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Foreword

We’re all proud of our borough. We believe that Rushcliffe is a great place to live, work and visit. We know we need to work hard to keep it that way when inevitably the Borough will develop and our residents will have changing needs and expectations.

This document presents our vision for the Borough, up to the year 2026. It sets out some of our successes and the challenges we think we will face. Most importantly, it sets out what we are going to do to address those challenges and how we will work together to achieve it.

In winter 2009 (at the time of writing) we’re experiencing a global economic downturn. This makes it even more difficult to predict how things will look in the future. But despite this, we will monitor how we are doing and, if necessary, we will change what we do to ensure that we achieve our long term vision.

Working together is key - this is not just one organisation working on its own, it is about many organisations – partners all pledging to work together to improve the quality of life and services in Rushcliffe.

I have no doubt that we all care about Rushcliffe and our local communities. I would urge you to take every opportunity to get involved because together we can make a real difference – ensuring that Rushcliffe remains the great place it is.

Councillor

Neil Clarke
Chairman of the Rushcliffe Community Partnership
Board Members

Councillor
Neil Clarke
Chairman

Richard Melanaphy
Vice-Chairman
(Nottinghamshire Fire and Rescue)

Superintendent
Paul Anderson
(Nottinghamshire Police)

Jonathon Gribbin
(Nottinghamshire County teaching Primary Care Trust)

Wendy Edwards
(Rushcliffe Community and Voluntary Services)

Malcolm Cowgill
(South Nottinghamshire College)

Councillor
Mrs Debbie J Mason
(Rushcliffe Borough Council)

David Rollo
(Supporting the Local Economy - Rushcliffe Business Partnership)
The second Rushcliffe Community Strategy was launched in 2005 by the Rushcliffe Community Partnership. The strategy aimed to improve the quality of life and services for the people of Rushcliffe by bringing together organisations, groups and individuals to work with a shared sense of purpose and vision.

Over the last four years, the partnership has achieved a great deal against our original priorities and we celebrate some of these later in this document. We also recognise that a lot has changed since launching that strategy. National and local priorities have evolved, with increased focus now on sustainable communities, climate change and housing growth.

The partnership has also changed. We have independently reviewed the way we work and, based on the recommendations of that review, we have restructured. This we believe will help us to achieve even more and to be in a good position for future joint working to meet the key challenges ahead. We have also strengthened our special interest groups to become effective partnerships in their own right. The South Nottinghamshire Crime and Disorder Reduction Partnership is one such partnership.

What this new strategy means for the people of Rushcliffe

- Keeping it one of the safest boroughs in the country
- Improved life expectancy and quality of life
- Keeping the borough clean
- More affordable housing
- Reducing our impact on climate change
- Increasing your opportunities to get involved with our communities
We have changed the name of the strategy. It is now known as the Rushcliffe Sustainable Community Strategy, which is in line with the Government’s increased emphasis on the importance of helping communities to be more sustainable. This means enabling people to enjoy a better quality of life, without compromising the quality of life of future generations.

This is a key document for the entire borough. It sets out how we would like the borough to be in the future, where we are now and how we can work towards achieving our vision. It relates to all the issues which you tell us are important in making Rushcliffe a great place to live. For example, housing, low levels of crime, activities for young people and clean streets.

When developing this strategy we took account of a wide range of views, guidance and at our district level, to the county-wide issues contained within the Nottinghamshire Sustainable Community Strategy and Nottinghamshire Local Area Agreement.

It is also important to recognise the linkages between the Sustainable Community Strategy and Rushcliffe Borough Council’s Local Development Framework (LDF). The LDF is required, where it is possible, to assist in addressing the challenges outlined in this Sustainable Community Strategy. Policies which will form part of the LDF will need to be developed to ensure that our vision is realised.

Working in partnership means that we can achieve more than if we were all working alone. We are better able to share resources, experience and expertise to get the job done. Generally, this means getting more done for the same cost or the same done for less cost.

This strategy has been developed by listening to the people of Rushcliffe and forming a picture to better understand the changing needs of the borough.

Our mission:

Our mission is to work together to continually improve the quality of life for everyone in Rushcliffe.
About the partnership

Public, private, community and voluntary organisations working within Rushcliffe came together in 2002 to form the Rushcliffe Community Partnership.

The partnership coordinates and manages its work by:

The management board

The Management Board provides strategic direction to the Rushcliffe Community Partnership. Partner organisations are represented on the board, which meets every three months. The chairman and vice-chairman are elected annually by the board.

Current member organisations of the management board:

- Rushcliffe Borough Council
- Nottinghamshire County Council
- Nottinghamshire Police
- South Nottinghamshire College
- Rushcliffe Community and Voluntary Service
- NHS Nottinghamshire County
- Nottinghamshire Fire and Rescue Service

The executive group

The executive group is responsible for reporting to Rushcliffe Community Partnership Management Board and meets every 8 weeks. It is also responsible for enacting the decisions of the partnership and monitoring performance in relation to the achievement of our action plans.

Theme groups

There are six theme groups, one for each of our themes, and their job is to formulate plans and then to put these plans into action to help us achieve our vision.
Since the launch of the last strategy in 2005 we have made significant progress against the achievement of our five original themes and the priorities within the themes:

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In 2006/07 we added a sixth theme – supporting children and young people to reach their potential. This was to recognise the emerging focus on this issue and to progress matters arising under the Children’s Act 2004.
A number of the partner organisations pool their resources to jointly fund a number of posts which successfully support the partnership. These are:

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<th>Position</th>
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<tr>
<td>The Health Development Officer</td>
<td>This person supports the “helping people to live healthy lives” theme group in the achievement of its priorities.</td>
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<tr>
<td>The Community Outreach Officer</td>
<td>Working for the Rushcliffe Community and Voluntary Service this person visits older people at home to help them find out about and access services to help them remain as independent as possible in their own homes.</td>
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<tr>
<td>The Activity Friends Co-ordinator</td>
<td>Working for the Rushcliffe Community and Voluntary Service, this person helps to improve the health and well-being of the over 50s in the borough.</td>
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<tr>
<td>The Rural Officer</td>
<td>Working for Rural Community Action Nottinghamshire (RCAN), this person supports parish councils and community groups helping them to develop and achieve action plans.</td>
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<tr>
<td>The First Contact Co-ordinator</td>
<td>This person works in partnership with statutory and voluntary organisations to help people over 60 stay safe and independent in their own homes.</td>
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<tr>
<td>The Community Partnership Co-ordinator</td>
<td>Working for the partnership, this person provides support and direction for each of our six theme groups to ensure that they achieve their strategic objectives and priorities.</td>
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Our key achievements for each of our six themes include

1. Protecting and improving our environment

As we strive towards a low carbon economy, the Nottingham Health and Environment Partnership and Nottingham Agenda 21 produce a “Living for Tomorrow” magazine, the local sustainability magazine for Nottinghamshire. Rushcliffe partners contribute to news articles and distribution.

