

Fylde Sustainable Community Strategy 2008- 2018



Final Copy 15.07.08

List of Contents

Page

Chapters and Appendices

1	What is a Sustainable Community Strategy?	3
2	Introduction	4
3	How was the strategy developed?	5
4	How the strategy will be delivered	7
5	The Borough of Fylde	8
6	Fylde – Our Vision	11
7	What you told us:	13
8	Bringing it all together	14
9	Theme One: Increasing Community Safety and Reducing Fear of Crime	16
10	Theme Two : Securing the Future of our Environment	21
11	Theme Three: Economic Prosperity	25
12	Theme Four: Health & Wellbeing	33
13	Theme Five: Stimulating Personal Growth through Learning	39
14	Theme Six: Valuing Older People	45
15	Theme Seven: Thriving Neighbourhoods	46
16	Theme Eight: Every Child Matters	51
17	Conclusion	58
18	How can YOU contribute?	60
19	Terms of Reference/Responsibilities	61



1 What is a Sustainable Community Strategy?

All local authorities have a statutory duty to work with partner organisations to produce a Community Strategy – a document which demonstrates how local organisations and agencies work together to improve the economic, social and environmental well-being of their area.

We have called the strategy a 'Sustainable Community Strategy' as we are aiming to develop a stronger focus on integrating social, economic and environmental issues, whilst tackling the longer term and global impacts of the community. This document builds on the success of the first strategy, which was entitled 'A Vision for Fylde 2003-2013'. It is a long-term strategic document, which sets out a vision for the future of the Borough and how this will be achieved.

This Sustainable Community Strategy (SCS) has been developed by Fylde's Local Strategic Partnership (LSP). This partnership brings together organisations from the public, private, community, voluntary and faith sectors. The key objective of the partnership is to improve the quality of life in Fylde by addressing important issues affecting all those who live and work here, such as health, housing, community safety, transport, environment and education.

As a partnership we are committed to helping Fylde, and the rest of Lancashire, to develop in a sustainable way. Sustainable communities are:

- Active, inclusive and safe
- Well run
- Environmentally sensitive
- Well designed and built
- Well connected
- Thriving
- Well served
- Fair for everyone
- Empowering
- Celebrate Diversity

These components of Sustainable Communities will be addressed through the themes and ambitions within this strategy.

Subsequent to this strategy are the action plans that support the ambitions and provide a mechanism for monitoring performance and results. The action plans are living documents and will be updated on a regular basis. They should however, be considered as part of the overall Strategy.

As a Partnership we have made considerable progress since we produced our first Community Strategy in 2003. We have seen significant achievements in support of the well being of our older population and younger people, a reduction of crime, an increase in recycling rates, the promotion of arts and culture and improvements in the quality of life for Fylde residents. Fylde is a great place to live, work and visit. Lytham has been voted the third best place to live in the world (Livcom Awards 2008) and we have third lowest crime rates in the Northwest. However, much remains still to be done.

Our Vision for Fylde will enable us to continue the momentum that has been created by the Partnership efforts that will enable us to create sustainable communities that benefit from positive long lasting change.

Together, we look forward to meeting the challenges of this exciting and ambitious agenda.

Michael Wren- Hilton
Chair- Fylde Local Strategic Partnership

3 How was the strategy developed?

This strategy was built on an understanding of the current and future challenges facing Fylde together with input from residents on the aspirations and priorities of those who live and work in the area. These have been placed at the heart of this strategy.

Our aim has been to ensure that the Strategy addresses as many priorities of local people as possible. Detailed consultation has been undertaken with residents, businesses and voluntary and community groups to ensure the vision, themes and ambitions accurately reflected their priorities.

The aim of the consultation has been:

- To find out what factors are having the greatest impact on people's quality of life throughout the Borough
- To canvass views on how these issues can be addressed
- To prioritise actions

3.1 The partnership and our commitments

The aim of the LSP is to bring organisations from the public, private, voluntary, community and faith sectors together to work as a single group for the benefit of the area. The Fylde LSP was established in 2001 and we believe that by working closely together we will achieve more than working alone, improving the quality of life in the Borough for residents and visitors alike. This Strategy is our statement of how we will continue to work to achieve this.

The LSP currently includes the following organisations:

- Fylde Borough Council (FBC)
- Lancashire County Council
- Blackpool, Fylde and Wyre Council for Voluntary Service
- North Lancashire Teaching Primary Care Trust (PCT)
- Lancashire Fire and Rescue Service
- Lancashire Constabulary
- Job Centre Plus
- Churches Together & the Faith Sector
- Local Community Groups
- The local Civic Society
- Age Concern
- Educational Providers
- The Environment Agency
- Fylde Low Waste and Energy (FLoWE)
- Town and Parish Councils

3.2 Partner recognition for Best Practice

The success of the Fylde LSP has been recognised by our peers and colleagues over the years, with awards including:

- Royal Town Planning Institute (Award for Town Centre Regeneration) 2006
- Royal Town Planning Institute (Sustainable Communities Finalist) 2006
- Local Government Chronicle Award (Finalist) 2007
- Silver medal for Lytham in the International Awards for Liveable Communities (2007)
- POP (Partnership Orientated Problem Solving) Awards

There are eight themes that make up the Sustainable Community Strategy. The strategy should be read as a whole as each of the themes impacts on the others. There is no significance to the order of the themes, as each is as important as the other. Each of the themes has a number of key priority objectives that we aim to achieve during the next ten years. These do not represent everything we hope to achieve, but the key objectives we aim to work towards collectively, and those which you, the community, have identified as key priority areas.

4.1 Action plans

There is an action plan underpinning each of the themes. The plans are living documents and can be accessed via the LSP website www.fylde.gov.uk/lsp. These set out in detail how we will work to meet the objectives of the each theme group. The plans are designed to be updated and as current actions are progressed and new initiatives and projects are developed. Each of the plans has a set of associated targets and outcomes to make monitoring achievements simple.

4.2 Monitoring

The LSP Executive will monitor performance of the theme groups in line with the agreed Local Area Agreement (LAA) targets.

Performance and achievements will also be reported to the community in a variety of methods that include newsletters and formal feedback at the LSP annual AGM each November.

5.1 A snapshot of Fylde

Fylde is located in North West Lancashire and lies between Blackpool and Preston. It has good access links to the M55 and M6. It also plays to host to Blackpool International Airport. There is a diverse mix of geography in Fylde with coastal areas, market towns, thriving shopping areas and beautiful open countryside. It is nationally know for its wonderful golf courses and attracts many visitors to its wetlands that make the area a bird spotter's paradise.

5.1.1 Local Economy

Fylde Borough can be proud of its high levels of economic activity. There are thriving and dynamic town centres, including St Annes, Lytham and Kirkham. Employment and maintaining the economic prosperity of the Borough are key to the continued development of a wide range of enterprises together with tourism offer.

The main sources of employment are BAe Systems at Warton; Westinghouse (Springfields) at Salwick near Clifton; Axa and Aegon Financial Services at Lytham; various government offices at St. Annes; the Blackpool and Fylde Industrial Estate at the western end of the M55, including ITSA and Fox's Biscuits at Wesham. As a large proportion of the Borough is rural in character, comprising of high - medium quality agricultural land, farming operations are in abundance. These range from market gardening and intensive animal rearing to cereal production and dairy farming.

5.1.2 Local Environment

For the most part the landscape of the Borough is lowland agricultural plain, the characteristic features of which include large geometric arable fields (many containing ponds); estate plantations and shelter belts of trees; and vernacular brick built farmsteads. On the fringes of Lytham are mosslands which are used mainly for arable crop production. The Ribble Estuary contains areas characterised as coastal marsh. The Fylde is adjacent to the Ribble Estuary Site of Special Scientific Interest, a Special Protection Area for its bird life, and a National Nature Reserve. It is fringed with coastal saltmarsh, much of which is designated as being of county biological importance, along with adjacent coastal sand dunes. 90% of Lancashire's sand dunes are located in Fylde.

5.1.3 Crime and Disorder/Deprivation

The Overall Index of Multiple Deprivation, the Government's ranking used to determine the most deprived areas of the country based on indicators including income, employment, health, education, training, housing and access to services, puts Fylde at 240 out of 354 Districts for deprivation nationally (1 being the most disadvantaged local authority). This puts it in the least deprived 40% of Districts. However, as with the life expectancy stated later in this section, there are areas within the Borough

which are significantly more deprived than others, and therefore require targeted work and support to ensure the residents can take advantage of opportunities fairly and equally.

Fylde Borough benefits from a crime rate below the national average. A strong and successful Community Safety Partnership is operational within the Borough and continues to tackle crime and the fear of crime through a range of innovative initiatives. The Council takes a proactive approach to community safety and tackling anti-social behaviour through a multi-agency approach.

5.1.4 Educational and Training

Fylde has strong foundations on which to build. Between 2004 and 2006, pupils in Fylde consistently performed above the county averages for Key Stages 1-3 in all subjects. The percentage of pupils achieving 5+ GCSEs at Grades A*-C in the authority was higher than the North West and England averages.

5.1.5 Health and Life Expectancy

Fylde has a total population of 76,400 of which 35,143 are male and 38,105 are female Office for National Statistics (ONS) mid year population estimates, 2005). Of the 26 indicators shown in Fylde's health profile, 16 are better, and none is worse than the English average. The average life expectancy in Fylde is 79.5 years, compared to the national average of 79.03 years (*Lancashire County Council; Lancashire Profile*) which means men and women live longer in the Fylde area, and longer than the North West average. Within Fylde and the surrounding area, 66.7% of people believe they have good health, and 10.4% believe their health is poor (*North Lancashire PCT Public Health Profile of North Lancashire PCT updated January 2007*). Data from the North West Public Health Observatory in 2006 places Fylde in the top quartile for male and female mortality from chronic liver disease in England, and in the top quartile for female alcohol related months of life lost in England. The estimate for binge drinking verges on the top quartile. These statistics confirm that reducing harm through alcohol is a key issue to tackle.

5.1.6 Housing and Homes

Access to good quality affordable housing underpins the economic, environmental and social wellbeing of the Borough.

As household sizes are falling, the number of households has increased at an even faster rate than population growth. It is predicted that the number of households in Fylde will grow from 35,000 in 2006 to 41,000 in 2016 - a growth of 17% in ten years, which can be compared with the growth of 8% that took place in the ten years between 1991 and 2001. The North West Regional Assembly identified that Fylde Coast housing market area has the largest gap in the North West between projected growth

in household numbers and the planned supply of new homes. Hence significant housing growth will be needed if demand is to be met.

