

A better future for Rushcliffe

Rushcliffe community strategy 2005-2020

Introduction

We (Rushcliffe Community Partnership Management Board) published our original strategy and action plan in September 2002.

This first revision is the result of a review we carried out over the summer of 2004. It contains a summary of future actions we have agreed and which our partners will put into practice.

The strategy takes account of what people have told us at consultation meetings and events. It contains the main issues for the area but it does not set out the duties and responsibilities of any particular partner organisation. It only sets out those actions where working together improves our services and gives you, the customer, better value for your money.

The strategy confirms the commitment of the organisations that have signed up to it, and is supported by an action plan, which explains what each organisation has agreed to do.

Working together ~ our joint commitment

We believe that true partnerships should involve the following.

- A shared vision and shared goals, with measurable results for the local community.
- Open and trusting relationships.
- Sharing resources to achieve identified goals.

Our mission

Our mission is to work together to continually improve the quality of life for everyone in Rushcliffe. As a result, we value input into the decision-making process by people from all walks of life.

Our vision for 2020 is that Rushcliffe will be an excellent place to live, work and visit for everyone.

For this to happen we need to work with our partners to make sure that Rushcliffe has a clean, safe and healthy environment. We need to make sure that public services are effective and meet everyone's needs. We must make sure there are enough jobs in the local area so that young people can stay and work in Rushcliffe and appropriate businesses are attracted to working here. We want people to have access to affordable, safe and warm homes. We need to encourage people to be healthy, to make choices that are appropriate to them and to support one another. We must make sure that people who live and work in Rushcliffe are valued equally and are encouraged and able to contribute to our community.

Each partner organisation has its own business, responsibilities, roles and expertise. We recognise that a great deal of good work is done by organisations working in their own area of expertise, but this community strategy is about how two or more partners can work together.

This strategy sets out our vision for how we are going to improve conditions in Rushcliffe under five main themes.

- Protecting and improving our environment
- Supporting the local economy
- Building strong communities
- Making communities safer
- Helping people to live healthy lives

Making this vision a reality needs effective partnerships where every organisation and every person can contribute. This strategy explains our plans for achieving success together.

Dr Clive Richards
Chairman – Rushcliffe Community Partnership

From vision to reality

To achieve our vision, we need an action plan that is regularly monitored to make sure we are making satisfactory progress.

The action plan attached to this revised strategy comes into force on 1 April 2005. When producing it we have taken account of:

- priorities under each theme;
- national and regional priorities;
- the views and expectations mentioned by local people at consultation events throughout Rushcliffe; and
- borough council members' comments and criticisms.

The action plan shows what we will do under each theme. Some actions are immediately possible through sharing partnership funds, while others may need outside funding. Other projects will develop over time and then be added to the action plan. We will put updates on progress on our web pages ([www.rushcliffe.gov.uk/community partnership](http://www.rushcliffe.gov.uk/community%20partnership)).

We have also assessed the actions in the plan to see whether they might disadvantage people living in the rural area. You can find out more about this on the Countryside Agency's web pages (www.countryside.gov.uk/ruralproofing).

About us

The Rushcliffe Community Partnership Management Board is currently made up of representatives from the following organisations.



Rushcliffe Borough Council's role in the partnership includes managing the processes as well as delivering many of the services.

Rushcliffe Borough Council will:

- work with all its partners, parish and town councils, and community groups to achieve our vision; and
- take action to make a difference that the people of Rushcliffe will clearly see and appreciate.



Nottinghamshire Wildlife Trust provides technical input on conservation and environmental matters.

Nottinghamshire Wildlife Trust will:

- help to involve the community and educate people about the environment;
- manage its nature reserves in the borough to protect wildlife and provide open areas for people to enjoy;
- provide technical advice to people in the area to protect and increase the range of wildlife (biodiversity); and
- work with local communities on conservation and the environment.



Rushcliffe Environmental Action for the 21st Century (REACT 21) provides expertise on environmental issues.

REACT 21 will:

- develop environmental projects;
- set up an environmental subgroup for the partnership; and
- provide a link to other environmental groups and the community.

Rushcliffe Council for Voluntary Service provides the voluntary and community sector's views in all discussions.

Rushcliffe Council for Voluntary Service will:

- help the wider voluntary and community sector to tell us their needs, ideas and expectations; and
- help the voluntary and community sector to respond to needs we identify.