Against a target of 3 schools, we are pleased to report that 15 schools in Rushcliffe were certified as “eco-schools” up to December 2008.

Trying out a new approach to increase biodiversity, we planned for more sites to be managed as ‘Blue Butterfly’ areas during 2007/08. Examples sites include Buckfast Way, the Green Line extension, Saxon Meadow and Collington Common, West Bridgford and the Bells Estate, Cropwell Bishop. Blue Butterfly sites are where grass is not mown short to give butterflies and other insects more opportunity to hatch their eggs. Residents are commenting that they are now seeing more butterflies.

Since 2005 we have provided 197 homes for social rent and 90 for a form of intermediate products including New Build HomeBuy and Rent to HomeBuy, in partnership with a number of registered social landlords. In partnership with Waterloo Housing, Midlands Rural Housing and various parish councils we have a rural exception site programme to meet local housing needs in rural areas. To date we have completed 16 rural affordable homes and have plans to deliver more across the borough.

2. Supporting the local economy

Getting to work in a rural area is sometimes a problem, especially for young people without cars. This is why we have developed a successful “Wheels to Work” project that helps people from rural areas with poor public transport links to get access to and retain employment.

We hold community events such as Lark in the Park, the Christmas Illuminations and Saturday farmers’ markets. All contribute to the vitality of West Bridgford town centre and local shops have reported an increase in trade as more people come into the town to visit these attractions.

The Rushcliffe Business Partnership encourages businesses to meet and trade locally. Informal networking sessions have been established and meetings are held on a bi-monthly basis. We have developed a dedicated website for the Business Partnership (www.rbpbusiness.org.uk) which provides news, advice and a directory of local businesses. Each year we host a themed event with local businesses and we have sponsored the Rushcliffe Community Awards for the last two years.
Building stronger communities

Rushcliffe has a large and diverse voluntary and community sector with up to 600 organisations generating a combined income of up to £5m. This sector includes registered charities, local and national voluntary organisations and informal community groups. At least 12,000 volunteers and community activists are involved in the sector, contributing the equivalent of up to 800 full time jobs.

The Building Strong Communities group has been pursuing a number of priorities - here are a few examples:

- Partners have worked closely with local people who are developing town or parish plans. Thirteen community led plans have been developed so far, with more to come in the near future. Parish plans appear to spur villagers into action. For example, Normanton on Soar has a new village hall and community shop, affordable housing has been built in East Bridgford to high specifications, and in sympathy with the rest of the built environment. Cropwell Bishop Parish Council bought the Old School and has turned it into a vibrant community centre, where a good range of activities take place.

Volunteers make significant contributions to the health, well-being and enjoyment of communities. Many of the partnership organisations would find it difficult to function without them and volunteers themselves gain hugely in terms of social contact, new skills, self-confidence and, often, employment opportunities. During the past three years:

- Rushcliffe Volunteer Centre had contact with 2,149 potential volunteers and 232 are known to have gone on to take up volunteer placements. Of these, we know of 18 people with additional support needs that have been successfully placed.

- There has been a clear determination to improve low level, practical, support to older people at home. Early work identified key issues that have been pursued through the partnership and led to a pilot study in Bingham funded by the partnership. The results of that study will inform future planning and have already resulted in important local developments aimed at improving the lives of older people. Significant developments related to this ‘Rushcliffe Supports’ initiative have been the highly acclaimed First Contact Scheme, the appointment of a Community Outreach Advisor and the Activity Friends project – helping older people to engage in physical activity.

- Community cohesion has long been a priority and the development of the Rushcliffe Race Awareness Forum proved a valuable step towards tackling racism. A highlight here was the Taste of Rushcliffe event held in Bridgford Park in 2006 attracting well over 1,000 people.

- More recently the Rushcliffe Community Cohesion Network has been formed and was officially launched in 2009. Plans to identify community resources in West Bridgford were given a boost thanks to the support of West Bridgford Local Area Forum and, as a result, we were able to develop and publish the ‘Meeting Places and Community Resources’ directory in 2008.
Violent crime is low in Rushcliffe - the largest volume crime is criminal damage and theft from cars. There have been significant reductions in home burglaries and theft of vehicles and we hope the ongoing Lock-Up campaign has had the desired effect. We believe we have helped to reduce crime by working with Neighbourhood Watch, targeting prolific offenders, using SmartWater and increased patrols in hot spot areas.

Cotgrave was targeted in October 2007 with a “week of action”. This brought many partners into the town in a highly visible way to tackle issues of importance like crime, anti-social behaviour, health, drug and alcohol misuse and littering. This was followed by “days of action” in September 2008, when many Cotgrave residents commented on how things had improved on the year before. Radcliffe was the focus of our fifth ‘week of action’ during May 2008 and our latest “week in action” was based in Keyworth.

Education plays a big part of how we tackle crime and keep people safe. Some examples include:

- The South Nottinghamshire Drugs and Alcohol Education project has provided young people in schools across the borough with information about the devastating effects of drugs and alcohol misuse.

- Around 100 people die or are seriously injured on the roads of Rushcliffe each year and many of the fatalities involve young people. To drive home the road safety message, firefighters from the local Fire and Rescue Service regularly target our supermarkets and town centres with real-life examples of traffic collision wreckage. The Fire & Rescue Service also lead on a “don’t drink and drive campaign”, holding events in several places including the Forest Football ground.