5.1.7 Growing Fylde

The area around Fylde is changing, and Fylde is well placed to take advantage of this change. Located on the fringe of the Fylde Borough, Blackpool International Airport is an ideal opportunity to bring in significant numbers of overseas tourists and business conferences. Underperforming for many years, the potential for Blackpool and its neighbouring districts are great. With an increase in private sector investment the airport, which has seen the operation of an increasing number of scheduled routes, should go from strength to strength. Combining this growth with the projected increase in housing and associated amenities, Fylde stands to reap significant benefit as a result. However, consideration for the environmental impacts of development must be considered at all times.

5.1.8 Older people

Around 40% of the local population is aged 50+ which represents a significant number and has potentially wide ranging impacts on service delivery in the Borough, especially as this number is likely to increase. It also has an impact on availability of appropriate accommodation – a key issue for older people's well being.

Fylde has an especially high proportion of older people - 23% of residents are over 65 years of age compared with an average of 16% across the North West. By 2028, it is expected that 31% of Fylde's population will be over 65 years of age. The number of residents over 75 years of age grew by over 40% between 1981 and 2006, and it is predicted that between 2006 and 2028, the number of people aged over 75 in Fylde will grow by a further 69%.

5.1.10 Population

The latest census data shows a ten-year increase in the population of Fylde from 71,900 to 76,400 in 2001. It is estimated that by 2028 we will have 89,000 residents here in Fylde.

5.1.11 Culture

Fylde has a rich culture and heritage with a number of key attractions. Some of the highlights of the Fylde include Lytham windmill, St. Annes Pier and the Lifeboat Museum, Lowther Pavilion and the much prized Lytham Hall.

The Booths store on Haven Road in Lytham has created a fantastic new opportunity for both the residents of Fylde and visitors to the area. The store now hosts pieces of art from the 'Fylde Collection' in a purpose built art gallery.

There are many Amateur Dramatic groups, choirs and dancing clubs.

The beautiful landscape attracts local artists and photographers to capture the area in many different styles and formats.

Our vision is that for the next 10 years up to 2018 Fylde will build on the good work that has already taken place. Fylde will be a welcoming place with energetic, high-skilled, healthy people in flourishing communities. There will be diverse and prosperous culture and an economy that encourages everyone to contribute.

Key Themes that run throughout the Strategy

- Community Cohesion
- Equality & Diversity (gender, sexual orientation, age, disability, race and religion)
- Improving Quality of Life for Residents

This will be achieved by:

- Developing a model of partnership and integrated working that will tackle the issues that affect the quality of lives of those that live, work and visit Fylde. The Community Safety Partnership will work to further reduce crime and anti-social behaviour throughout the district specifically focusing on those issues which cause the greatest levels of concern and fear within our communities.
- Conserving and enhancing the built and natural environment of the Fylde both for ourselves and for the benefit of future generations.
- Supporting an environment for business and developing a vibrant and varied economy that is reflective of our coastal and market town centres, through the rural economy and within the broader business environment of the Borough.
- Accessing healthy lifestyle choices and providing the right health care facilities to meet the community's needs
- The continuous development of Fylde as a Learning Community which offers access for all to relevant learning and training opportunities to meet individual and community needs and aspirations.
- Making Fylde a place where every older person is treated with dignity, listened to and has as much opportunity to lead an active and fulfilling life as the rest of the population.
- Providing children and young people of Fylde with support to be safe and stay safe, to enjoy learning and achieve full potential, to be healthy, to contribute to their community and to achieve economic and social wellbeing.

- Carrying out equality impact assessments on policies and action plans to make sure that all sections of the community benefit from improvements.
- Developing opportunities for bringing people from different backgrounds and ages together in order to maintain cohesive communities.
- Supporting and encouraging thriving neighbourhoods in sustainable and mixed communities where people live out of choice
- Developing cultural opportunities to contribute to the wellbeing and social independence of all.

To ensure this plan reflects your priorities, we carried out a thorough review of the first Community Plan, complimented by comprehensive consultation, where we asked you what the most important issues were for the future of the Borough. This SCS has been developed to address these issues, via a partnership approach through each of the eight theme groups. From SCS consultation carried out in December 2007 we learned:

- [Obesity, alcohol and smoking cessation](#) were significant health concerns for many of you, which have a cross-cutting impact on Community Safety, Health and Wellbeing and feed into the work of the Children's Trust.
- [Anti-social behaviour/substance abuse](#) continues to be a major concern for many of you, with the desire for a uniformed presence on the streets being particularly clear. The fear of crime is linked to this issue, as is improving the Youth provision in the Borough.
- [Regeneration, sustainable communities and employment and training](#) were key issues for many of you, reflecting a desire to continue making Fylde Borough a place where people are happy to choose to live, work and spend their leisure time with the highest quality surroundings possible.
- [Climate Change](#) was seen as an overarching priority that should be considered in all our work.
- Finally, [access to services and wellbeing](#) were important issues you felt we should work to address, especially in the context of older people and social isolation.

8 Bringing it all together

The SCS does not exist in isolation, there are a number of other plans, strategies, groups and Government agendas that are also working to help Fylde Borough and its communities achieve the best they can. A number of these are outlined below.

8.1 **Ambition Lancashire**

Ambition Lancashire is the Sustainable Community Strategy for Lancashire. Ambition Lancashire was originally adopted by the Lancashire Partnership in 2005 following extensive consultation and wide-ranging discussion with individuals, community representatives, groups and partners organisations that took place over the preceding year across Lancashire. The development of Ambition Lancashire has been informed by district priorities as developed by district Local Strategic Partnerships such as Fylde Vision.

Ambition Lancashire identifies key principles and priorities and sets the context for the actions that will be developed to achieve the Lancashire Partnership's Strategic Vision for the county. Countywide and district priorities will be reflected in the targets and indicators that are agreed for our Local Area Agreement (LAA), which will be a delivery plan for Ambition Lancashire for the next three years.

The LAA contains both county wide and district targets. Districts and local partners will work together to deliver performance improvements as identified by the LAA. Action plans from each of the LSP Theme Groups can be found in the appendix to this Strategy and outline how specific actions and targets will be achieved on an annual basis.

8.2 **The Multi Area Agreement**

Multi Area Agreements (MAAs) operate at the sub-regional level, formalising the opportunities afforded by working across artificial administrative boundaries and setting out agreed priorities between sub-regions and central government for improving well-being and prosperity across the region.

The Councils on the Fylde coast are committed to joint working at a strategic level on five major workstreams – economic development and tourism, housing, planning and transportation as a way of maximising the opportunities afforded by a single local economy and housing market.

8.3 **Local Development Framework**

The SCS will help to inform the preparation by the Council of its Core Strategy which sets out the long term spatial strategy for the Borough and other documents of the Local Development Framework (LDF). The LDF is a compendium of local planning documents which will guide future decision making over a range of areas including housing development, employment development, built and natural environment, recreation, ecology, climate change, sustainable development, shopping, health and other community facilities. There will be a large amount of synergy between the SCS and the LDF in many subject areas with the latter document helping to implement and realise the 'vision' and 'ambitions' of the SCS.

8.4 Regional Strategies

The Northwest Regional Development Agency, Government Office North West and the North West Regional Assembly are responsible for producing and implementing a series of regional strategies, which also provide the framework for strategies and plans at a district level.

The SCS has regard for these strategies, which include:

- Regional Spatial Strategy for the North West (North West Regional Assembly)
- Regional Housing Strategy (North West Regional Assembly)
- Regional Homelessness Strategy (North West Regional Assembly)
- Regional Economic Strategy (Northwest Regional Development Agency)
- North West Climate Change Strategy

Together these strategies work to shape the strategic direction of the North West region, a complex and diverse area of the UK with over 6 million residents. Each of the bodies above delivers their remit via a partnership approach, ensuring maximum opportunity for the people of the region to become involved, mirroring the approach of Fylde's LSP

8.5 Comprehensive Area Assessment (CAA)

From April 2009, Comprehensive Area Assessment (CAA) will replace Comprehensive Performance Assessment (CPA). This marks a significant change to the current assessment regime following the passing of the Local Government and Public Involvement in Health Act (2007). CPA focused on services provided by local authorities. CAA will look at the public services in an area delivered by councils and their partners including the private and voluntary sectors.

CAA will provide assurance about how well-run local public services are and how effectively they use taxpayers' money but it also aims to be more relevant to local people by focusing on issues that are important to their community. Through the SCS and the work of Fylde LSP, CAA will help to develop a shared view about the challenges facing an area, such as crime, community cohesion, a sustainable environment or public health issues such as obesity, and will also create a more joined up and proportionate approach to public service regulation.

CAAs will consist of:

- annual publication of the performance of all areas against all the national indicators
- an 'annual risk assessment' for every area to be delivered jointly by the Audit Commission working with other inspectorates
- an annual scored 'direction of travel' judgement for every local authority area – this will assess the effectiveness of each local partnership in driving continuous improvement
- an annual scored 'use of resources' judgement by the Audit Commission for all councils, primary care trusts, fire and rescue authorities and police authorities – building on current judgements to provide public, independent assurance about the organisational effectiveness of these key local partners

9.1 What is the vision for this theme?

To develop a model of integrated partnership working that will tackle the issues that affect the quality of lives of those that live, work and visit Fylde. The partnership will work to further reduce crime and anti-social behaviour throughout the district specifically focusing on those issues which cause the greatest levels of concern and fear within our communities.

9.1.1 Ambition No 1

To make the community feel safer by tackling the causes of crime and taking positive steps to reduce the fear of crime particularly in relation to those who are most vulnerable.

Why is this a current priority ?

Fear of crime and anti-social behaviour clearly affects quality of life. Tackling anti-social behaviour and reducing crime and disorder emerged as high priorities from the SCS consultation. Although the Fylde area has a comparatively low level of crime, below the national average, fear of crime remains a consistent issue for the community. Listening Day results for 2007 showed that 94% of respondents felt safe out and about during the daytime but fear of crime increases when it is dark with just 48% feeling safe outside at night.

Key measures of success

Success will be measured by: performance against specific targets set in relation to Local Area Agreement priority indicators and locally set targets. The partnership will achieve this through an intelligence led and problem solving approach and develop a range of options to determine the impact of focused activity on the fear of crime.

