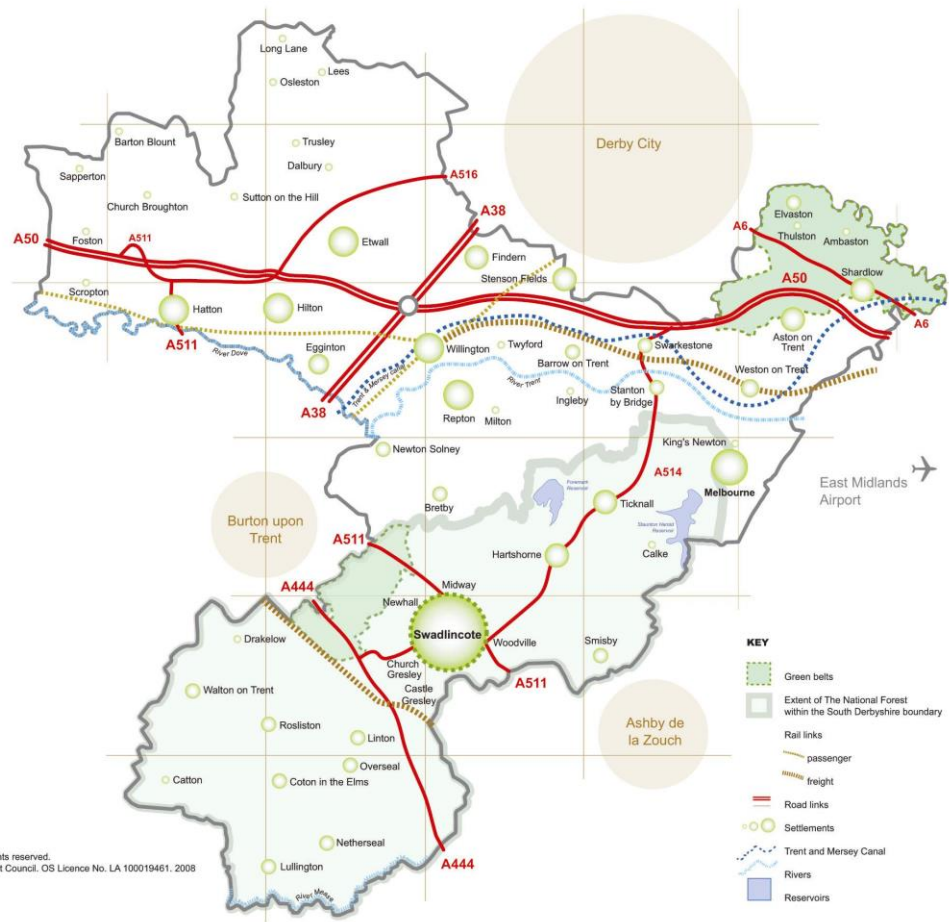
ABOUT THE AREA

- South Derbyshire has a population of 91,200 (Office for National Statistics Mid 2007 estimate).
- To its north, the district is bounded by the city of Derby. The town of Burton upon Trent in East Staffordshire sits to the west.
- It is close to East Midlands airport, the UK's busiest freight handling airport, with nearly 7,000 people being employed in over 100 companies based on or near the airport.
- South Derbyshire is proud of its agriculture, mining and pottery history.
- Tourism is becoming increasingly important, reflecting this rich history, attractive countryside and opportunities for recreation.
- The southern part of the district lies within the National Forest; this is one of the country's most ambitious environmental initiatives straddling parts of Leicestershire, Derbyshire and Staffordshire.
- The positive changes that have occurred in recent years mean that many of the headline economic indicators, such as unemployment and economic activity, are positive. Similarly, two thirds of local authorities in England are ranked as being more deprived than South Derbyshire when measured against a range of indicators.
- Direct north-south communications within the district are difficult, as are movements from Swadlincote to neighbouring areas. Accordingly, whilst the north of the district has benefited from proximity to Derby, progress in the south of the district has been slower.

Data from the 2001 Census reveals that South Derbyshire has:

- 78% of people that are Christian; we also have a significant Sikh community when compared to the county, regional and national data.
- 17.6% of residents with a limiting long-term illness.
- 49.5% of the population who are male, and 50.5% female.
- An ethnic mix that is predominantly 'White British' (95.88%) and significantly above both the regional and national averages. There is also a small but significant minority of 'Asian or Asian British' living in the Stenson Ward, totalling some 1,337 residents.