Making a difference

Our aim over the period of the last strategy was to reduce overall crime by 20%. Working together we actually achieved a 21% reduction which included a 37% reduction in people’s homes being broken into.

This was achieved through a number of efforts including:

- Neighbourhood Watch members, assisted by the partnership funded Neighbourhood Watch Support Worker, spreading the word about the steps residents can take to keep themselves safe and the police doing additional patrols in key locations and targeting offenders

- The partnership providing the funding to ensure that thousands of homes across Rushcliffe had the opportunity to get additional security measures fitted

- The distribution of SmartWater property marking fluid to deter burglars.

A 23% reduction in theft from people’s cars was also achieved through raising awareness amongst car owners about not leaving valuables on display in their cars, by providing safer car parks, increasing patrols in key locations and through the use of CCTV.
Enabling healthy lives

On the last No Smoking Day before the smoking ban in enclosed public places, the Partnership’s Health Development Officer took a “dawn to dusk” approach going into various schools and bringing children to meet the Mayor in Bingham Market Place – this resulted in receiving a national award from the National No Smoking Day charitable organisation.

The annual Cotgrave health festival, first held in August 2007, continues to be successful in tackling obesity. Cotgrave children and parents are now much more clued up on healthy eating thanks to the national ‘chefs adopt a school’ programme at Candleby Lane School. A top chef demonstrated how to prepare fast, tasty, fresh food – children learnt about food safety as well, while some parents were so impressed they will go on to study more about food at the local college. ‘Adopt a chef’ will hopefully change people’s eating habits and lifestyles.

Food Safety – ‘Mission Possible’ was delivered to 300 children and has contributed to us being awarded “East Midlands Food Champions” by the Food Standards Agency.

More than 1,000 people enjoyed summer’s Rushcliffe Healthy Living Festival 2008 at Rushcliffe Country Park. Over 300 people ran in the distance races and fun run, while many more took part in free massages, listened to music or chatted to health experts. In 2009 this became the Rush4Health Festival in partnership with Principia.
During 2007/08, funding was temporarily secured through the partnership to enable the Rushcliffe Youth Action Network (RYAN) to continue contributing to youth engagement and Local Area Agreement targets.

Cotgrave Youth Forum won the group award in the Partnership’s Awards Scheme in the ‘keeping communities safe’ category for challenging stereotypes of young people. The picture of them receiving the award from the Mayor was used on the front page of the RYAN newsletter. This helped to promote the positive contributions made by young people to their communities.

A successful healthy eating course was held in Cotgrave to show just how easy healthy cooking can be. Twenty-six young mums and dads can now cook healthy meals, know more about nutrition and had great fun thanks to our ‘yummy mummies’ 6-week courses. Children came along too to sample their parents’ great healthy food.

Nottinghamshire Fire and Rescue continue to host road casualty reduction days for students of local schools and colleges, typically involving up to 100 young people at each event.

We have successfully worked with “Involved” which is an organisation that helps young people to participate in volunteering work. Another success was a 2009 initiative, Plus 4uth, to get organisations across Nottinghamshire to come together and engage with young people.

With a focus on youth and community safety, our Bridgfest event in 2009 had hundreds of teenagers rocking. There were performances from local bands and dance groups, plus there were opportunities for teenagers to try dj-ing, beat-boxing, climbing, spray art sessions and sports activities.
State of the borough in 2009

Welcome to Rushcliffe

Characterised by attractive villages, rich farmland and rolling countryside, Rushcliffe covers an area of 157 square miles and has a population of around 111,000 people, about one-third of whom live in West Bridgford.

Our borough lies immediately south of the City of Nottingham and the River Trent, and its economy is closely linked with that of Greater Nottingham. Established industries include the British Geological Survey at Keyworth, British Gypsum at East Leake and John Deere, a world leader in producing agricultural machinery.

Rushcliffe could be said to offer the best of both worlds: rural living coupled with good transport links for getting to work and to other parts of the county and country. Some of the most attractive small towns and villages in Nottinghamshire lie within the borough boundaries. The largest include Bingham, Radcliffe-on-Trent, Cotgrave, Keyworth, Ruddington and East Leake. Each has its own schools, shopping centres, health care facilities and leisure activities.

We are particularly proud of Rushcliffe’s rich sporting heritage and facilities. West Bridgford can boast that it is the home of two of the most famous names in the world of sport - the Trent Bridge Cricket Ground and the City Ground, home of Nottingham Forest Football Club. Also located in West Bridgford is the National Watersports Centre at Holme Pierrepont.

The 2001 Census reveals information about who lives in the borough and their lifestyles. There are slightly more females (51%) than males, 4% of the population is from ‘non-white’ minority ethnic backgrounds, 29% of the population are under 24 years old and 16% are 65 years old or over. The latest statistics show that there are still more females (51%) than males, whilst the percentage of “non-white” minority ethnic backgrounds has increased to 6% of the population, and those aged 65 years old and over now represent 20% of the population.

Rushcliffe is the most affluent area in the county, with higher than average incomes. It is also a popular place to live, with nearly 80% of homes being owner-occupied.

Prior to the ‘credit crunch’ house prices were buoyant, with an average house costing around £226,000 (2008). Homes in Rushcliffe are generally bigger than houses in the rest of the county. About one-fifth of houses are occupied by married couples with dependent children and 16% by married couples without children. 27% of homes house single people and 6% comprise lone parents. 40% of households have two or more cars.

Rushcliffe is not generally a deprived area – ranking 331st (out of 354) on a national deprivation scale – although there are some pockets of need, for example in parts of Cotgrave. Rushcliffe has a relatively low unemployment level of 1.8% , the lowest in Nottinghamshire, and significantly more people in the Borough are self-employed than the national and county averages.

Rushcliffe can also be said to be the safest place in Nottinghamshire – with a moderate to low crime rate. Rushcliffe fares very well against the other areas of Nottinghamshire in the key crime performance indicators and the latest figures show further improvements in both vehicle crime and violent crime.