Examples of partnership projects that will help deliver this priority

- Continued multi agency work in relation to regeneration in the St Albans Rd area within the "Shaping The Place" Neighbourhood Renewal project.
- Innovative use of technological solutions through the proactive use of CCTV, target hardening and other preventative measures.
- Development of proactive use of media and other communication channels to promote feeling of safety and confidence in the borough.

9.1.2 **Ambition No 2**

To address the effects of problematic alcohol and drug abuse through increasing awareness and tackling the causes.

Why is this a current priority?

Substance abuse was clearly identified as a concern for the community in the SCS consultation, backed up by a number of health outcomes which show that alcohol abuse has a clear impact on the quality of life for a number of Fylde's communities. There are clear links between substance misuse, offending and anti-social behaviour.

Key measures of success

Success will be measured by : Increased awareness in the community. Activity of the specialist alcohol worker. Number of alcohol related incidents reported to police. Re-offending rates of Prolific & Priority Offenders (PPOs). Drug users in effective treatment. Development of locality strategy and district action plan.

Examples of partnership projects that will help deliver this priority

- Continued support of specialist alcohol worker
- Alcohol Awareness campaign
- Participation in Lancashire Drug and Alcohol Action Team (LDAAT) commissioning processes.

9.1.3 **Ambition No 3**

Encourage young people to make a positive impact within the community ensuring that this is properly recognised and discouragement of "risk taking" behaviours.

Why is this a current priority?

One of the main community concerns throughout Fylde is that of anti-social behaviour and nuisance offending caused by young people often gathering in large groups and drinking alcohol. The "Shaping the Place" and "Alcohol Awareness" surveys both highlighted lack of youth provision. Enhancing provision and encouraging participation will allow young people to be recognised positively.

Key measures of success

Success will be measured by : Change in resources provided. Reduced complaints of juvenile nuisance and associated anti-social behaviour and low level crime. Level of Youth Referral Forms (YRFs) and Acceptable Behaviour Contracts (ABCs). Results of local or district surveys. Levels of engagement with youth service providers e.g. Integrated Youth Services, FBC Community Development.

Examples of partnership projects that will help deliver this priority

- The Crime and Disorder Reduction Partnership (CDRP), LDAAT and YMCA partnership re provision of facilities.
- Partners “Positive Activities” co-ordinating group
- Attendance and support of the Prevent and Deter Group

9.1.4 Ambition No 4

To create a safer environment for victims of domestic abuse.

Why is this a current priority?

The Fylde Crime & Disorder Reduction Partnership Community Safety Strategic Assessment 2007/08 has a detailed focus on Domestic Abuse. Assessment shows that although Domestic Abuse is chronically under-reported at both a Local and a National level, research estimates that in the UK it accounts for 16% of all violent crime and will affect 1 in 4 women and 1 in 6 men at some point in their lifetime. It is fundamentally important that Domestic Abuse is highlighted as a priority area at a local level by raising awareness and ensuring that a comprehensive joined-up approach is taken by all agencies

National research shows that each locality has very specific issues relating to Domestic Abuse which is why it is vital that Fylde Borough Council identifies these local factors and deals with them in a way that makes sense for local people.

Even within the County, research has shown that the trends for those experiencing domestic abuse in Fylde are very different to those of Blackpool and Wyre. Evidence shows that in general, victims in Fylde prefer to stay at home and receive support via the Outreach Service rather than seek refuge outside of the Borough.

It is also noteworthy that of the 2802 calls received by the Regional Helpline in 2006/7, 28% emerged from the Fylde coast.

.Key measures of success

- Successful recruitment of a domestic violence co-ordinator by mid 2008
- Level of repeat domestic abuse incidents as reported via Multi-Agency Risk Assessment Conferences (MARACs) and number of offenders charged.

Examples of partnership projects that will help deliver this priority

- Support given to Fylde Coast Women’s Aid through the funding of a domestic violence floating support worker
- Provision of Independent Domestic Violence Advocate (IDVA) service
- Introduction of MARACs

9.1.5 Ambition No 5

To reduce the number of people killed or seriously injured on the roads in Fylde.

Why is this a current priority?

Reduction of death and injury on the roads clearly benefits our communities both directly in terms of personal loss and suffering and indirectly in terms of economic costs. There is also a part to play locally towards the achievement of agreed targets to be met by the County.

Key measures of success

Success will be measured by the reduction in fatalities and reduction in numbers of persons seriously injured in collisions.

The county target is by 2010 to achieve a 40% reduction in the number of people killed or seriously injured in road accidents based on the average casualty figures for the period 1994-1998.

In Fylde the 1994-8 average for fatal casualties is 5.2 and serious injuries 103.

Examples of partnership projects that will help deliver this priority

- Lancashire Road Safety Partnership
- Multi Agency education campaigns to schools.
- Local Alcohol Awareness campaign.

9.1.6 Ambition No 6

Improve fire safety.

Why is this a current priority?

Fire safety improvement will lead to a reduction in both the number of fires and a reduction in the number of fire casualties. The costs of fires in terms of both human cost and economic cost are clearly of community concern.

Key measures of success

Success will be measured by reductions achieved in numbers of fires as well as numbers of home fire safety checks carried out.

Specific targets that have been set up to and including the year 2010-11 are detailed below.

Year	Accidental dwelling fires	Deliberate primary fires	Deliberate primary vehicle fires	Deliberate secondary fires	Primary fires	Home fire safety checks
2008/09	57	15	17	91	128	TBC
2009/10	55	14	16	85	122	TBC
2010/11	53	13	14	79	116	TBC
Total 3 year target	164	43	47	254	365	TBC

Examples of partnership projects that will help deliver this priority

- Provision of dedicated community fire safety practitioners.
- Local Alcohol Awareness campaign.
- Home fire safety check campaigns and fitting of smoke alarms.

Local Development Framework

Examples of Actions that the Local Development Framework could undertake to deliver this:

- Need for design of new development to have regard to community safety by encouraging public surveillance and avoiding 'hiding places'
- Need to consult the police and the community safety team and the local community on appropriate planning applications
- Need to address social exclusion, crime and worklessness by improving life chances and opportunities for the disadvantaged

10.1.1 What is the vision for this theme?

An enhanced built and natural environment that contributes to the health and wellbeing of our residents and the economy of the Fylde, is protected for the benefit of future generations and reduces the local contribution to global climate change.

10.1.2 Ambition No 1

Promote the efficient use of resources by reducing our energy and water use and minimising the waste we produce.

Why is this a current priority?

Climate change is a well-documented global issue that we all share an individual responsibility for at a local level. We are currently using natural resources at a far greater rate than they can be replaced so both individuals and organisations must actively seek to reduce their resource use in order to limit the amount of greenhouse gas emissions that are released into the atmosphere. Being a coastal area, Fylde is particularly susceptible to the affects of climate change including sea level rise, storm surges and river flooding so it important that we also adapt to the changes in the climate.

Key Measures of Success

- Successful delivery of the FLoWE Project action plan
- Continued reductions in domestic emissions of carbon dioxide (CO₂). This will be measured by Defra and other agency league tables
- Retaining our place as one of the best authorities in England for recycling performance
- Promotion of sustainable construction techniques within the borough

Examples of partnership projects that will help deliver this priority

- FLoWE Project
- Recycling4Fylde&Wyre partnership, which sees the two Councils working closely together to deliver an integrated waste service
- Continued development of the Community Eco-Resource Centre at Park View playing fields

10.1.3 Ambition No 2

Encourage the community to trade fairly and locally.

Why is this a current priority?

All our purchasing decisions have an environmental impact as they determine where the goods are originally sourced from, how far they have to travel to reach us, the packaging needed to transport them and the waste generated from their creation and disposal. By encouraging people and businesses to buy local food, goods and services where possible, and fairly traded products for things we cannot grow in this country, we also increase our local economic impact. The closer to home we source things the better and by encouraging people to actually grow their own food we get additional benefits by increasing their physical exercise, improving health and wellbeing and encouraging community interaction.

Key measures of success

- Achieving Fairtrade status for the borough
- An increase in the amount of allotments made available by 10% by 2012
- Involvement with local schools to create vegetable gardens

Examples of partnership projects that will help deliver this priority

- Links to social prescribing under the Health and Well Being Theme group
- Working with schools to achieve Eco-School status

10.1.4 Ambition No 3

Manage our landscapes and biodiversity

Why is this a current priority?

Fylde is both bordered by and contains a variety of internationally, nationally and locally recognised habitats that provide a home for protected plants, birds and animals. It also contains 90% of Lancashire's sand dunes, providing a unique habitat for a range of flora and fauna, and playing a critical role in our sea defences.

These quality of these spaces also have a direct impact on the economy of the area, the health of our residents and provides a link to our cultural heritage. But many areas are under threat, to varying degrees, by neglect or development. The biodiversity of the dunes in particular is deteriorating due to a lack of management and erosion. This must be addressed to allow the dunes to stabilise and continue to help protect us from coastal flooding and the increasing impacts of climate change.

Key measures of success

- Achievement of Lancashire Biodiversity Action Plan targets
- Establish a coherent management strategy of the coastal areas

Examples of partnership projects that will help deliver this priority

- Ribble Estuary Partnership
- Coastal and Wetlands Regional Park

10.1.5 Ambition No 4

Enhance our cultural heritage

Why is this a current priority?

Fylde is known for the distinctiveness of its built environment, the ways people have shaped the land to create our towns and rural villages, and the cultural traditions we have retained that have been sadly lost in other areas. It is this cultural heritage that makes us what we are and connects us to the area and its strength lies in the ways we can adapt without losing that sense of place.

Key measures of success

- Number of traditional buildings conserved, retained and re-developed
- New developments that incorporate local features in good design

Examples of partnership projects that will help deliver this priority

- Classic Resorts

10.1.6 Ambition No 5

Improve access to goods and services for all

Why is this a current priority?

Society has become heavily reliant on the use of the car, whether it is for shopping, going to work, or visiting family and friends and this has resulted in a number of impacts. Traffic levels have increased and cause congestion, noise and air pollution, accidents and increased levels of ill health. Communities don't know their neighbours as people move from home to car and back again and local shops close as customers go to out of town shopping areas with large, free car parks. New developments are built away from public transport which forces people to use their cars still further.

