

The 'Rushcliffe 2020 Vision'



Rushcliffe in 2020 – we hope it looks something like this



It is 2020, and Rushcliffe continues to confirm its reputation as an excellent place to live, work and visit. Locally focused, publicly supported environmental policies preserve the character of the Borough and protect the Green Belt, maintaining the distinctive characteristics of West Bridgford, with its attractively intimate town centre, and the rural villages. The availability of affordable housing increases the sustainability of villages in areas such as the Vale of Belvoir and the Soar Valley, and makes living in the Borough more achievable for people of all ages and incomes.



The local environment is clean and safe, the population is decently housed, and a sustained emphasis on recycling and energy efficiency means that the Borough as a whole contributes actively to reducing global environmental problems. The road and rail infrastructure is in good condition, with traffic congestion being reduced by the application of flexible working arrangements, coupled with increased use of public transport and less reliance on private cars. Recent upgrades to the major A46, A52 and A453 road routes provide very good access to the three major local cities of Nottingham, Leicester and Derby, plus good connections nationwide.



There are high levels of civic pride and community responsibility, and a vibrant and well-developed community and voluntary sector, involving people of all ages, plays an important role in improving the quality of life in the Borough. The Community Strategy is widely supported, with people seeing clearly that effective partnership working between the public, voluntary and commercial sectors is making a difference.



Public services are high quality, accessible and inclusive, and clearly demonstrate value for money, with partners co-ordinating the prioritisation and management of adequate available resources to optimise service delivery to customers. Facilities are close to where people live, or are served by good networks of public transport. Service providers work in partnership and recognise diversity in responding to community priorities and local needs, whilst paying particular attention to the individuals and groups who are hard to reach by mainstream approaches. Opportunities are available equally to everyone, and clear, well presented information is obtainable in a variety of formats.



Residents have confidence in the police, and levels of crime and the fear of crime continue to decrease. Crime 'hotspots', which existed in 2003 in areas such as Cotgrave and parts of West Bridgford, are no longer a problem and, due to effective policing, an increased public involvement in neighbourhood and community watch schemes, and the effects of ongoing efforts to design out the potential for crime and disorder, there are fewer easy opportunities for criminals.



The Greater Nottingham economy is buoyant, and very low levels of unemployment in Rushcliffe provide household incomes above the average for the region. The availability of Broadband technology across the Borough ensures that there are no barriers to the development of high technology services, or to home working using the internet, which is particularly beneficial to rural areas in maintaining population and services.



The performance of Rushcliffe schools is comparable with the best in the country, and integrated education, vocational and workforce training has produced a skilled and adaptable workforce, which closely matches the skills of local workers to the needs of employers in the Borough's employment catchment area.



People's physical and mental health continues to improve, supported by excellent health care provided from local, purpose-built premises that offer a wide range of facilities and treatments that were previously only available in hospitals. Attention is also paid to the benefits of a sensible work/life balance, regular exercise and healthy lifestyles. The availability of good cultural opportunities in both the urban and rural areas helps to support and promote healthy living.



In line with national trends, 30% of the population is over 60. Care and support for elderly people in the Borough promotes independence, allowing older residents to remain longer in their own homes. The needs of elderly and retired people in terms of constructive leisure and voluntary activity have also been addressed, with a range of employment opportunities providing the potential to increase or to remedy the impact of lower than anticipated retirement incomes. At the other end of the age spectrum, children and young people are involved in decision-making processes, so that facilities and opportunities available to them more closely match their needs and expectations.

The Rushcliffe 2020 vision was first published in our 2004-07 Corporate Strategy