The East Midlands Airport lies just outside the borough boundary, and there is good access to the midland and east coast rail lines and the M1 and A1. The A453, A46 and A52 trunk roads cross the Borough and are generally considered to be in need of improvement. Funding has been allocated for the A453 improvements and, subject to the decision by the Secretaries of State, construction could start in 2010, with the road open to traffic in winter 2012/13. The Government will provide £174 million to support the dualling of the A46 between Newark and Widmerpool in Nottinghamshire, with the expectation that the region will provide the other £174 million. With the funding secured, the start of the project was brought forward to 2009 and could be open to traffic in late 2011 – rather than in 2016 as previously planned. With regard to the A52, a multi-modal study was completed in 2004 to consider possible improvements, however, no specific proposals have been brought forward to date.
Consultation

Finding out what is important to you continues to be a key part of how we shape each strategy. During the development of this strategy we have once again taken the opportunity to ask for your views. This has been undertaken in a number of ways, a survey in Rushcliffe Reports, the Borough Council’s magazine which each household receives, a survey on the internet, talking to groups in the borough and the national Place Survey.

Feedback from the Sustainable Community Strategy consultation

Here are the key things you have told us in relation to the strategy.

The majority of you (96%) feel that the current six themes are still relevant.

Within the themes people identified that:

- Housing was an important issue for Rushcliffe, especially in terms of the proposed number and location of new houses to be built over the next 17 years. Others highlighted the need for more affordable housing.
- Tackling crime and anti-social behavior continues to be a priority for many.
- Better roads and transportation are also rated highly with calls for more cycling routes, better parking facilities and transportation links.
- Partnership working – we received mixed responses with this issue - some people felt that it is the way forward, whilst others felt that it didn’t work too well.
- A number of people said that we needed to ensure that people felt that they have fair and equal access to services, irrespective of whether they lived in one of the more urban communities, like West Bridgford, or in one of the rural villages.
- Maintaining Rushcliffe’s environment and current greenbelt was also high on your agenda.

When asked if anything was missing from the current 6 themes, you suggested that there needs to be more focus on:

- Housing – affordability, numbers and location of new developments
- Social cohesion - getting people more actively involved with their communities.
- Older people - facilities and support for the elderly and those with disabilities

We also asked how you felt about new housing developments in Rushcliffe and where they would be most suitably located. In response, you told us:

- Most people want to preserve the greenbelt and would prefer the use of previously used sites and infill sites in villages.
- Others think that extending the urban area is the most logical option, even if this means infringement into the greenbelt. They feel that this is the most sustainable for infrastructure, would reduce travel to work times and also has the best existing transport links. They feel that it would also help preserve the rural nature of the rest of the borough.
- Many people stressed the need for the right infrastructure to be in place to coincide with any new development.
Feedback from youth people
event held on 19th January 2009

Young people from each of the districts met with senior council officers and members to talk about the issues and challenges they face. This turned out to be a very positive event with the enthusiasm and energy of the participating young people unanimously praised.

The young people of Rushcliffe who attended the event told us that:

- You don’t always feel safe walking home in the dark and suggested improved street lighting, less alleyways and more adults around
- You would like to see more about young people’s achievements in local publications. You feel that you are generally given a bad press
- You do not generally feel equipped with the tools to resist drugs which are offered. It was acknowledged that the DARE campaign was good
- The schools are quite good
- Facilities are good, but there is a request for them to be more varied and more accessible
- Transport is a problem. Ideally you need cheaper bus travel for under-18s
- You recognise that obesity is a problem in some areas and think that the media is a bad influence on diet
- You would like to see free sessions, dedicated for young people only, at leisure centres. You would also like to see more advertising of facilities in your schools
- Drinking and smoking are both issues. Peer pressure to participate is a concern and you do not think Community Support Officers and teachers generally pick up on people smoking
- You would like to see more people with different experiences offering advice in schools
- You feel that you would benefit from improved careers advice and it is not just about qualifications, apprenticeships and skills are important too
- You are keen to make things better and you want to help create a better future for everyone.
Feedback of our residents’ views from the national Place Survey

The first national Place Survey was carried out in September 2008 on behalf of Rushcliffe Borough Council by Ipsos Mori. The Government required all local authorities in England and Wales to carry out this survey to find out what residents think of living in their local area and the services we provide. A questionnaire was sent out to a random sample of people from across the Borough. These responses have been analysed and the Government released the result of this survey on 23 June 2009. Once again, the results give us a great deal to be proud of, but also to learn from, to guide our priorities for improvement and action plans for the future.

Over nine out of ten (93%) Rushcliffe residents are satisfied with the Borough as a place to live. Rushcliffe is first in the country among district councils for value for money and customer satisfaction with 66% of residents being happy with how the Borough Council runs its services, compared to 45% nationwide. In terms of what needs to improve, the following areas topped your list:

- Activities for teenagers (48%)
- The level of traffic congestion (42%)
- Road and pavement repairs (39%)
- Levels of crime (33%)
- Affordable, decent housing (23%)

The key results of the Place Survey for Rushcliffe are set out in Appendix 1, along with a rank of how Rushcliffe compares with other district councils in Nottinghamshire and how Rushcliffe ranks out of the 200 district councils in England and Wales.
The challenges
The key challenges for the borough

Rushcliffe is widely held as being an excellent place to live, work and visit for the majority of people. We do, however, recognise that this is not the case for all and we therefore aspire to make it an excellent place for everyone.

Realistically we know the world will change over the period of this strategy in ways in which we cannot currently predict. Our challenge is to be flexible and adapt accordingly to ensure we continually improve the quality of life of the people of Rushcliffe.

Our emerging key challenges, as at 2009, for the Borough over the next 17 years are:

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<td>Housing</td>
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<td>A changing population</td>
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<td>3</td>
<td>Fuel poverty</td>
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<td>4</td>
<td>Obesity</td>
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<td>5</td>
<td>Smoking</td>
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<td>6</td>
<td>Alcohol abuse</td>
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<td>7</td>
<td>People feeling safe and secure</td>
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<td>8</td>
<td>Community cohesion</td>
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<td>9</td>
<td>Climate change</td>
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<td>10</td>
<td>Contributing to the overall Local Area Agreement targets</td>
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Housing plays a central role in the borough’s continued success, growth and prosperity. Rushcliffe needs a mix of high quality new housing to meet the needs of our diverse and growing population and which also preserves the unique and successful character of the borough. In short, we need to ensure every household in the borough has access to good quality housing which is capable of meeting their needs.