Key measures of success

- Promote the uptake of school travel plans to reduce the amount of car traffic generating by the school run
- Promote Travel to Work plans

- The provision of appropriate infrastructure within new developments
- Completion of the M55 to Heyhouses Link Road

Examples of partnership projects that will help deliver this priority

- FLoWE
- Travelwise
- Working with schools to achieve Eco-School status

11 Theme Three: Economic Prosperity

11.1.1 What is the vision for this theme?

Create a supportive environment for business and develop a vibrant and varied economy that is reflected in our coastal and market town centres, through the rural economy and within the broader business environment of the Borough.

11.1.2 Ambition No 1

An increase to the visitor economy to the Fylde

Why is this a current priority?

The continued development of the visitor economy is a key factor in the success of the long term economic prosperity of the Fylde Borough. Supporting the visitor economy through a more modern and flexible enterprise which in turn will create valuable opportunities. Actions such as the creation of the specific Fylde tourism website go far to maximising the tourism opportunity for Fylde, especially in conjunction with the visitor economy scheme.

Key Measures of Success

- Growth of visitor numbers to the Fylde year-on-year
- Baseline developed for the number of accommodation bookings made via the tourism website for 2007/08 to monitor future activity against.

Examples of partnership projects that will help deliver this priority

- Support given to marketing of tourism website

11.1.3 Ambition No 2

To fully develop the Classic Resort Concept within St Annes on Sea

The development of the Classic Resort was introduced in the Northwest Development Agency Report, A New Vision for the Northwest Coastal Resorts, first published in 2003. The basic idea would be one of developing a 'hallmark accreditation system' that could be awarded to particular resorts that excelled in the quality of the offer. The ingredients suggested, upon which the hallmark system could be developed, includes: heritage; the quality of the environment; the cultural offer; the retail offer; quality of accommodation and the food and beverage offer. The standards that would be applied to these measures and indeed how the measures themselves would be defined have not, to date, been

agreed. However, work carried out by the Council and some of its partners have suggested a prototype system as to how this might be done. St. Annes and Lytham are described as coastal towns that have the potential to become 'regional gems' that could be a real asset for the region.

In 2008, St Annes was chosen as one of five destinations across the Northwest to participate in an initiative entitled – The Visitor Economy Pilot Projects (VEP). The objective is one of assessing how partners, within the localities chosen, can work together to create a vision and action plan to maximise the economic opportunities arising from tourism and the visitor economy as a whole. This work is now underway.

There is a clear link between the VEP, THE Classic Concept and the development of St Annes and Lytham as visitor destinations within the developing Ribble Coast Regional Park. The link to the hosting of the 2012 'Open' is also relevant in this regard.

It is envisaged that this partnership work will lead to the completion of an action plan that will be submitted to funding agencies to enlist support for the implementation of the Action Plan including capital grants. The development of the 'hallmark system' will be developed as a regional initiative possibly in collaboration with other resort destinations around the country and facilitated by the NWDA.

Why is this a current priority?

The regeneration of St. Annes has been Council priority for several years. However, there remains a need to expand this programme so that the resort can continue to develop and retain/improve its competitive position within the visitor economy of the Northwest, particularly in the light of competing pressures from other destinations. The local economy is reliant on the spend generated through tourism and visitor spend and there are potential opportunities to attract further private sector investment. The opportunities brought about by the VEP, the Regional Park and the 2012 Open raise the profile of the resort and offer the opportunity to build a case for external funding. The development of the Classic Resort concept is an essential component of the overall development of St. Annes (and Lytham) as a regionally important visitor destination and should be seen as an integral part of convincing funding agencies that investment is justified.

Key Measures of Success

- Preparation of an Investment Framework / Action Plan as a part of the Visitor Economy Pilot
- Securing capital investment from funding agencies to undertake the projects contained within the Action Plan
- Develop the Classic Resort Hallmark system as part of the VEP and agree a delivery framework and mechanism for its delivery

Examples of partnership projects that will help deliver this priority

- Group to support and input into the delivery of the VEP through membership of the VEP topic and steering groups
- Assist in the preparation of the Action Plan
- Support the initiative through exhibitions and other media
- Members and organisations to facilitate and deliver projects within the Action Plan

11.1.4 Ambition 3

Help formulate and develop the Ribble Coast and Wetlands Regional Park

The development of regional parks within the northwest is being promoted in a unique way and the concept for their development is contained within the Regional Spatial Strategy and Regional Economic Strategy. The NWDA describes the regional parks as *“imaginative, long term environmental projects designed to deliver a new recreational and environmental resource”*.

Based on successful European examples the regional park agenda seeks to:-

- Deliver a major improvement to recreation, leisure and sport, support sustainable tourism but protect the environmental sensitivity of the area;
- Deliver environmental improvement to aid regeneration and image for the region;
- Exploit, in an appropriate way, business development and economic growth within the park area
- Protect and manage the essential environmental assets of the park

The Ribble Coast is one of the five parks identified for the region and is based on the international significance of the estuary and its surrounding area.

The vision for the park is described in the following way:-

“By 2020 the Ribble Coast and Wetlands will be an internationally recognised destination based on its environmental significance which will be conserved and enhanced”.

In 2003, a steering group was established to consider how the area could be developed but more recently, funding secured by the group has enabled the consultants ‘Regeneris’ to advise on the potential of the park from the economic perspective, as well as advise on potential major flagship projects, future governance arrangements and a five year business plan. The report highlights that appropriate development within the Regional Park offers significant economic potential. These include a 45% increase in visitor numbers to the park, by 2020 (1.16m additional visits) and additional spend of £47.9m, supporting an additional 800 FTE jobs.

In so far as Fylde is concerned, the Council, LSP and their partners can play a major role in the development of the Park. Two of the major initiatives are the development of St. Annes as a major "destination gateway" (clearly linking to the Visitor Economy Pilot/Classic Resort and the 2012 Open). The second relates to the development of a master plan for Fairhaven, a major public arts programme and it follows that Lytham, as an attractive coastal town, should also be developed as a Destination Gateway. In addition, the development of more specific projects, promotion, marketing, and community engagement are areas that will need development. A business plan under development will coordinate specific activities and projects over the forthcoming years.

The proposals for the development of the Regional Park highlights the economic, social and environmental potential for the Borough, its residents and visitors.

Why is this a current priority?

The concept of Regional Parks is a priority and the momentum attached to their development is gaining momentum. This is especially the case with the Ribble Coast and Wetlands with publication of the economic appraisal by Regeneris Consulting and the associated business plan. The Borough of Fylde contains a major section of the coastline and the suggested key projects would benefit the local economy. It is important that the Council, LSP and other stakeholders embrace the concepts of the Regional Park and participate in the delivery of relevant projects.

Key Measures of Success

- Adoption of the Business Plan and becoming a key partner in the delivery of the plan
- Seek funding for the development of the Fairhaven Master plan
- Development of an action plan for St Annes (Visitor Economy Pilot) as a key destination gateway
- Inclusion with other specific projects and actions
- Membership of the appropriate steering group/marketing/access sub groups

Examples of partnership projects that will help deliver the project

- Develop the terms of reference and formation of the action plan
- Marketing and promotion of the area as part of the regional park offer
- Delivery of specific actions and projects within the framework of the Action Plan

- Work with local and strategic partners to secure funding for Actions and initiatives to support/achieve projects within the Business/ Action plan for the park.

11.1.5 Ambition No 4

Maximise opportunities arising from the Golf Championships.

Why is this current priority?

The two high profile golfing events set to be held the Fylde area in 2009 and 2012 represent significant opportunity for the Borough and surrounding area to reap maximum rewards from the increased visitor numbers and associate revenue, but significant preparations will be required. Hence why the golf championships have been identified as early priorities.

Key Measures of Success

- Robust relationships established with key stakeholders in preparation for actions required in 2008/09 and beyond
- Opportunities explored and captured with training providers in preparation for later requirements.

Examples of partnership projects that will help deliver this priority

- Theme group will support development of a communications plan to capture stakeholder details and begin to map plan for action.
- Work to form close links with Golf sub committee.

11.1.6 Ambition 5

To assist in the delivery of Neighbourhood Renewal

Why is this a current priority?

Neighbourhood Renewal funding and associated work is vital in addressing the economic and social inequality which affects areas of Fylde. This in turn has a positive impact on the wider area, and feeds into a number of the other theme group's work.

Inward investment and employment and training both scored highly in the SCS consultation responses, showing this type of work to be important to the community.

Key Measures of Success

- Working closely with partner agencies to reduce the number of people claiming incapacity benefit.

Examples of partnership projects that will help deliver this priority

- Series of targeted events aimed at encouraging people to return to work – including the Preparing for Work initiative (Blackpool and the Fylde College and Job Centre Plus), and work experience initiative in hotels in the area.

11.1.7 Ambition No 6

Kirkham Market Town Initiative

Kirkham is the historic market town of Fylde, centrally located within the extensive rural area of the Borough.

In 2000, the Government produced a Rural White Paper which acknowledged the importance of market towns. The Market Town Initiative was launched and Kirkham was selected for the undertaking of a 'Health check' – a process that involved the community in identifying the strengths and weaknesses of the town and its immediate rural area and devising a plan for further action. The Action Plan identified some 41 projects and many of these related to the town centre area.

These earlier stages have resulted in the production of an Urban Design Study for the town centre and a series of recommendations suggesting a series of projects and actions.

An active Business Group has been established in Kirkham, which has worked with the Borough Council to secure funding for a significant building refurbishment programme commencing in the summer of 2008.

Why is this a current priority?

The Design Study, following the Market Town Health Check, has identified that Kirkham town centre could be a vibrant retail destination based on its history, heritage and location. However, it is in need of regeneration as identified in the Health check and design study. The extensive building refurbishment programme should help as a catalyst for the renaissance of the town but this should be supported by a series of environmental actions and business development initiatives. It is also important that should Kirkham be a future recipient of additional housing growth then this should contribute to the future enhancement, viability and long-term sustainability of the market town by helping fulfil some of the proposals and projects contained within the Urban Design Study.

In addition to the development of specific proposals for the town it will be essential to engage with strategic partners, including other market towns, to prepare a joint case for a recognition of the issues facing market towns in general (now referred to as key rural service centres) and press the case for future funding support.