Map



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THEMES AND PRIORITIES

Healthy communities

Where we are now:

South Derbyshire's health statistics overall are mostly in line with the national average. However, there are significant inequalities between areas of deprivation and areas of relative affluence. These inequalities are apparent in the incidence of smoking related diseases, lack of physical activity, unhealthy eating habits, alcohol misuse and low rates of breastfeeding and are contributory factors for premature deaths.

Our vision for the future:

A healthier and active lifestyle across all communities.

What we want to see in 2026:	How we'll get there:
An increased life expectancy across all communities	<p>We will actively encourage all organisations to provide consistent information that signposts local support services.</p> <p>We will ensure where possible that information is targeted to vulnerable groups.</p>
Reduced health inequalities	<p>We will take targeted action to support increased levels of breastfeeding.</p> <p>We will take targeted action to encourage a healthier lifestyle.</p> <p>We will minimise smoking among high risk groups.</p>
Reduced levels of obesity	<p>We will gain commitment across workplaces to help address levels of obesity.</p>
Increased participation in physical activity across communities	<p>We will improve and promote the provision of opportunities for physical activity that is affordable and accessible to all.</p>
Improved access to services for all and particularly older communities	<p>We will promote accessible service provision across all agencies.</p> <p>We will support volunteer activity especially those providing services to older people.</p>
Increased mental well-being	<p>We will promote and improve people's mental well-being across all communities.</p>

Safer communities

Where we are now:

Crime rates in South Derbyshire are lower than the county and national averages. However, the public perception of crime is that it is higher than actual crime rates indicate. Problems exist in relation to underage drinking leading to incidents of criminal damage and anti-social behaviour, and road safety.

Our vision for the future:

Communities that people feel are safer places in which to live, work and visit.

What we want to see in 2026:	How we'll get there:
Reduced occurrences of anti-social behaviour and criminal damage	<p>We will improve multi-agency support offered to problematic young people.</p> <p>We will reduce the supply and consumption of alcohol to under eighteens.</p> <p>We will increase the range of activities and opportunities available to young people.</p>
Further reduced levels of crime	<p>We will actively involve communities in addressing crime and anti-social behaviour.</p> <p>We will consult and communicate with all communities about crime and disorder reduction initiatives.</p> <p>We will further reduce levels of crime particularly in relation to acquisitive crimes and assault.</p>
A realistic view across communities of the relatively low levels of crime	We will consult and communicate with all communities about the levels of crime and initiatives to further reduce crime.
Fewer casualties from road accidents	We will improve road safety and reduce the number of road accidents in the area.
The integration of all minorities into the wider community.	We will reduce crime based on prejudice.

	<p>We will increase community acceptance of people from different backgrounds.</p> <p>We will identify and engage with those communities that are hard to reach.</p> <p>We will improve information sharing and communication with hard to reach communities.</p>
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Vibrant communities

Where we are now:

South Derbyshire provides an attractive rural environment with many areas of natural beauty including the National Forest. There is generally a strong sense of community and people value the environment, culture and heritage. This is translated into action through an active voluntary sector that cares for people and the environment.

Our vision for the future:

Communities that are vibrant and active where there is a strong sense of community.

What we want to see in 2026:	How we'll get there:
Increased participation in community and voluntary action	<p>We will promote and encourage the benefits of volunteering across all communities.</p> <p>We will promote an environment that supports a thriving voluntary and community sector.</p>
An increase in the percentage of people who feel South Derbyshire is an attractive place to live	<p>We will balance the need to development with the need to preserve the natural environment.</p> <p>We will reduce levels of litter.</p> <p>We will promote and support the National Forest.</p>
Reduced carbon emissions per person	<p>We will raise awareness of the need for action on carbon emissions.</p>
An increased number of people taking part in cultural activities	<p>We will increase the number of cultural activities.</p> <p>We will promote the uptake of opportunities across all communities.</p>
Strong community voices to influence service planning and delivery	<p>We will encourage a more diverse range of community representation on the South Derbyshire Partnership board and theme groups.</p> <p>We will improve consultation methods so that all groups can take part.</p>