There is a significant challenge for local authorities in the East Midlands Regional Plan which currently sets out a minimum house-building target to deliver 15,000 new homes within the borough by 2026. This pressure is greatest around the main urban area of Nottingham and our larger towns and villages. Although it is acknowledged that there will continue to be a need for housing growth in Rushcliffe, the level specified in the Regional Plan has been consistently contested, with concerns regarding infrastructure and the loss of greenbelt. The Borough Council will continue to work towards meeting its statutory obligations through the production of the Local Development Framework. However it will also continue to voice its objections in relation to the numbers currently required. The expansion of existing communities and the development of new communities will need to be undertaken in such a way that the quality of life of existing and new residents is maintained and, where possible, improved.

The pressure for new housing means that there is an urgent need to have in place up to date local planning policies for the Borough in order to achieve our vision for 2026. Without a proper planning framework in place, it will be difficult to ensure that the borough develops in a sustainable way, which meets the challenges of new developments, minimises the impact on the environment and also maintains the character of the borough.

The Core Strategy is the most important document in the Rushcliffe development framework. This is currently being developed and because of the importance of the Core Strategy to the borough’s future, the Borough Council will be extensively consulting and taking account of your views before it is completed in December 2011.

Affordability of housing in Rushcliffe is still a pressing issue despite the global and national recession. We are aware that many people are still unable to access market rate housing. It is essential to work towards getting a good mix of housing in the borough and one of the benefits of an increase in housing growth in the borough will be the ability to secure more affordable housing to help meet demand. We need to ensure housing of all types is of a high quality and in good repair, which is vital for overall quality of life. We also need to ensure everyone has access to housing that meets their needs, particularly vulnerable people who may require specialist or adapted housing and support.

‘Our aim is for every household to have a real housing choice and to enjoy living in a good quality home that meets their needs’

Affordable housing is perhaps even more of a challenge within our rural settlements. The new rural exception site policy, which is enabling new affordable housing to be developed in rural villages for the benefit of members of the local community, is one of the ways we will be tackling this issue.

Extra housing will also bring the need for improved transport, new schools, parks and other community facilities and, when responding to our most recent consultation in Rushcliffe Reports (October 2008), respondents said that they wanted this infrastructure put in at the same time as new housing, rather than waiting until services are under pressure. It is important therefore that developers contribute financially towards new and improved infrastructure to support their developments.
A changing population

The borough’s population will change over the next 17 years. There will be a rising number of older people and a smaller number of children and young people. Latest population estimates indicate that people of 65 years and over represent 20% of the total population of the borough. This trend is set to increase over the next 16 years. By 2025, older people could represent nearly 28% of the population, with 50% over 50 years old by that time. This change will have a significant impact on the needs and requirements of the residents of Rushcliffe and the nature of the services provided by the partnership. One of our priorities, therefore, is to respond positively to the changes in the population and to assist older and vulnerable people to live independently in their own homes for as long as possible.

Fuel poverty

Fuel poverty occurs when a household is unable to afford sufficient energy for health and comfort, commonly due to the combined effect of low household income, inadequate and expensive forms of heating and poor insulation. It affects millions of households in the UK and has serious health consequences for elderly people, young children and sick and disabled people.

A significant amount of the older housing stock (pre 1919 and converted into flats) is privately rented. Tenants within these properties again are more likely to be on lower incomes (38.7% of private rented tenants earn less than £10,000 per year) and so too are more likely to experience fuel poverty, especially where thermal improvement works have not been undertaken by their landlords.
4

Obesity

Nationally almost two thirds of adults and a third of children are overweight or obese. If the current trends continue nearly 60% of the UK population could be obese by 2050. Among children across Nottinghamshire, the prevalence of obesity is significantly higher in year 6 than in reception. In year 6 almost 1 in 3 children were either overweight or obese.

Within Rushcliffe the estimate of adult obesity rates currently stands at approximately 19.5%. In comparison to the other districts within the county, Rushcliffe has the lowest rate. However, given the severe impact it can have on an individual’s health, there is no room for complacency. Obesity contributes to serious health problems such as heart disease, cancer and diabetes.

At least 1.1 million people in the UK are affected by an eating disorder, with young people in the age-group 14-25 and women being most at risk of developing this type of illness. There are currently no figures available for Rushcliffe, but there are some anecdotal reports to suggest that this may be an emerging issue and one which we will monitor for potential future action.

Our focus, therefore, will continue to be on projects relating to good nutrition and increasing levels of physical activity, with particular emphasis on children, young people and the family. Our continuing challenge is to maintain and improve good health for the people of Rushcliffe.

5

Smoking

Smoking remains the single greatest cause of avoidable illness and premature death. Rushcliffe has one of the lowest rates of smoking in the country, with an estimated prevalence rate of 16.3% of people smoking.

Within Rushcliffe there remains some specific local geographical areas where the estimated rates of smoking are indeed higher than the national average, with rates as high as 29.4%. There are also certain groups where stop smoking services need to provide targeted work e.g. those living in deprived areas, young people, prison inmates and the homeless. Alongside this, we continue to actively promote the county’s smoke-free agenda. This involves Rushcliffe’s commitment to reducing the impact of secondhand smoking, reduce underage tobacco sales, as well as the implications of counterfeit and smuggled tobacco.
Alcohol-related hospital admission rates in Nottinghamshire match the average for England, however increasing alcohol misuse by young people is a concern, and impacts on both crime and health. Problem drinkers in Rushcliffe are most likely to be 18-24 year old binge drinkers, drinkers under the age of 18, and adult drinkers not aware of the damaging effects of alcohol. Whilst the lowest in South Nottinghamshire, there were still 883 alcohol-related offences in Rushcliffe recorded by the Police in the last three years. Binge drinking and drink related anti-social behaviour is becoming an increasing concern, particularly in locations with a thriving night time economy, such as West Bridgford.