Key measures of success

- Refurbishment and revitalisation of the town centre of Kirkham through delivery of building and public realm regeneration, business development and support
- Attracting funding from public and private sector sources to support regeneration activity
- Support the work and ambition of the Kirkham Business Group

Examples of partnership projects that will help deliver this priority

- Completion, publication and adoption of the Kirkham Urban Design Guide
- Preparation of specific design proposals for street and other open spaces of the town centre
- Fulfil the Conservation Area Restoration Scheme during the period 2008-10
- Press the case for strategic funding support by establishing the market town issue (Rural Key Service Centre) within sub regional and regional strategies and action plans
- Maximise the opportunities for funding support from private sector development
- Assisting in the development of a Business Plan for the town centre in conjunction with the Business Group

11.1.8 Ambition No 7

Vision

To create a supportive environment for all businesses within Fylde

To better understand the needs of local employers and map out any perceived skills gaps thereby enabling training to be specific to their requirements.

To proactively work with those people who are presently not in education, employment or training, and provide opportunities for continuing development and skills acquisition.

Why is it a current priority?

Keep Fylde's economy strong and look at opportunities to diversify further

To provide opportunities for businesses to network and share good practice

Provide appropriate business support for both new start ups and existing Fylde businesses

Partnerships to help:

Business Venture Group

LCDL

Chamber of Commerce

Fylde BC

Business Link

Key Measures

Number of start up businesses

Vibrancy of Network

Support by specific training

NEET

Why is this a current priority?

Employment and training were identified as key concerns for the respondents to the SCS consultation survey, and have a crucial role to play in the future economic prosperity of the Borough.

Key Measures of Success

- Increased numbers successfully completing accredited training courses
- Reduced numbers of people claiming incapacity benefit/job seeker's allowance in Fylde by 10% by March 09
- The Local Area Agreement has a number of relevant indicators, including:
 - decreased worklessness in Lancashire
 - improved skill levels amongst people in Lancashire to meet demand from employers.
 - which have a direct bearing on this ambition.

Examples of partnership projects that will help deliver this priority

The delivery of the Shaping the Place Project

12 Theme Four: Health and Wellbeing

12.1.1 What is the vision for this theme?

To inform, encourage and enable all individuals and communities to achieve their full potential for good health and well being.

12.1.2 Ambition No 1

To reduce the health and social impacts of alcohol misuse

Why is this a current priority?

Alcohol is a legal drug. Its use is deeply embedded in English cultural tradition. Going for a drink and meeting others for a drink is for many people a primary recreational activity. Alcohol is however, the most widely misused drug, legal or illegal in England. Its use can have disastrous, direct and indirect, consequences on people's lives.

This is particularly evident with months of life lost and mortality attributable to alcohol increasing across the North West and with rates of mortality significantly worse in the Fylde area for females.

It is essential that we work on a coordinated approach to support the necessary change in drinking culture and reduce the widening gaps emerging in health inequalities related to alcohol use.

Alcohol was also highlighted as a key issue by the SCS Consultation respondents in the Borough.

Key Measures of Success

- Reduction in the number of alcohol related incidents within the Community
- Develop and implement a programme of awareness raising campaigns to promote responsible drinking
- Increased access to treatment services
- Work with licensees to reduce the rates of underage and proxy sales

Examples of partnership projects that will help deliver this priority

- Work to establish local plans to focus on the priorities of the National Alcohol Harm Reduction Strategy (Safe, Sensible, Social) i.e. Young people under 18, 18-24 binge drinkers, harmful drinkers and communication to promote sensible drinking in all ages.
- Updated and implemented Alcohol Harm Reduction Strategy

12.1.3 **Ambition No 2**

To increase access and participation in sport and physical activity for all to reduce the levels of obesity

Why is this a current priority?

Rates of obesity have dramatically increased in England over the last decade. Childhood obesity rose by almost 5% between 1995 and 2004. If no action is taken, it is likely that at least one third of adults, one fifth of boys and one third of girls will be obese by 2020.

Using national data for the period 2000 to 2002 to estimate the extent of the problems, we can estimate that the national average of 22% of people aged 16 and over being obese applies to some parts of Fylde, including 27% of adults in Kirkham South and 25% of adults in Freckleton West are estimated to be obese.

The Active People Survey in 2006 revealed that nationally only 21% of the population participated in sufficient levels of activity to benefit their health. In Fylde the figure was slightly above this national average at 23% but it still suggests the need to get more people involved in more active lifestyles as a priority for all partners. This is because of the considerable health benefits of maintaining a healthy weight and the considerable health risks associated with overweight obesity and inactivity.

Unhealthy diets and physical inactivity have contributed to the growth of obesity in England in both adults and children. Good nutrition, particularly at the start of life or in the early years, and an active lifestyle are vital to improving and maintaining good health.

While many people eat well, others do not. It is estimated that in England only 24% of adults and 38% of children eat the recommended amount of fruit and vegetables of at least 5 A day. In Fylde both adults and children eat above the national average of fruit and vegetables but more than 50% of the local population still need to increase their fruit and vegetable intake in order to avoid the life threatening effects on their health attributable to poor diet and nutrition.

The Listening Day 2007 results showed satisfaction with parks and open spaces to be generally high, but leisure facilities to be low. Both satisfaction scores were lower than previous years, showing there is work to be done to encourage people to take advantage of the facilities on offer, and continue to satisfy those who do currently access local facilities.

Key Measures of Success

- Increase participation rates in sport and physical activity by 1% each year thus increasing participation rate in Fylde by 50% by 2020 (current rate in Fylde 23.2% Active People Survey 2006)
- Develop Active Outreach schemes focusing on young people through diversionary activities and increasing community capacity

Examples of partnership projects that will help deliver this priority

- Work to support Fylde 5-a-day campaign
- Development of MEND (Mind, Exercise, Nutrition, Do It) family programmes
- Support the delivery of the Fylde SPAA (Sports & Physical Activity Alliance)

12.1.4 Ambition No 3

Support people to improve their sense of wellbeing and maintain their independence

Why is this a current priority?

In recent years there has been a major shift in emphasis by Government towards the recognition of the importance of community-based prevention services. Taking a preventative approach helps people to live in their homes and maintain their independence for as long as possible; it gives people a choice and helps maintain dignity, while reducing the risk of injury; it helps people to remain connected to and active in their communities; it helps people of working age to take up, remain in or return to work for as long as possible.

The majority of people who contact statutory or voluntary agencies for assistance do not require intensive social care support. People usually have more everyday needs, particularly for practical help and support. This could include opportunities to meet other people to avoid social isolation, coping with physical illness, disability or mental health problems, help getting to and from places, keeping an active mind, and real practical assistance such as help with shopping, gardening, and minor home repairs. Often people just need to know how to get information about nearby services available to them.

When asked about the type of help they had required but not been able to find, many respondents to a questionnaire in the Fylde in Focus community newspaper had not been able to find some kind of help simply because they lacked information.

Key Measures of Success

- Launch of a Help Direct Gateway in Fylde with ongoing support from statutory agencies and the voluntary community and faith sectors.
- Self reported measures from individuals that receive support via the Help Direct Gateway in Fylde

Examples of partnership projects that will help deliver this priority

- Partner support to development of Help Direct Gateway in Fylde
- Partner involvement in developing first contact referral system to ensure individuals referred via Help Direct Gateways for support as appropriate
- Facilitation of relationships in the voluntary community and faith sector and projects or business development to best address gaps in service provision

- Links to social prescribing and other projects to improve emotional health and wellbeing

12.1.5 Ambition No. 4

Improving the emotional health and wellbeing of the whole population of Fylde

Why is this a current priority?

Looking after the mental health of the residents of Fylde is vital to ensuring a holistic approach is taken to health and wellbeing. Without tackling health and well being, inequalities will continue to stop some residents enjoying and achieving equal opportunities to local services and life changing opportunities-

Key Measures of Success

- Successful implementation of a Mental Health Promotion Strategy, which will include:
 - improved community based mental health awareness, via social marketing interventions
 - increased health promoting activity within mental health services; and
 - increased social support, inclusion and participation to protect mental wellbeing including employment, volunteering and increased access to a wider choice of health and social care services via social prescribing programme.

Examples of partnership projects that will help deliver this priority

Current Projects:

- Incorporating all work into the Gateway Model
- Butterfly Project: supporting the emotional well being of young people (aged 12-18 years)
- SEAL (Social and Emotional Aspects Learning)
- Social Prescribing: umbrella for a wide range of work including counselling, education, alternative therapy etc. This looks at the causes of mental health and not just dealing with the symptoms

Measures:

- Joint Strategy Needs Assessment (overall framework)
- Individual Responses (Before & After)
- Overall population data

12.1.6 Ambition No 5

To reduce the health and social impacts of tobacco use.

Why is this a current priority?

Consistently identified as a concern in the wider community, the focus of tobacco control has shifted since the introduction of the smoking ban earlier in 2007, effectively creating a smoke free Fylde. Now the main concern is cessation and prevention, preventing people taking up the habit and supporting those who wish to stop. The current smoking prevalence in Fylde is 16.5% and the Primary Care Trust's operational plan aims to achieve a rate of 4 week quitters of 857 per 1000 population.

Key Measures of Success

- To reduce the current 16+ smoking rate prevalence

Examples of partnership projects that will help deliver this priority

- To work with Trading Standards to reduce the rates of underage and proxy sales
- To support the reduction in smoking in high risk groups e.g. young people and pregnant women
- To support the implementation of smoke free homes to protect young children from the risks to their health associated with second hand smoke

12.1.7 Ambition number 6

To increase life chances and expectancy across all groups by tackling major killer diseases

Why is this a current priority?

The reduction of health inequality is a key determinate in successfully improving health and wellbeing within the Borough, and the focus on major killer diseases is a key element of this work

Key measures of Success

- Identify and address gaps in health and social services for minority groups
- Close alignment with tobacco control and obesity work

Examples of partnership projects that will help deliver this priority

- Development and implementation of an Obesity Strategy
- Work closely with the Securing the Future of our Environment Theme Group to promote sustainable community food and nutrition

12.1.8 Ambition number 7

To implement a health and wellbeing workforce scheme

Why is this a current priority?

Aimed again at fully exploiting the holistic approach to achieving improved health and well being, targeting workplaces ensures that there are links made with those who perhaps work in the borough and do not live there, and also those who can facilitate supported working for people experiencing ill health.

Key measures of success

- Establish a North Lancashire Health Workplace Forum
- Increase the number of medium and large workplaces with health workplace policies to ensure safe, healthy and fulfilling working environments
- Development of physical activity programmes in the workplace (via the SPAA).