Rushcliffe Primary Care Trust (PCT) plan and buy in healthcare services for the people of Rushcliffe. The PCT will continue to work with a range of organisations that can influence the health of local people.

Rushcliffe Primary Care Trust will:

- help to identify and assess health need; and
- buy in safe and effective health services based on people's needs.



Nottinghamshire Fire and Rescue Service is keen to find new ways of influencing public safety wherever possible.

As a result, it will work with partners to create new opportunities for having a significant effect on the safety and wellbeing of people in Rushcliffe.

Nottinghamshire
Fire and Rescue
Service



Nottinghamshire County Council delivers services across Rushcliffe (including education and social services) and has a successful record of working in over 300 partnerships at county, district and community levels.

It will work with us to improve our service and those of our partners, for the benefit of the people of Rushcliffe.



Nottinghamshire Rural Community Council highlights rural issues and identifies solutions, including funding sources.

It will develop projects that will meet the needs of people who live in rural Rushcliffe.



Nottinghamshire Police provide the expertise on crime prevention and detection.

Nottinghamshire Police will work through the Rushcliffe Crime and Disorder Reduction Partnership to help keep the borough safe.

RUSHCLIFFE
business partnership



Rushcliffe Business Partnership provide the link with local businesses.

Rushcliffe Business Partnership will:

- help businesses to communicate with us and between themselves; and
- apply for funding for initiatives that benefit businesses in the Rushcliffe area.

What we will do

- Encourage local organisations to work together to improve the borough.
- Make sure that people in Rushcliffe are clearly involved and that we take account of their views in all our activities.
- Make sure all partners are connected by e-mail so that we can communicate more quickly.
- Make sure our resources are managed efficiently and effectively.
- Identify opportunities for working together where the outcomes of doing so make us more able to deliver the agreed priorities.
- Effectively deliver the Rushcliffe community strategy.
- Organise partners' priorities in our local action plan in line with national and regional priorities.
- Contribute to national targets while meeting each individual organisation's targets.

To achieve the vision, partners will work together under the following themes.

Protecting and improving our environment

We recognise that environmental issues are becoming more important to the people of Rushcliffe. The main influences on our environment are:

- the way we manage our waste;
- where new developments are built; and
- the way we manage the land.

Transport and methods of managing waste, along with energy use at home and at work, also affect the environment. This strategy will aim to reduce these effects as far as possible, but everyone will have to do their bit if we are to make a significant difference.

Our environmental priorities

‘Promote environmentally responsible behaviour and attitudes’

We will encourage people to respect and consider the environment, leading to increased recycling, less waste, cleaner streets and an increased awareness of environmental issues.

‘Protect and improve the built and natural environment’

We will work to protect and improve the built and natural environment leading to a pleasant environment that is attractive to live in. Where possible, we will increase the quality and number of habitats and species (biodiversity) found in Rushcliffe and encourage more people to visit and become involved in looking after wildlife sites used by the public.

Supporting the local economy

We place a high priority on good-quality employment and investment opportunities in the local economy. We want to maintain the wellbeing of local people and the business community.

Rushcliffe's economy is based mainly in the service industry, with four times as many people employed in the service sector as in manufacturing.

Our economic priorities

'Help to create thriving town centres and villages'

We will encourage people to use local shopping facilities and buy local goods and services to help maintain the rural character of the area.

'Promote sustainable transport solutions'

We will encourage people to use public transport, cycle and walk. We want to reduce traffic congestion, and encourage better access to other neighbouring towns and villages.

'Encourage the development of skills and enterprise'

- We will encourage people to set up new businesses to maintain high employment rate and local services.
- We will promote high educational achievement and encourage people to learn and develop throughout their lives, to make sure the workforce meets the needs of employers.
- We will invest in schools, reflecting specific community needs to improve educational standards and provide services to families and parents in the same building.
- We will aim to bring learning opportunities to local communities, encourage reluctant learners to start learning, and provide opportunities for people who want to develop their skills, abilities and interests.

Building strong communities

Everyone has the ability to achieve change within their communities. In the process they gain new skills and feelings of self-worth, grow in confidence and become more involved in their communities. Communities are said to be cohesive and work more effectively when local people are committed to them and there is a common vision and sense of belonging. Voluntary and community activity is an important way of achieving this. Specialist help and support is available to help people who want to take part in voluntary and community activities.