Consultation, via the “Nottinghamshire Listens” citizens’ panel, consistently shows that the level of crime and feeling safe is one of the most important issues for the residents of Rushcliffe, despite relatively low levels of crime experienced in the borough. The latest survey shows that low levels of crime is still seen by those surveyed (67%) as the most important aspect in making an area a good place to live, ahead of health services, clean streets and public transport.

In terms of total recorded crime, Rushcliffe is the lowest in Nottinghamshire with 62.2 recorded per 1,000 population in 2007/08, but this does not give rise to complacency. The partnership will continue to tackle crime as a priority to make the community an even safer place.

Linking to many of our challenges is helping to ensure that everyone can identify with their community and, if they want to, to get involved to achieve change within their communities. The Rural East Midlands classifies Rushcliffe as “rural 50”, which means that between 50% and 80% of the population is located in rural settlements and larger market towns.

The attractive mix of rural and urban settlements characterises Rushcliffe, but it also presents its own set of challenges. It is important that our rural and urban communities equally feel that there is good access to services; transport links and that their concerns are listened to.

Recent surveys consistently tell us that the majority of residents (93%) are satisfied with their local area as a place to live and that their local area is a place where people from different backgrounds get along well together (87%). This is positive feedback from our residents and the partnership will continue to be committed to and promote equality and diversity. The challenge for the partnership is to build on and improve these feelings as the borough develops in the future.
Climate change

We need to all work together to reduce our carbon emissions in Rushcliffe. We perform slightly worse than the national average, producing 7.8 tonnes of carbon emission per resident, compared to the national average of 7.6 tonnes per resident.

The area of emissions we need to tackle most is that arising from the domestic use where we perform worst in Nottinghamshire. Rushcliffe produces 2.7 kilotonnes of CO$_2$ per 1000 population from the domestic use compared to the Nottinghamshire average of just 2.5 kilotonnes of CO$_2$ per 1000 population.

Similarly, we are producing 2.5 Kt of CO$_2$ per 1000 population when compared to 2.4 for the Nottinghamshire average with regard to traffic emissions.

To further support these findings, a study of Rushcliffe commissioned by World Wildlife Fund, shows that residents in Rushcliffe require 5.76 ha per person to maintain our lifestyles, this is our eco-footprint – the global average is 2.2 ha/person. Research estimates that the whole planet can provide a carbon footprint of 1.8 ha/person. The partnership therefore aims to reduce the carbon-footprint of Rushcliffe and help to make it more sustainable.

Contributing to the overall Local Area Agreement targets

It is recognised that Rushcliffe could be seen to be in a fortunate position. In many cases Rushcliffe’s performance already exceeds the Local Area Agreement (LAA) targets at a county level. This does not, however, translate into complacency on our part. On the contrary, one of our challenges will be to achieve our targets set at the district level and to take what opportunities are available to contribute to all of the LAA priorities.
How we would like the Borough to be in 2026

Our vision

Imagine a place where ……

- Crime levels are low and people feel safe in their homes and walking round the borough
- You have the opportunity to enjoy a good quality of life and can look forward to a long healthy retirement
- There is a sustainable mix of good quality housing which meets needs and aspirations, whilst still maintaining the character of the borough
- People are leading healthy lifestyles and are taking the chance to enjoy the many and varied leisure opportunities available
- The roads and transport links have been sympathetically improved with the environment in mind, allowing good access and improved safety across the borough
- Older and vulnerable people have the support they need to live independently in their own homes
- Teenagers and children see that they are listened to and have access to a full range of local positive activities and facilities
- The streets are clean and verges and open spaces are well kept – there is a collective sense of pride that the borough looks good
- People from different backgrounds get on really well together, there is a strong community spirit and mutual respect
- You feel able, if you want, to get involved and have your say in how your local community is run and the type and standard of services it receives
- Communities are more resilient and feel that they can work together to overcome challenges
- Local businesses are thriving – providing opportunities for local employment and training
- People can choose, when shopping, between an attractive mix of local and town centre shops
- Most homes in the borough will have had a “green makeover” to reduce carbon emissions and help cut fuel bills
- Emerging technology has been embraced and has been used to improve your quality of life and to protect the environment for future generations.
This is our vision for Rushcliffe

“Rushcliffe will be an excellent place to live, work and visit for everyone.”

Making a difference by working together…
What we will do and how we will work together to achieve our vision – the next steps

To achieve the vision, partners will work together to deliver priorities over six key themes. The Sustainable Community Strategy is supported by a rolling delivery plan which sets out the priorities and tasks which the partnership will be tackling over the next 3 years. Within the priorities and tasks there are strong links to contribute to the achievement of the Local Area Agreement targets.

1. Protecting and improving our environment
2. Supporting the local economy
3. Building stronger communities
4. Making communities safer
5. Enabling healthy lives
6. Supporting children and young people
1 Protecting and improving our environment

Our priorities within this theme are to:
- Contribute to the reduction of Rushcliffe’s “carbon footprint”
- Promote environmentally responsible behaviour and attitudes
- Protect and enhance the built and natural environment
- Promote a sustainable mix of housing

How you can get involved?
- Reducing, reusing and recycling as much as possible
- Help to keep our streets clean by not dropping litter
- Leave the car at home for short journeys – walk, cycle or catch the bus
- Turn it off – save energy and water
- Join one of the borough’s eco-teams

2 Supporting the local economy

Our priorities within this theme are to:
- Assist business development and sustainable growth, helping to create thriving town centres and villages in Rushcliffe
- Promote a healthy workforce
- Help to enable businesses to recruit, develop and retain staff locally
- Help to maintain and develop a thriving local market place

How you can get involved?
- Support your local shops and businesses whenever possible
- Upgrade your skills
- Join the Rushcliffe Business Partnership
3. Building stronger communities

Our priorities within this theme are to:

- Encourage and enable all local people and community organisations to take an active role in shaping their communities
- Improve the provision of information, services and resources that will enhance the independence of elderly and vulnerable people living at home
- Encourage and enable personal growth and community involvement through volunteering
- Ensure new developments have mixed tenure to promote community cohesion

How you can get involved?