12.1.9 Ambition number 8

To ensure that the wider determinants of health are being tackled through partnership working e.g. housing, homelessness, employment and environment

Why is this a current priority?

It is recognised that many factors impact on the health of the individual and to tackle health inequalities successfully, a concerted effort is needed from a wide range of individuals and organisations, focusing not only on health services but also the on the drivers of poor health and neighbourhood deprivation – like housing, transport and a sustainable environment. Housing is a key issue for neighbourhood renewal, as is a major factor in quality of life. Improving the condition of poor housing, and ensuring availability of affordable housing with accessible facilities and green places to play can enhance the health of people and bolster the sustainability of neighbourhoods.

Key measures of success

- Health services input into the Homelessness Strategy
- Support the development of sustainable transport plans
- Support the reduction of fuel poverty

13 Theme Five: Stimulating Personal Growth through Learning

13.1.1 What is the vision for this theme?

The continuous development of Fylde as a Learning Community which offers access for all to relevant learning, training and cultural opportunities to meet individual and community needs and aspirations.

13.1.2 Ambition No. 1

To provide a detailed profile of education, skills and learning attainment and development throughout the Borough.

Why is this a priority?

In order to maintain and enhance the position of Fylde as a prestigious and desirable place to live and work it is vital that all aspects of education, including lifelong and community learning, are actively promoted. This underpins most aspects of life in the Borough including economic prosperity, social cohesion, community safety, and environmental awareness. Currently, it is difficult to obtain a comprehensive picture of the position in the Fylde due to education and learning provision being spread across many providers. An up-to-date profile is therefore a priority.

Key Measures of Success

- A comprehensive profile is developed that has the confidence of key education and learning providers.
- Information obtained is of practical benefit to the other strategic themes.
- A process is established to maintain and develop the profile.

Examples of partnership projects that will help deliver this priority

- Partner agencies and organisations contributing the data they hold to develop an overview for Fylde
- Linking to ambitions within the Economic Prosperity theme, engagement with local small to medium sized enterprises in Fylde to develop an understanding of their skills requirements.

13.1.3 Ambition No. 2

To develop and prioritise actions arising from an analysis of the profile.

Why is this a priority?

In addition to formal education, a Learning Community is also concerned with skills, training and all elements of learning that assist in workforce development and access to employment. It prioritises

less formal aspects of education including work with families, informal learning for older people, the use of new technology in wider education provision, and the development of basic financial management and life skills within deprived communities.

Key Measures of Success

- Employers in the Fylde are actively engaged in the process and see value in participation.
- Local authorities and other public bodies regard the profile as important in the wider development of the services within the Fylde.

Examples of partnership projects that will help deliver this

- This will depend on the needs highlighted in the analysis of the profile.

13.1.4 Ambition No. 3

To use the outcome of the profile to influence the development and delivery of Personal, Community and Development Learning (PCDL) and other funded programmes in Fylde.

Why is this a priority?

This will maximise the opportunities for Fylde learners to access PCDL and other funded programmes and ensure that this learning meets the needs of the community. It is recognised that PCDL type learning has benefits for society in terms of increased health and well-being (particularly for those in retirement); it also can be a starting point for people to return to learning which may lead them to consider improving formal qualifications and in turn contribute to other targets (eg working age population with Level 2 qualification)

Key Measures of Success

Increase in number of Fylde learners accessing PCDL and other funded learning increases

Examples of partnership projects that will help deliver this

Work with Lancashire Adult Learning, which plans and funds PCDL, to influence the programme Lancashire Adult Learning PCDL Partnership group

13.1.5 Ambition No. 4

To widen access to learning opportunities and personal development for all communities in the Fylde.

Why is this a priority?

The Government regards access to education and community learning as being vital in the fight against poverty and social exclusion and the development of a self-motivated society. However, in

recent years there has been a fall of over one and a half million adult learners attending publicly funded courses.

Key measures of success:

- Further development of libraries and other cultural and heritage facilities in the provision of learning opportunities.
- Measurable increase in the number of adults engaged in formal and informal education with particular emphasis on those in rural areas of the borough, people with disabilities and those receiving Incapacity Benefits.
- Development of the role of the voluntary, community and cultural agencies in the provision of lifelong learning.
- Establishment of a Credit Union for the Fylde with particular regard to the link between financial management and homelessness.
- Creation of a Borough wide policy for the use of new technology to increase access to learning.
- Further development of co-ordinated, easily accessible and widely distributed sources of information about learning opportunities particularly those available in rural areas of Fylde

Examples of partnership projects that will help deliver this priority:

- Wyse Money is the partnership developing the Fylde-coast Credit Union.
- Parish halls and community centres serve as venues for the delivery of courses, particularly in rural areas of the borough
- Carr Hill High School and Sixth Form Centre produces the What's On? Guide, which provides information about extended services, delivered through schools, for Schools Together, a group of schools in Kirkham and Wesham.
- The Adult College, Lancaster has run "Healthy Families" courses at Wesham CE Primary and Heyhouses CE Endowed Primary Schools. These five week courses give children and parents the opportunity to learn together about healthy food and how to prepare it.
- The Adult College, Lancaster has also run family learning sessions on ICT and literacy at Warton Holy Family Catholic Primary and Bryning with Warton St Pauls CE Primary Schools.
- Many schools run 'Keeping Up with the Children' activities for parents only which focus on literacy and numeracy. These assist parents to understand what their children are learning in

school and to increase literacy and numeracy skills in adults. These can lead on to NVQ level awards.

- Some schools, including Newton Bluecoats CE Primary and Mayfield Primary Schools, also run SATS courses for parents in order to raise awareness of the tests that their children will undertake.

13.1.6 Ambition No. 5

To identify and develop the positive outcomes delivered by learning and personal development activities.

Why is this a priority?

There remains, amongst the adult population in general, a low take-up of learning opportunities. This is often based on previous personal experience, an outdated image, lack of information or viability to see its relevance, but may also indicate insufficient or inappropriate provision available. In order to widen participation learning needs to be promoted by clearly showing the tangible, attainable, positive outcomes.

These need to be shown to be relevant to individual and community need. At the same time learning opportunities must be developed to respond to changing local need.

Key Measures of Success

- A publicised programme of locally delivered learning opportunities
- Promotional materials which clearly outline the benefits of learning linked locally to individual and community aspirations and ambitions
- A variety of promotional materials targeted both in terms of content and distribution at key agencies and community areas
- A high take-up of learning
- A high level of retention, achievement, and progression from learners

Examples of partnership projects that will help deliver this priority:

*See Ambition 4 above.

13.1.7 Ambition No. 6

To promote continuous improvement in the range of cultural opportunities available to individuals and communities in the Fylde

Why is this a priority?

Fylde is home to a diverse range of organisations and facilities which together enhance the cultural life of the Borough. These include Lytham Hall, the Lifeboat Museum, Lytham Windmill, Lowther Pavilion, and St. Annes Pier. Village and Church Halls are widely used and there is a long history of support for amateur dramatic and operatic societies and heritage and local history groups. There are high quality education and library services and the recent opening of the Fylde Art Gallery at Booths Supermarket is both exciting and innovative. Whilst overall this picture appears impressive co-ordination across the cultural sector is spasmodic with a number of key facilities requiring sustained development. The potential to link tourism and cultural heritage and the opportunity to access regional and national funding for cultural initiatives has yet to be realised.

Key measures for success:

- Development of a Sustainable Fylde Coast Cultural Strategy with phase one concentrating on an audit of existing cultural opportunities.
- Creation of a minimal Cultural Offer with specific emphasis on the Government's programme to promote the 'Youth Offer'.
- Continued development of library and information services as a key focal point of community activity, particularly in rural areas.
- Cultural and heritage services play a major role in economic regeneration and planning with a particular emphasis on cultural tourism.
- Movement towards a creative industries strategy for the Fylde linked to the Department of Culture Media and Sport (DCMS) policy, 'Creative Britain: New Talents for a New Economy'.
- Participation in the bidding process for the North West Cultural Olympiad and its link to other sporting and cultural developments in the area.
- Encouragement of partnerships between cultural and sporting bodies under the 'Living Spaces' initiative.

Examples of partnership projects that will help deliver this priority:

- Fylde Borough Council, Wyre and Blackpool Councils, and Lancashire County Council in the development of the Sustainable Fylde Coast Cultural Strategy.
- Enhancement of links with Lytham Town Trust to develop Lytham Hall.
- Blackpool & the Fylde College, Fylde Borough Council, and Lancashire Adult Learning to enhance access to cultural learning facilities.

- Booth's Supermarkets, Fylde Borough Council and Lancashire County Museum Service to continue the development of the Fylde Picture Gallery.
- Local history and heritage societies and appropriate public bodies such as the Lancashire Record Office for the advancement and appreciation of the local history of the Fylde.
- A greater involvement with appropriate voluntary and private sector organisations.
- Improved partnerships with key Regional and National agencies to deliver cultural policies for the Fylde, eg. Art Council England (ACE), Museums Libraries and Archives (MLA) and Lottery funding bodies.

Links to Ambition Lancashire and the LAA:

The ambitions in this theme will contribute to the delivery of the priorities in Ambition Lancashire and LAA

14.1.1 What is the vision for this theme?

Fylde is a place where every older person is treated with dignity, listened to and has as much opportunity to lead an active and fulfilling life as the rest of the population.

14.1.2 Ambition No 1

A co-ordinated multi-agency response to meeting the needs of older people in Fylde & Wyre.

Why is this a current priority?

The future vision for older people's services in Fylde and Wyre requires that the balance is shifted from focusing on acute care and the frailest elderly to focusing on promoting the well being of all older people. There is a continued need to tackle age discrimination, change the way services are commissioned, governed and delivered, and develop integrated approaches.

In 2005 it was agreed that a formal establishment would be formed to deal with the challenges faced by public sector organisations and their partners in developing services for older people which would enhance their quality of life and promote wellbeing and independence, this was named the Older Peoples Partnership Board.

The Partnership Board brings a shared focus to the work of a wide range of agencies and partners and actively involves older people in the consultation and consideration of actions. It links closely to the objectives set by Lancashire County Council and works towards achieving the vision of older people across both Fylde and Wyre. Access to appropriate housing and support is important in assisting older people in living independently and contributing to the local community

Key Measures of Success

Create and develop a clear action plan for the Partnership Board to work to and to promote integrated working between the various sub groups that support the work of the Board.

