

People and Places

This edition of *People and Places* brings you up to speed with the next phase of developing the new Sustainable Community Strategy (SCS) for Northumberland following *The Perfect 10* Events before Christmas. It also outlines the initial steps that are being taken to produce the inaugural Regional Strategy for the North East of England.

Taking the Sustainable Community Strategy forward

The Perfect 10 Debates consistently reinforced three big messages for the subsequent development of the new SCS for Northumberland.

The first related to the fact that when people read the draft document, they have to feel like it is about the county. In other words, the challenges and issues it describes are recognisable as being the ones we face in Northumberland. Within this, the quality of the place is fundamental – the focus has to be on building from the distinctive cultural and environmental characteristics of the county as a place to live and work.

The second message was the need to properly reflect and recognise the cross-cutting nature of impacts on our quality of life. Residents and communities do not lead their lives in neat and tidy boxes; the implications of their decisions span across the social, economic and environmental spectrum. Adopting the same approach in the new SCS will genuinely allow better outcomes to be realised whilst also affording scope to challenge how services are currently delivered.

Thirdly, whilst there is a clear sense of identity for “Northumberland”, the new SCS has to provide the platform for better tailoring the delivery of services to specific communities. The same broad issues may prevail across the county but their intensity and scope varies markedly according to both geographical circumstances and the composition of our communities.

With all of this in mind, the attached content framework for the SCS has been pulled

together (the A3 attachment displays the framework but a recast A4 version is also attached for printing purposes).

It has been structured around the four broad areas of “environmental”, “community”, “economic”, and “social” well being. In addition, however, a separate “families and children” block has been incorporated to reflect the significant level of feedback from *The Perfect 10* citing the welfare of the next generation as being important in its own right.

The “distinctiveness” section attempts to provide a solid sense of Northumberland as opposed to this being a general SCS that could apply to any area.

The “thematic building blocks” section is designed to illustrate where particular strands of activity sit within the overall picture. However, the thrust of the SCS will focus on the “big partnership issues” section rather than slavishly detailing a strategic objective for each individual area of activity – the previous SCS provided this validation.

These “big partnership issues” represent those strategic challenges that cut across our activity and as such genuinely require a partnership approach in order for a tangible difference to be made. It should also be noted that the five identified also overlap with each other.

The “area dimension” section allows specific issues within each of the five core strands to be identified for different parts of the county. This element will be further fleshed out through the preparation of Area Implementation Frameworks with a similar approach used to

capture the issues at a locality level.

The “partnership delivery drivers” section starts to identify the key processes that we need to collectively undertake in a smarter way – this is where we need to be innovative in both driving out waste and making the most of our resources.

Next Steps

This starter for 10 is now going to be considered by the various parts of the NSP to flesh out an initial draft document.

If you have anything you wish to contribute to

this process then please do so – the deadline for contributing is **Friday 16 April 2010** (contact details below).

Be assured, however, that the draft SCS signed off by the NSP Board at its meeting in May will also be subject to a formal 12-week consultation period.

All the material gathered will also inform the Local Development Framework Core Strategy (outside the National Park) which will provide the spatial expression of the SCS. The next edition of *People and Places* will outline the progress being made on the LDF.

Preparing the first Regional Strategy for the North East

The Local Democracy, Economic Development and Construction Bill received Royal Assent on 12 November 2009, becoming an Act of Parliament. At the heart of the new legislation is the requirement for each region outside London to develop a single, integrated regional strategy; in our region this will be known as the North East Strategy.

In preparation for this new statutory commitment, the Association of North East Councils and One North East have jointly been progressing the early informal phases of developing such a strategy. Two initial consultation documents have emerged from this work.

The first is a draft North East Analytical Report which brings together evidence from across a range of policy areas as part of the material upon which the new strategy will be based. Views are being sought (by 9 March 2010) as to whether this analysis paints a comprehensive view of the main issues for North East England.

The second is a draft Community Involvement Statement (CIS) that sets out the approach by which individuals and organisations can become involved in the development of the strategy. Again, views are being sought (by 20 March 2010) as to whether the statement sets out appropriate methods of engagement.

Both documents can be accessed at the dedicated North East Strategy website: www.northeaststrategy.co.uk. You can also register to receive regular e-bulletins if you want to be kept informed of the progress being made on the strategy.

It is anticipated that the project plan detailing timescales for drafting, testing and signing of the strategy, as well as identifying key milestones during these stages, will be published shortly.