- Volunteer your time with one of the many voluntary, community and sports groups that are active throughout Rushcliffe
- Get involved in local community initiatives and consider standing as a town or parish councillor
- Look for ways to support others in the community, especially vulnerable older or disabled people
- Vote in local elections

4. Making communities safer

Our priorities within this theme are:

- To continue to reduce the incidents of domestic burglary, vehicle crime and robbery
- Reducing youth crimes through education, positive activities and engagement
- Reducing drug and alcohol related crime with education, treatment and enforcement
- Improving the public’s perception of crime through:
  - Positive communication
  - Community involvement in decision making
  - Co-ordinated partnership
- Providing housing support for vulnerable households
### How you can get involved?

- Do not leave valuables in view in your car
- Make sure all your doors and windows are locked when leaving home
- Join a Neighbourhood Watch scheme
- Report Anti-social Behaviour and hate incidents

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**Enabling healthy lives**

Our priorities within this theme are:

- Promoting healthy lifestyles by:
  - ✔ Reducing the prevalence of obesity in the borough
  - ✔ Raising awareness of alcohol misuse
  - ✔ Reducing the number of people who smoke and are exposed to secondhand smoke
  - ✔ Gaining a better understanding of the emotional health and well-being issues and needs of our residents
- To contribute to the reduction of household domestic violence
- To improve housing conditions
- Provide lifetime homes and supported housing to enable households to remain independent in the community

### How you can get involved?

- Don’t smoke
- Take regular exercise
- Eat a balanced diet
- If you do drink alcohol, drink in moderation, but
- Don’t drink alcohol and drive
Supporting children and young people

Our priorities within this theme are:

- To protect the most vulnerable children and young people
- To provide children and young people with more places to go and things to do
- Reduce the amount of crimes committed by young people and stop children and young people being as scared about becoming victims of crime
- To improve the health and well-being of children and young people
- To listen to and actively involve children and young people in developing services
- Promote a sustainable mix of housing which includes building more family homes
- Promote quick access and ‘move on’ accommodation

How you can get involved?

- Encourage your children to have a healthy lifestyle
- If you have any spare time, why not volunteer to support groups providing activities for young people - for example, the local football club, the Scouts or Guides.
- Encourage your children to get involved with your local community groups or maybe become a representative on Rushcliffe’s Youth Forum
- If you suspect a child is at risk, please report it
Keeping on track

Performance management

This document sets out the long term vision for the borough. To help us to shape this vision into reality we have developed 6 action plans, one for each theme. Each plan is for a 3 year period and is refreshed each year. The plans set out the targets that we are aiming for and the actions and tasks which will move us forward to achieve these targets.

To keep us on track, the performance of the Sustainable Community Strategy is managed using a performance management system. Each theme lead regularly monitors how they are doing against the plan and then regularly reports progress to the Executive and the Partnership Board.

When will the strategy next be reviewed?

We all know that things change over time, perhaps in ways that we could not have foreseen. This is why we intend to review this strategy every 3 years to ensure that it continues to be relevant reflecting local needs and aspirations.

The agreed strategy will then be used by the partnership to guide our rolling three year action plans ensuring that we continue to improve the quality of life and services in Rushcliffe and work towards the achievement of our vision.