We know that not everyone has the same opportunities to use services or to contribute to their communities. We are also aware that some of our residents are excluded from community action and community decision-making. We will improve our understanding of who is not included so that we can target resources more effectively.

Our social priorities

‘Increase voluntary and community action’

We will encourage and support people to get involved in voluntary community activities.

‘Promote inclusion’

We will develop strategies to listen to the needs of young people and other identified groups, and involve them in meeting those needs.

‘Support the development of integrated community facilities and opportunities’

We will support the agencies that supply community facilities and resources to make sure they meet local need and offer appropriate and effective services. We will aim to identify where further facilities are needed and encourage them to be developed.

‘Encourage, enable and celebrate our unique identity’

We recognise the rich cultural mix that exists in Rushcliffe and will work to support, encourage and promote the historical and cultural heritage of our area.

Making communities safer

Crime and antisocial behaviour can have a very negative effect on communities. We want to identify and tackle the causes so that residents have growing confidence in the police, and levels of crime and the fear of crime continue to go down.

We want to make sure there are fewer easy opportunities for criminals, mainly due to the increased involvement in neighbourhood and community watch schemes and the effects of ongoing efforts to get rid of crime and disorder.

Many accidents and injuries can be avoided if sensible precautions are taken. Road traffic accidents are the top cause of accidental death and injury and are the single biggest cause of death in children. Many accidents also take place in the home, with children and elderly people being particularly vulnerable.

Our community safety priorities

‘Support the Rushcliffe Crime and Disorder Reduction Strategy’

- We will work to reduce levels of car crime and burglaries from homes and businesses, giving practical advice on keeping property safe. We will work to reduce levels of violent crime, including domestic abuse, and raise awareness of services offering support to those affected.
- We will work to reduce and keep down levels of antisocial behaviour (including arson and criminal damage). We will work to reduce repeat-offending rates in young people and the number of children excluded from schools.
- We will work to reduce the effect of drugs and alcohol on people and places in Rushcliffe.
- We will make sure that Rushcliffe residents feel safe during the day and after dark, by reporting successes and providing information on the actual levels of crime being recorded.

‘Reduce avoidable injuries’

- As far as possible, we will reduce the need for emergency medical treatment and the unnecessary physical and mental stress caused, particularly for elderly people. We will particularly focus on helping to prevent falls.
- We will promote personal health and safety issues.

Helping people to live healthy lives

A person's health is influenced by a range of things such as their age and sex, problems that run in their family, exercise and diet. While individual lifestyle decisions are important, other things that people cannot control can still directly influence their health. Examples might be poverty, unemployment, isolation, housing, education and the environment. It is essential for the local community and health services to work with the borough council and other main agencies to influence these areas, as well as improving access to healthcare.

Our health priorities

'Promote healthy lifestyles'

We will work to make health choices easier for everyone in Rushcliffe. The main areas of work will be stopping smoking, preventing obesity, increasing exercise, and tackling sexually transmitted infections.

'Reduce health inequalities'

Health inequality is a term used to describe differences in health experience and health outcomes between different groups of people based on the things that affect health. The health gap between the rich and the poor within Rushcliffe is showing some signs of closing. We will continue to reduce health inequalities by focusing on the things that affect people's health.

Feedback form

To achieve our vision, we need to put into practice action plans covering up to three years at a time.

The first local strategic partnership community action plan is in the back pocket of this booklet. We will update this regularly to track progress. We will add new projects when the timing is appropriate or when funding becomes available. The projects included at the moment are those where we are able to make a direct difference through sharing our resources.

If your organisation would like to be added to our database, please fill in the slip below and return it to the address shown.

To: The Community Partnership Officer, Rushcliffe Borough Council, Pavilion Road, West Bridgford, Nottingham NG2 5FE

Please add my name to your database. **(N.B. on the paper copy you are advised to photocopy this page and send it to the address above – to register on our database electronically you should fill in the form under “Contact Us” on this website.**

- Name:
- Organisation:
- Address:
- E-mail:
- Phone number:

To save paper, you can fill in our on-line form by visiting the website at www.rushcliffe.gov.uk and clicking on ‘Local Democracy’ followed by ‘Community Partnership’ and then ‘Contact Us’. It saves us all money if we can communicate by e-mail.