<p>Services that meet the needs of a changing and diverse population</p>	<p>We will better identify the changing needs of the population.</p> <p>We will plan to meet the changing needs of the population.</p>
<p>Services, facilities and opportunities that are equally accessible by all communities</p>	<p>We will improve access to services, facilities and opportunities.</p> <p>We will communicate information about availability and accessibility to all communities.</p>

Sustainable development

Where we are now:

South Derbyshire has a higher level of owner occupied houses than the regional and national average and a better carbon footprint. Targets for building affordable housing are being met. The transport footprint, however, is worse than the national average due to high levels of commuting in this rural area. Economic downturn has affected the local economy and unemployment, though still less than the national average is rising, with an increasing number of households seeking advice on preventing homelessness. There is a lack of skills and qualifications in some areas.

Our vision for the future:

Successful existing and new communities which meet the population's needs and aspirations.

What we want to see in 2026:	How we'll get there:
Improved transport solutions and reduced reliance on private cars	We will provide joined up transport solutions that are accessible to all communities.
Adequate, appropriate and affordable housing for all, in well-served communities	We will ensure housing growth is accompanied by the provision of appropriate services and supporting infrastructure.
High quality employment and support for people to access the skills required	We will bring employers, business support organisations and education and training providers together to co-ordinate and focus their activities. We will improve accessibility for all to education, training and related support.
A robust and diverse economy, resistant to downturns and providing a strong base for sustainable growth	We will co-ordinate the supply of land and property with investment and business support activities.
High quality development that minimises impact on the environment	We will take opportunities to implement environmental improvements alongside growth.

Children and young people

Where we are now:

The number of children and young people in South Derbyshire is significantly above the national average, with further increases predicted. They generally achieve higher than the national average on many outcomes, but these achievements are under threat as the population grows and services are put under pressure. Some neighbourhoods in the district are disadvantaged, with children experiencing poverty, poor educational achievements and poor emotional well being.

Our vision for the future:

Communities where all children and young people achieve their full potential and make positive contributions to their communities.

What we want to see in 2026:	How we'll get there:
A healthy population of children and young people	<p>We will increase sexual health and relationships education to reduce teenage conception rates.</p> <p>We will reduce obesity.</p> <p>We will reduce excess drinking.</p>
Safety for children and young people in all areas of their lives	<p>We will identify appropriate partnership interventions to ensure the safety and well being of vulnerable children.</p> <p>We will improve home safety for children.</p> <p>We will improve road safety for children.</p>
An enjoyable environment for children and young people in which they are able to achieve their potential	<p>We will provide access for all to positive activities in the district.</p> <p>We will celebrate the achievements of children.</p> <p>We will improve the aspirations of children in the district.</p>
An environment where children and young people can make a positive contribution	<p>We will regularly involve children and young people in decision making processes to develop all services.</p>

<p>Economic well-being for all children and young people</p>	<p>We will improve opportunities for young people to remain in training and learning within the district.</p> <p>We will develop provision to reduce poverty and improve access to Citizen's Advice Bureaux and Credit Unions.</p> <p>We will improve support services for homeless young people.</p>
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APPENDIX ONE: RELATED STRATEGIES

South Derbyshire Sustainable Community Strategy

APPENDIX TWO: MEMBERSHIP OF THE SOUTH DERBYSHIRE PARTNERSHIP

- South Derbyshire District Council
- Derbyshire Constabulary
- Derbyshire County Council
- Derbyshire Association of Local Councils
- Derbyshire Connexions
- Derbyshire County Primary Care Trust
- Derbyshire Rural Community Council
- Old Post Regeneration Association Ltd
- Environment Agency
- Sharpe's Pottery, Heritage and Arts Trust
- Trident Housing Association
- South Derbyshire Chamber
- Derbyshire Learning and Skills Council
- Derbyshire and Nottinghamshire Chamber of Commerce
- People Express
- Groundwork Derby and Derbyshire
- The National Forest Company
- East Midlands Airport (Nottingham, Derby and Leicester)
- Toyota Motor Manufacturing (UK) Limited
- Swadlincote and District Chamber of Trade and Commerce
- Swadlincote District 50 Plus Forum
- South Derbyshire Council for Voluntary Services
- South Derbyshire Citizen's Advice Bureau