Examples of partnership projects that will help deliver this priority

Facilitation of relationships with the task groups, including the Health and Well Being Task Group, to deliver improved quality services and monitor the achievements of the Partnership Board

Work from the Fylde & Wyre Lower Level Needs Steering Group

14.1.3 Ambitions for the future

As the work of the Older People's Theme Group becomes more established and fully developed, additional ambitions agreed within the group's members will be added, helping to achieve the vision of Fylde as a place where every older person is treated with dignity, listened to and has all opportunities to live as active and full a life as possible.

15.1.1 What is the vision for this theme?

Thriving neighbourhoods in sustainable and mixed communities where people choose to live, and where they can afford homes that meet their needs.

15.1.2 Why Thriving Neighbourhoods are a Priority in Fylde

Fylde is generally considered an affluent area, with high levels of employment, quality housing, low levels of crime and a desirable place to live. Consequently the affordability of housing is a key issue throughout the Borough, together with the availability of appropriate accommodation for those in need. Although there are no areas of Fylde with particularly high levels of deprivation, there are some small pockets which do require targeted support.

The Government publishes Indices of Multiple Deprivation (IoMD). These are indicators of overall deprivation within an area. The score is made up of a number of measures under the following sub domains: Income Deprivation, Employment Deprivation, Health Deprivation & Disability, Education, Skills & Training Deprivation, Barriers to Housing & Services, Living Environment Deprivation and Crime.

The most deprived SOA in Fylde is within Central Ward, St Anne's and is in the 20% most deprived SOAs nationally. Targeting intervention in the most deprived areas of Fylde helps close the gap in terms of improving opportunities and reducing health inequalities

15.1.2 Ambition No 1. - A Strategic Approach to Housing

Access to an appropriate balance of good quality housing supports all the themes identified in this strategy, but in particular underpins the economic, social and environmental ambitions for the Borough, helping shape the community and create a sense of place. Not only does this mean that new housing development must be appropriate for our needs; but also that best use is made of the existing housing stock. Crucially it is about working across all tenures and ensuring that links are made to the support services which some people need to live in their homes. Similarly a strategic approach to prevention of homelessness is important in delivering sustainable and thriving neighbourhoods.

Why is this a current priority?

Increasingly the affordability of market housing is recognised as a key concern for residents of Fylde, especially since many people born and raised in the area cannot afford to buy property locally. As a consequence increasing the availability of affordable housing is a principal priority. However improving the condition and energy efficiency of existing property is also key, especially in the private rented sector. For an ageing population it is important that those requiring help to live independently in their own homes obtain the support they need to remain as active as possible in the local community. Preventing homelessness and provision of appropriate accommodation forms part of a thriving and sustainable community's response to the more socially excluded in society.

Delivery of the action plans of the housing and homelessness strategies is through establishment of a strategic housing group within the LSP, with the homelessness action group as a sub-group.

Key measures of success

- Increasing the availability of good quality, sustainable housing, especially affordable housing in the social rented sector
- Preventing homelessness
- Improving private sector housing conditions, especially in rented accommodation
- Supporting people to live as independently as possible and remain in their homes

Examples of partnership projects that will deliver this priority

- Development of the Fylde coast housing strategy and delivery of Fylde's action plan
- Working to maximise delivery of affordable housing, through planning gain and leverage of other sources of funding into the Borough
- Continue the successful work of the homelessness action group to develop and deliver Fylde's action plan

15.1.3 Ambition No 2. - "Shaping the Place"

To pilot an approach to neighbourhood renewal (Shaping the Place) in Central ward. The vision for the Shaping the Place project is to "regenerate localities in need so that the quality of life for residents is improved". A project management plan and project management structure is in place, actively delivering this four-year project.

Why is this a current priority?

In 2006 Fylde LSP recognised that although each theme group was contributing to neighbourhood renewal in its own way, in order to positively affect the IoMD there was a need to focus action in specific geographical locations. Fylde LSP prioritised its geographical targets according to the ward-based Index of Multiple Deprivation (IoMD) table. It also recognised that there was a need to develop an approach the neighbourhood renewal that was appropriate to Fylde and that could be implemented from within the resources of the partnership.

The area identified as most in need of renewal is St Albans Road, within Central Ward. As well as formal data supporting this selection, other agencies such as Fire and Rescue, Police, PCT, Works and Pensions etc. had also identified this road as a cause for concern.

Key Measures of Success

- Improvement in the quality of life in the area as measured by the government's Indices of Multiple Deprivation

- Positive change in the perception/satisfaction by residents
- Improvements to the physical environment (public realm)
- The provision of new facilities/opportunities for young people
- Reduction in the number of empty properties
- Increase in the level of recycling
- Reduction in the level of crime
- Number of properties improved

Examples of partnership projects that will help deliver this priority

- The creation of a 'Youth Café' serving the needs of the young people of Central ward.
- The refurbishment of Hove Road Park.
- The development of a Traffic Management Plan.
- The introduction of 'Boulevard' landscaping for St Albans Road
- The introduction of a domestic waste recycling scheme.
- The implementation of the 02 Energy Saver Scheme for eligible residents.
- The introduction of Alley-gating and Alley-lighting.
- The introduction of a Property Marking Scheme for all residential and businesses properties on St Albans Road

15.1.4 Ambition No 3. - Empowering Parish Councils

To raise the standard of governance at the parish level and provide a framework within which Principal Authorities and Town and Parish Councils can work in partnership to respond to community aspirations and priorities.

Why is this a current priority?

In the Local Government White Paper, 'Strong and Prosperous Communities', on 26 October 2006 the Government recognises that democratically elected Town and Parish Councils - the most local tier of local government - can play a key role in empowering local communities and giving citizens the opportunity to help shape decisions about the way public services are designed and delivered to them.

Key Measures of Success

- Improved partnership working between Principal Authorities and Town and Parish Councils

- Community development through enhanced opportunities for citizen engagement in the design and delivery of local services.
- Community development through enhanced opportunities for citizen engagement in planning the future shape of their place.

Examples of partnership projects that will help deliver this priority

- Continuing and developing the current arrangements for District-Parish Liaison.
- The agreement of a “Charter” between the Principal Authorities and Town and Parish Councils.
- The devolvement of local services from the Principal Authorities to the Town and Parish councils.
- The production of ‘Parish Plans’ for each of the parishes of the borough which can then be fed through the LSP partners.
- A review of the feasibility of parishing the whole of the borough by forming a parish council for Lytham.
- Ensuring parish council representation within the LSP structure.
- Building capacity at the parish level through training and personal development.

15.1.5 Ambition 6: Preventing Homelessness

Young people who are homeless suffer from more physical and emotional ill-health than their peers, and find that their opportunities for education, training and employment are greatly reduced. Effective partnership working in preventing homelessness is therefore key.

Why is this a current priority

Preventing homelessness among young people is a key issue and one of the priorities of the Homelessness Strategy. Accommodation for homeless young people in Fylde is very limited and from 2010 onwards 16 and 17 year olds cannot be placed in bed & breakfast accommodation. Therefore it is essential that mechanisms are in place to prevent homelessness so far as possible, but also to support those who are homeless. Effective partnership working is key to homelessness prevention, utilising a wide range of prevention tools.

Key Measure of Success

- No homeless young person in bed & breakfast accommodation from 2010
- Reduction in the number of homeless young people placed in temporary accommodation
- Increasing the availability of appropriate accommodation and support for young people
- Educating young people about homelessness and independent living

Examples of partnership projects

- Action learning centre, preventing homelessness through mediation, improving life skills and working in schools
- Establishment of a night stop scheme

16.1.1 What is the vision for this theme?

The children and young people of Fylde will be supported to be safe and stay safe, to enjoy learning and achieve full potential, to be healthy, to contribute to their community and to achieve economic and social wellbeing.

16.1.2 Fylde Children and Young People's Trust Partnership

The Children Act 2004 requires all local authorities, with relevant partner organisations, to work together to improve the outcomes for children and young people by implementing Children's Trust arrangements. In Lancashire, a model comprising a County Trust Partnership and twelve Local Trust Partnerships, based on district footprints, has been established. The County Trust Partnership is made up of the Lancashire Children and Young People's Trust Board and the Lancashire Children and Young People's Strategic Partnership. Together these groups will be responsible for the Lancashire Children and Young People's Plan, strategic commissioning and ensuring the improvement of outcomes for all children and young people in Lancashire. In January 2008, the Fylde Vision Local Strategic Partnership established the Fylde Local Children's Trust Partnership. Membership of the Fylde Local Children's Trust Partnership includes senior representatives from Lancashire County Council, Fylde Borough Council, North Lancashire Primary Care Trust, Lancashire Constabulary, Lancashire Fire and Rescue Service, Fylde Vision Local Strategic Partnership, Schools, Further/Higher Education Colleges, the Voluntary Sector, the Business Sector, and associate members representing children, young people, and parents/carers. The Fylde Local Children's Trust Partnership has adopted the vision:

"Together, we will provide excellent services where people live and which are tailored to local priorities. We shall stand up for Fylde's children, young people and their families, listen to what they say is important, and take appropriate action. We will let everyone know what we are doing to improve the outcomes for our children and young people."

The Fylde Local Children's Trust Partnership will:

- Seek, listen to and act upon the views of children, young people, their families and carers;
- Develop the Lancashire strategic vision for ensuring positive outcomes and the safeguarding of all children and young people in Fylde;
- Lead integrated working across all sectors that work with children, young people and families in Fylde;
- Establish a cycle of assessment, monitoring and evaluation for the partnership's agenda;
- Promote, develop and implement integrated processes, such as the Common Assessment Framework;
- Lead on and develop the implementation of the central government's agenda for children and young people on behalf of the Lancashire Children and Young People's Board, as it applies to Fylde.

Cross cutting themes:

- Safeguarding and Child Protection
- Ensuring that the work of the Fylde Local Trust Partnership involves children and young people aged 0-19 years
- Inclusion of vulnerable groups is embedded in all ambitions

16.1.3 Ambition 1: Personalised Learning

To provide personalised programmes of learning, training and development matched to individual needs, interests, abilities and aspirations of the children and young people in the Fylde.

Why is this a current priority?

Although overall levels of achievement in the Fylde are good, it is recognised that there is a percentage of children and young people who do not fulfil their potential. In order to raise levels of achievement for this group of children and young people their specific strengths and areas for personal and academic development need to be analysed so that provision can be tailored to meet their specific personal needs and particular challenges.