If your organisation would like to put forward an area of action which fits in with our aims and which you think we could help to promote, please describe this briefly below.

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Please look through the following action plan. If your organisation would like to be included as a partner on any projects, please register your details here.

Project name:

How could you help this project to work?

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Reference documents and strategies

Document or strategy	Name	Phone number	Website
Rushcliffe Crime and Disorder Strategy	Rushcliffe Borough Council (RBC)	0115 981 9911	www.rushcliffe.gov.uk
Rushcliffe Corporate Strategy	RBC	0115 981 9911	www.rushcliffe.gov.uk
Rushcliffe Business Partnership Action Plan	RBC Business Link	0115 981 9911	www.rushcliffe.gov.uk/business
England's East Midlands Integrated Regional Strategy - Our Sustainable Development Framework - Consultation Draft July 2004	East Midlands Regional Assembly	01664 592555	www.emra.gov.uk
Regional Transport Strategy	East Midlands Regional Assembly		www.emra.gov.uk/publications/MKSM.asp
Drawing Together Nottingham as a Core City The development strategy for Greater Nottingham	Greater Nottingham Partnership and the East Midlands Development Agency	0115 950 2608	www.gnpartnership.org.uk
Rushcliffe Local Plan	Rushcliffe Borough Council	0115 914 8457	www.rushcliffe.gov.uk
Nottinghamshire Structure Plan	Nottinghamshire County Council	0115 982 3823	
The Local Strategic Partnership's Delivery Toolkit			www.renewal.net/lsp
A Tobacco Control Strategy for Rushcliffe Primary Care Trust April 2004	Rushcliffe Primary Care Trust	0115 878 3000	www.nottingham.nhs.uk
Public Health Annual Report 2002/03, 2003/04	Rushcliffe Primary Care Trust	0115 878 3000	www.nottingham.nhs.uk
Local Delivery Plan	Rushcliffe Primary Care Trust	0115 878 3000	www.nottingham.nhs.uk
A Better Future for Rushcliffe Nature Conservation Strategy 2004	Rushcliffe Borough Council	0115 981 9911	www.rushcliffe.gov.uk
Developing the UK sustainable development strategy	Department for Environment, Food and Rural Affairs	08459 33 55 77	www.defra.gov.uk

Sustainable Developer Guide for Nottinghamshire		0115 9774849	www.sdg.nottinghamshire.gov.uk
Rural strategy 2004	Defra	Notts Rural Community Council 01623 727 600	www.defra.gov.uk/rural/strategy
The Countryside Agency's website	The Countryside Agency	01242 521381	www.countryside.gov.uk/rural/proofing
Local Transport Plan for Greater Nottingham	Nottingham City Council and Nottinghamshire County Council	0115 977 2970	www.nottinghamtravelwise.org.uk
Destination 2010: Regional economic strategy	East Midlands Development Agency	0115 988 8300	www.emda.org.uk/res
Working Together Effective Partnership Working on the Ground	Public Services Productivity Panel	020 7270 4558	www.hm-treasury.gov.uk/pspp
Nottinghamshire Local Biodiversity Action Plan	Nottinghamshire Biodiversity Action Group	0115 977 4213	www.nottsbag.org.uk
Forward to the Future An Agenda for Change	REACT21	0115 914 8595	www.rushcliffe.gov.uk
Rushcliffe Youth Action Network (RYAN): findings of a study of the needs of young people in Rushcliffe	RYAN is part of Rushcliffe Council for Voluntary Service	0115 981 6988	www.rushcliffecvs.org.uk/ryan.htm
Community Cohesion	Government Office for the East Midlands	0115 971 9971	www.go-em.gov.uk
Year of the Volunteer website	Volunteering England	0845 305 6979	www.yearofthevolunteer.org
Get in on the Act Planning and Compulsory Purchase Act 2004 explained	Local Government Association	020 7664 3131	www.lga.gov.uk
East Midlands Rural Proofing	Rushcliffe Borough Council	0115 914 8320	www.rushcliffe.gov.uk
The Children Act 2004	Department for Education and	Nottinghamshire County Council 0115 977 3622	www.everychildmatters.gov.uk
The National Service Framework for children's health	Department of Health	Nottinghamshire County Council 0115 977 3622	www.dh.gov.uk