

2010-2013 Sustainable Community Strategy

Executive Summary

The refreshed community strategy takes forward a set of priorities and objectives that reflect the issues of today and the next 3 years. These will link into those of the Council Plan and our directorate strategic plans.

It carries forward an overall vision of building strong communities. All of the six themes the strategy is organised by, contain:

- An **outcome** statement: what we want to achieve under that theme, by way of contribution to the vision;
- One or more **key priorities**, reflecting the issues the Borough faces today and over the next 3 years;
- One or more **objectives** under each priority, which set out the detail of what needs to be done

The priorities, organised under the six themes are:

Jobs & Prosperity:

- Provide employment opportunities for residents of the Borough and ensure they possess the necessary range of skills.
- Develop and diversify the local business base.
- Create an attractive environment for people to work and invest in.

Health and Well-being

- Tackle the problem of obesity
- Tackle Inequality in Physical Health and Mental Health and Well-being
- Tackle the prevalence and harmful effects of alcohol and substance misuse.

Heritage, Culture and Leisure

- Ensure that the Borough's heritage and culture is preserved and promoted for all; and celebrated and used by all.

Environment and Housing

- Address the state of the Borough's environment, through the responsible actions of individual people, groups and organisations.
- Improve and create neighbourhoods that enable people to live in appropriate homes, in safe and attractive environments with access to amenities services and places of employment..

Individual & Community Learning

- Widen participation in adult and family learning to enhance personal and social development, knowledge and skills, employability, health and well being.
- Remove barriers to learning and support local people, particularly vulnerable groups, to raise their aspirations and to realise their full potential

Community Safety

- Strengthen trust and confidence by working to prevent and reduce crime and antisocial behaviour.
- Substance misuse – engaging misusers into intervention at an early stage.

Strong Communities

The central aim of building strong communities is also supported by priorities which focus on communities. They are:

- Develop and integrate empowering approaches to involve a wider range and diversity of local people in decisions that affect their lives and communities.
- Support volunteering among all ages as a vital lifeblood to the strength and resilience of our communities, and for personal benefit.
- Tackle the local impact of national and global concerns and manage their effect on community cohesion.

These priorities have the support of Council directors and their counterparts in the partner agencies that form the Dudley Community Partnership; and hence the major thematic partnerships that sit beneath the DCP.

Key Points to Emphasise:

- The themes, which evolved from the extensive community engagement (over 5,000 people and over 40 community groups) conducted for the 2005 Strategy, represent aspects of life rather than by defined groups of people - although it recognises that people do not think along those lines as they live their lives. But sections of the community – for example Children & Young People – are referenced throughout the document across all themes.
- Each themed section contains/sets out:
 - A position statement and summary of achievement to date;
 - Reference to specific issues of inequality;
 - How Voluntary, Community and Faith groups do and will contribute;
 - Objectives with an explanation that justifies their presence; and where appropriate, a focus for that objective;
 - A case study of a person who has either undertaken voluntary work, or has benefited as a service user;
- A performance delivery framework is being developed which will enable the Council and the community to hold the Partnership to account. Objectives have been deliberately phrased so that they can be measured. Once the priorities of the Council Plan and Directorate Plans are aligned to the same themes, keeping track of performance will be much simpler;

APPENDIX II to Item 14: Community Strategy

- A framework for community engagement is also being developed that will link directly to these objectives, where appropriate, so that residents and service users are able to get involved, and action that results from engagement can be tracked;
- The strategy refers to the certainty of tight resources as a result of the predicted reduction in public spending - and the likelihood that this will affect what can be achieved over the next 3 years;
- An at-a-glance version will be made available for the public to digest, whereas the main document has been produced with for those staff within the Council and partners who will play a key role in delivering against the objectives;
- The aim is to make this document electronic – and by doing so, allow readers to access the suite of specific plans (e.g. Economic Strategy, Children & Young People's Plan) by the use of hyperlinks. It will also like to the Performance Delivery framework enabling readers to see exactly how progress is being measured, and what has been achieved.

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