The priority is to reduce underachievement, but the benefits of personalised learning should be available to all children and young people in the Fylde.

Key measures of success

- Enhanced levels of personal and academic achievement
- The gap between the most and least disadvantaged is reduced
- Increased percentage of 16 – 18 year olds in education, training or employment
- Children and young people who make a positive contribution to developments in the Fylde

Examples of partnership projects that will help to deliver the priority

- The local children's trust arrangements
- Extended school clusters
- Multi – agency extended provision groups
- The 14 – 19 strategy
- Local school councils and youth groups

16.1.4 Ambition 2: Common Processes and Information

Why is this a current priority?

Information sharing is a key part of the Every Child Matters Change for Children programme. Information Sharing and Assessment covers a range of tools and processes which are contributing elements to the delivery of integrated front line services, as outlined in the statutory guidance. These include:

- ContactPoint (formerly Child Index)
- Common Assessment Framework (CAF)
- Lead Professional
- Children's Services Directory

The Common Assessment Framework (CAF) is a key contributing element for improved outcomes for children and young people. CAF is a shared assessment tool for use across all children's services in England. It helps in the early identification of needs of children and young people and promotes a co-ordinated approach on how those needs should be met.

CAF has been designed to help practitioners assess needs and then work with families, alongside other practitioners and agencies, to meet them.

Key measures of success

- Implementation of the agreed framework for information sharing and assessment as defined through the Lancashire Children and Young people's Strategic Partnership
- Adoption of the Lancashire Continuum of Needs to enable multi-agency partners to
- Safeguarding children and young people
- Promotion of the work of the Fylde Local Trust Partnership through local web site and publications
- Implementation of the Common Assessment processes in Fylde from November 2008

Examples of partnership projects that will help to deliver the priority

- Fylde Local Strategic Partnership web site
- The Lancashire Continuum of Needs which has been developed with partners in education, health, social care, voluntary, community sector, Lancashire Constabulary and Lancashire Fire and Rescue Service
- Local Safeguarding Children Board
- "What Now" web site from Lancashire Young people's Service
- Extended Services web site and cluster publications

16.1.5 Ambition 3: Parents and Carers as Partners

Why is this a current priority?

Throughout Lancashire, there are many agencies and organisations from all sectors working with and supporting parents and families. There are many examples of innovative and effective activities – parents have told us about some of these. However, these activities, for the most part, have not been strategically planned and delivered.

There is also a need to ensure that ‘corporate parents’ are supported so that those children and young people who are ‘looked after’ by the local authority receive the best level of parental care and support that they can.

It is believed that a more joined up approach will help to raise awareness about what support is already available, identify gaps and begin to look at how best use might be made of all of the resources available to build on those activities or interventions that we already know to be effective. The emphasis must be on high-quality services which meet the needs of parents and families.

Key measures of success

- Enabling effective engagement with the Fylde Local Parenting Forum
- Raising awareness and promotion of enhanced involvement of parents and/or carers in positive outcomes for their children

Examples of partnership projects that will help to deliver the priority

- Parenting questionnaire delivered through Extended Services

16.1.6 Ambition 4: Positive Activities for Children and Young People

Why is this a current priority?

The provision of places to go and things to do was determined a priority from the results of the Best Value Review undertaken at Fylde in 2005 which was formulated after extensive consultation with local young people. With the further development of Extended Services through Schools provision and the Youth Offer, partnership working is vital to effectively address this ambition.

It has been recognised at a national level that where young people who are 16-18 years of age are engaged in education, employment or training they have improved chances for developing the skills they will need for their own future as well as for the benefit of their communities. This is an area that requires concerted and sustained effort from partners.

Key measures of success

- Provision of a third venue in Fylde for young people to meet
- Ongoing and updated mapping of current activities provision
- Identifying and addressing the gaps in provision (NI 110)
- Achieving 16-18 NEET stretch target reduction to 3.7% of cohort (averaged over November 07 to January 09) (NI 117)
- Develop a children and young people engagement strategy in partnership with key agencies ensuring that consultations and decision making processes fully include the young people of Fylde

Examples of partnership projects that will help to deliver the priority

- The delivery of the Shaping the Place Project
- The delivery of Extended Services through Schools
- The ongoing work with Sports/Community Officers from Blackpool and Wyre Councils
- The ongoing work with Lancashire Young People Service.
- Sport & Physical Activity Alliance
- Diversionary Activities Group
- Delivery of the Kids Stuff publication
- Delivery of Fylde's Leisure Directory
- Princes Trust
- E2E
- Motiv8tion
- Beneast who are a mainstream work-based learning provider but also provide E2E provision for the area
- Avenir Training who provide army prep training
- TK2 (formerly known as Training 2000 a mainstream work-based learning provider)
- Blackpool and the Fylde College
- Schools
- YMCA
- Youth Offending Team (YOT)
- Progress Recruitment
- Fylde Borough Council
- Addaction
- PCT (who part fund a teenage pregnancy midwife)

16.1.7 Ambition 5: Improving Health and Wellbeing

To promote and improve the health and wellbeing of children and young people through;

- Prevention – helping children and families lead healthy lifestyles
- Early Intervention – Identifying risk and difficulties early and offering help promptly and
- Effective support from practitioners.

Why is this a current priority?

With the Every Child Matters agenda in place, being healthy is essential if children are to get the best out of life and fulfil their potential. In order to achieve this it is necessary for the provision of services from a range of agencies to improve.

Key Measures of Success

Success will be measure through existing indicators including the following

- Oral health in children
- The prevalence of breast feeding at 6-8 weeks
- Levels of childhood obesity in reception class
- Emotional Health and Wellbeing - Child & Adolescent Mental Health Services (CAMHS)
- Children and Young People in drug treatment.
- U18 conception rates
- Parents experience of services for disabled children

Examples of Partnership Projects which will help deliver this priority

- Substance misuse health professional, working with police and other agencies to reduce alcohol and substance abuse.
- Community Safety Partnership - engagement with young people.
- Alcohol Awareness Events.

17.1 Making the community strategy work

17.1.1 Implementing and reviewing the SCS

Our biggest challenge is to make this strategy bring real improvements in quality of life for all people who live, work and visit Fylde. The SCS requires concerted action on behalf of a wide range of agencies and the Fylde LSP is the key body for ensuring that the SCS is being delivered effectively by various partners.

17.1.2 Structure for delivery

Each of the themes in the SCS is led by a thematic partnership. These are accountable to the LSP and responsible for delivering the ambitions set out under each theme of the strategy.

17.1.3 Action plans

A set of action plans have been developed which show together how Fylde will deliver this strategy for each priority area. These are available on www.fylde.gov.uk

As you have seen, each theme in the strategy has an associated long term outcome captured in the vision statement, and each ambition has a number of partnership projects which will support the delivery, and key measures of success. This is intended to make the monitoring of the plan simple and clear. The plans will be refreshed every year, updating progress and signposting to where further work is required.

17.1.4 Review

The ambitions of the strategy will be formally reviewed every three years to ensure they keep track of changing national and local circumstances and continue to reflect residents' concerns and aspirations. Reviews will be brought forward if required by Government.

17.1.5 Measuring the success

To ensure that Fylde successfully implements the SCS, the LSP must establish whether this strategy and related actions are improving the quality of life for those who live and work in Fylde.

We will use a range of methods to measure our successful implementation:

- **Performance against projects** – each ambition within the themes has a range of supportive measures and targets. The relevant theme group tracks these outcomes, against a baseline built up from previous work where possible to ensure that each project is delivering as expected.

- **Performance against the SCS** - will be communicated to the LSP on a regular basis. This is done via theme group meetings, and wider LSP forum meetings, which are open to the public, ensuring there is regular communication between the theme group chairs and the LSP executive. The LSP constitution states:
- **“Quarterly progress reports will be presented to the LSP Executive to monitor progress and alert members to any potential problems or issues. These reports will be prepared by the responsible partners in association with any relevant who are responsible for achieving the Partnership’s goals or objectives. “**
- Provide the public with an annual **update**, in addition to various consultation exercises that take place over the year. We also keep the website at www.fylde.gov.uk/lsp updated with news and achievements.
- Regularly assess the contribution of each partnership organisation to its contribution to LSP activity and the added value it brings to the delivery of local services.

18 How can YOU contribute?

Although the LSP is the key body which will deliver on the SCS, to achieve many of these ambitions we need your help too. There are many ways in which you can contribute to the success of the strategy and help make Fylde a better place to live and work. Some examples include:

- Getting involved in your local community, whether through supporting a community event or giving up a few hours to volunteer.
- Reducing your waste, recycling more, using 'bags for life' and using gas, electricity and water with care.
- Providing us with your views on local matters and influencing local policy by, attending our Local Area Forums or if you are a young person, joining our Youth Council. You can also take the opportunity to respond to public consultation exercises.
- Working where possible to support the Fairtrade initiative by buying Fair Trade produce where available.
- Support local providers by using locally produced food and services, encouraging others to do the same.

18.1.1 Further information

If you would like to know more about this strategy or would like to know more about ways that you can contribute to its success, please:

Call: 01253 658441

Email: Listening@fylde.gov.uk

Website: www.fylde.gov.uk/lsp

19.1.1 The Partnership Forum

- To define the vision of the Sustainable Community Strategy and review the Partnership's aims & objectives
- To steer the work programme of the Executive
- To receive an annual report and keep under review the delivery and implementation of the Sustainable Community Strategy
- To act as a networking body for participating organisations and individuals

19.1.2 Partnership Executive

- To allocate tasks and activities to the Theme Groups
- To co-ordinate, monitor and review the activities of the Working Groups and ensure that national and regional issues are addressed together with local priorities.
- To make recommendations to the LSP Forum
- To co-ordinate liaison with the Voluntary, Community and Faith sectors and ensure community inclusion.
- To develop, monitor and keep under review the effectiveness of the Sustainable Community Strategy.
- To seek the support of relevant agencies and partners in achieving the aims and objectives of the Sustainable Community Strategy.

19.1.3 LSP Theme Groups:

- To develop, implement and review the specific Action Plans aimed at delivering the key issues in the Sustainable Community Strategy and of the LAA.
- To make recommendations to the Executive on future work
- To engage with and undertake liaison with the Voluntary, Community and Faith sectors.
- To deliver projects within the set timescale and agreed funding