Rushcliffe’s Place Survey results

<table>
<thead>
<tr>
<th>Summary of question</th>
<th>Result</th>
<th>Notts rank</th>
<th>National rank amongst districts</th>
</tr>
</thead>
<tbody>
<tr>
<td>% very or fairly satisfied with how council runs things</td>
<td>65.7%</td>
<td>1st</td>
<td>1st</td>
</tr>
<tr>
<td>% strongly or tend to agree local council provides value for money?</td>
<td>52.2%</td>
<td>1st</td>
<td>1st</td>
</tr>
<tr>
<td>% who agree that their local area is a place where people from different backgrounds get on well together (NI 1)</td>
<td>86.6%</td>
<td>1st</td>
<td>6th</td>
</tr>
<tr>
<td>% who feel they belong to their immediate neighbourhood (NI 2)</td>
<td>65.0%</td>
<td>2nd</td>
<td>68th</td>
</tr>
<tr>
<td>% who have been involved in decisions that affect the local area in the past 12 months (NI 3)</td>
<td>15.4%</td>
<td>1st</td>
<td>70th</td>
</tr>
<tr>
<td>% who agree that they can influence decisions in their local area (NI 4)</td>
<td>35.0%</td>
<td>1st</td>
<td>3rd</td>
</tr>
<tr>
<td>% who are satisfied with their local area as a place to live (NI 5)</td>
<td>92.7%</td>
<td>1st</td>
<td>4th</td>
</tr>
<tr>
<td>% who have given unpaid help at least once per month over the last 12 months (NI 6)</td>
<td>26.8%</td>
<td>1st</td>
<td>79th</td>
</tr>
<tr>
<td>% who think that anti-social behaviour is a problem in their local area (NI 17)</td>
<td>7.8%</td>
<td>1st</td>
<td>7th</td>
</tr>
<tr>
<td>Summary of question</td>
<td>Result</td>
<td>Notts rank</td>
<td>National rank amongst districts</td>
</tr>
<tr>
<td>------------------------------------------------------------------------------------</td>
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</tr>
<tr>
<td>% who agree that the police and other local public services are successfully</td>
<td>31.1%</td>
<td>1st</td>
<td>33rd</td>
</tr>
<tr>
<td>dealing with anti-social behaviour and crime in their local area (NI 21)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% who agree that in their local area parents take enough responsibility for the</td>
<td>44.6%</td>
<td>1st</td>
<td>9</td>
</tr>
<tr>
<td>behaviour of their children (NI 22)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% who think there is a problem with people not treating each other with respect</td>
<td>18.2%</td>
<td>1st</td>
<td>26th</td>
</tr>
<tr>
<td>and consideration in their local area (NI 23)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% who agree that the police and other local public services seek people’s views</td>
<td>28.2%</td>
<td>1st</td>
<td>28th</td>
</tr>
<tr>
<td>about anti-social behaviour and crime in their local area (NI 27)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% who feel informed about what to do in the event of a large-scale emergency</td>
<td>21.8%</td>
<td>1st</td>
<td>23rd</td>
</tr>
<tr>
<td>(NI 37)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% who think that drunk and rowdy behaviour is a problem in their local area</td>
<td>14.9%</td>
<td>1st</td>
<td>6th</td>
</tr>
<tr>
<td>(NI 41)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% who think that drug use or drug dealing is a problem in their local area</td>
<td>17.1%</td>
<td>1st</td>
<td>26th</td>
</tr>
<tr>
<td>(NI 42)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% who say their health is good or very good (NI 119)</td>
<td>79.9%</td>
<td>1st</td>
<td>57th</td>
</tr>
<tr>
<td>% people aged 65 and over who are satisfied with both home and neighbourhood</td>
<td>91.2%</td>
<td>1st</td>
<td>21st</td>
</tr>
<tr>
<td>(NI 138)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% who think that older people in their local area get the help and support they</td>
<td>31.5%</td>
<td>6th</td>
<td>103rd</td>
</tr>
<tr>
<td>need to continue to live at home for as long as they want to (NI 139)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% who would say that they have been treated with respect and consideration by</td>
<td>83.5%</td>
<td>1st</td>
<td>2nd</td>
</tr>
<tr>
<td>their local public services in the last year (NI 140)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Satisfaction with keeping public land clear of litter and refuse</td>
<td>72.8%</td>
<td>1st</td>
<td>2nd</td>
</tr>
<tr>
<td>Satisfaction with refuse collection</td>
<td>84.3%</td>
<td>2nd</td>
<td>56th</td>
</tr>
<tr>
<td>Satisfaction with doorstep recycling</td>
<td>75.3%</td>
<td>2nd</td>
<td>64th</td>
</tr>
<tr>
<td>Satisfaction with local tips/hold waste recycling centres</td>
<td>80.2%</td>
<td>1st</td>
<td>27th</td>
</tr>
<tr>
<td>Satisfaction with local transport information</td>
<td>62.4%</td>
<td>3rd</td>
<td>4th</td>
</tr>
<tr>
<td>Satisfaction with local bus services</td>
<td>68.5%</td>
<td>2nd</td>
<td>5th</td>
</tr>
<tr>
<td>Satisfaction with sport/leisure facilities</td>
<td>66.3%</td>
<td>1st</td>
<td>2nd</td>
</tr>
<tr>
<td>Satisfaction with libraries</td>
<td>76.4%</td>
<td>1st</td>
<td>17th</td>
</tr>
<tr>
<td>Satisfaction with museums/galleries</td>
<td>36.1%</td>
<td>3rd</td>
<td>140th</td>
</tr>
<tr>
<td>Satisfaction with theatres/concert/halls</td>
<td>56.9%</td>
<td>3rd</td>
<td>30th</td>
</tr>
<tr>
<td>Satisfaction with parks and open spaces</td>
<td>79.2%</td>
<td>1st</td>
<td>19th</td>
</tr>
<tr>
<td>Generally speaking would you like to be more involved in the decisions that</td>
<td>22.8%</td>
<td>6th</td>
<td>193rd</td>
</tr>
<tr>
<td>affect your local area</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Rushcliffe Sustainable Community Strategy
Glossary

**Affordable housing**
Affordable housing includes social rented and intermediate housing provided to specified eligible households whose needs are not met by the market.

Affordable housing should meet the needs of eligible households including availability at a cost low enough for them to afford, determined with regard to local incomes and local house prices.

Intermediate affordable housing is housing at prices and rents above those of social rent but below market price or rents.

**Anti-social Behaviour**
Any activity that affects other people in a negative way.

**Carbon footprint**
A measure of the impact human activities have on the environment in terms of the amount of greenhouse gases produced, measured in units of carbon dioxide per 1,000 population.

**Climate change**
Changes in climate, such as rising global temperatures bringing changes in weather patterns, rising sea levels and increased frequency of extreme weather events, which are likely to have been in part caused by human action – also referred to as global warming.

**Community**
A group of people who all hold something in common. Generally people who share locality or geographical place or people who share an identity.

**Deprivation**
A term used to describe an area that is at a disadvantage to another area. This could be in terms of income, employment, health, education, skills and training, housing, environment or crime.

**Fuel poverty**
A household is said to be in fuel poverty if it needs to spend more than 10 percent of its income on fuel to maintain satisfactory heating.

**Indices of multiple deprivation**
A measure of all Super Output Areas in the country and a classification of the most deprived with 1 representing the most deprived.

**Life expectancy**
A statistical measure of the average length of survival of a living thing.

**Local Area Agreement**
A 3 year agreement between Central Government and a local area. For example there are two in Nottinghamshire, one for the City and one for the rest of the county. This agreement sets out the priority issues for local action and what partner organisations will deliver.

**Local Development Framework**
The Local Development Framework for Rushcliffe is currently being developed. When completed it will be a statutory document that ensures that the priorities of the Sustainable Community Strategy are taken into consideration in planning decisions and special planning for future development in Rushcliffe.

**Local Strategic Partnership**
This is the term used for the organisations which have pledged to work together to transform Rushcliffe by tackling issues and improving the borough in a more effective way than they could have done working alone. In Rushcliffe this partnership is known as the Rushcliffe Community Partnership.

**Obesity**
Obesity is a medical condition in which excess body fat has accumulated to the extent that it may have an adverse affect on health, leading to reduced life expectancy.

**Super output area**
These are government defined small areas within ward boundaries that have a population of between 1,000 and 2,000 residents.
Sustainable communities
These are places where people want to live and work, now and in the future. They meet the needs of the existing residents without having an adverse impact on the quality of life for future residents. They are sensitive to the environment and contribute to a high quality of life for all. They also get on well together regardless of different backgrounds.

Tenure
Tenure refers to the arrangements under which the household occupies all or part of a housing unit. Types of tenure include ownership by a member of the household, rental of all or part of the housing unit by a member of the household, etc.

Theme groups
A sub-group of the Local Strategic Partnership, tasked with delivering the tasks within the themes of the Sustainable Community Strategy.

Voluntary sector
These are non-profit-making groups, other than public or local authorities, whose activities are carried out to support communities.