People and Places is produced by the Council's Place Shaping Policy Steering Group on behalf of Northumberland Strategic Partnership

All previous editions of *People and Places* can be accessed at: <http://www.nsp.org.uk/page.asp?id=811>

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SUSTAINABLE COMMUNITY STRATEGY FOR NORTHUMBERLAND – CONTENT FRAMEWORK

Vision statement



	PLACE SHAPING	STRONGER COMMUNITIES	ECONOMIC PROSPERITY	HEALTH, CARE & WELL BEING	FAMILIES & CHILDREN
Strap line	<i>A place for now and the future</i>	<i>A place where you have a voice</i>	<i>A place for creativity and enterprise</i>	<i>A place to be happy and healthy</i>	<i>A place where every family matters</i>
Distinctiveness	<ul style="list-style-type: none"> • Spectacular countryside and coastline • Diversity of landscape character and habitat • Tranquillity and a sense of remoteness • Abundant supplies of wind, quality water and trees • Scattered pattern of relatively small towns and villages • Many towns located on extensive river network • High housing demand influenced by proximity of Tyneside 	<ul style="list-style-type: none"> • Disputed cross-national Border lands • Rich associations with Christian heritage • Legacy of landed estates which still prevails in parts • Strong Northumberland identity – dialect, flag, tartan, pipes • Diverse network of distinct communities of place • Largely homogenous population but pockets of community tension • Relatively low levels of crime but disorder hotspots 	<ul style="list-style-type: none"> • Tradition in land-based industries – farming, fishing, forestry, mining • Current business base dominated by micro-businesses • Over-reliance on public sector employment • Significant commuting to and from Tyneside • Tourism important but market short stay and summer season • Renewable energy sector emerging as potential growth area • Pockets of deprivation with concentration in the south east 	<ul style="list-style-type: none"> • Ageing and steadily growing population • Generally high satisfaction levels with area as a place to live • Most housing at decent standard with low homelessness • Significant disparity in life expectancy levels • Continued prevalence of alcohol misuse and smoking • Mental illness is significant contributor to worklessness • High incidence of hip fractures in older population 	<ul style="list-style-type: none"> • Low birth rates • Steady flow of youth out-migration • Childhood obesity at age 11 of growing concern • Pattern of irresponsible teenage sexual health activity • Relatively high numbers of children at risk or looked after • Sound educational attainment record but dip at Key Stage 2 • Only one further education college with outreach • Growing culture of youth participation in shaping their lives
Thematic building blocks	Landscape management Biodiversity Rural issues Spatial planning Housing offer Built environment Transport network Energy use and management	Heritage Cultural participation Social capital and volunteering VCS organisational development Community “power and influence” Community cohesion Neighbourhood management Crime and disorder reduction	Lifelong learning Workforce and skills development Enterprise and business start up Business support and development Niche industrial sectors Locally made produce Regeneration Town centres, sites and premises	Healthy eating Physical activity and sport Alcohol and drugs misuse Smoking cessation Mental health Financial inclusion Independent living End of life care	Being Healthy Staying Safe Enjoying and Achieving Making a positive contribution Achieving economic well being
The big partnership issue	Responding to climate change – awareness and education – business resilience – reduce emissions and waste – economic opportunity	Affording equality of opportunity – safe, quality neighbourhoods – accessibility to services – engaging the “hard to reach” – community-led planning	Narrowing the poverty gap – child poverty – worklessness – low income levels – fuel poverty	Supporting vulnerable people – personalised care – tackling health inequality – supported housing – carers well being	Fostering confident young adults – in education, training or work – responsible sexual health – making a positive contribution – environmental ambassadors
Area dimension	North				
	South East				
	West				



Partnership delivery drivers	Shared customer insight and community intelligence	Meaningful community engagement and empowerment	Customer driven frontline service transformation	Integrated policy development and lobbying at regional/national level	Joint commissioning strategies and budget pooling
Innovation					

SUSTAINABLE COMMUNITY STRATEGY FOR NORTHUMBERLAND CONTENT FRAMEWORK

Vision statement	
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		PLACE SHAPING	STRONGER COMMUNITIES	ECONOMIC PROSPERITY
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Distinctiveness		<ul style="list-style-type: none"> • Spectacular countryside and coastline • Diversity of landscape character and habitat • Tranquillity and a sense of remoteness • Abundant supplies of wind, quality water and trees • Scattered pattern of relatively small towns and villages • Many towns located on extensive river network • High housing demand influenced by proximity of Tyneside 	<ul style="list-style-type: none"> • Disputed cross-national Border lands • Rich associations with Christian heritage • Legacy of landed estates which still prevails in parts • Strong Northumberland identity – dialect, flag, tartan, pipes • Diverse network of distinct communities of place • Largely homogenous population but pockets of community tension • Relatively low levels of crime but disorder hotspots 	<ul style="list-style-type: none"> • Tradition in land-based industries – farming, fishing, forestry, mining • Current business base dominated by micro-businesses • Over-reliance on public sector employment • Significant commuting to and from Tyneside • Tourism important but market short stay and summer season • Renewable energy sector emerging as potential growth area • Pockets of deprivation with concentration in the south east
Thematic building blocks		Landscape management Biodiversity Rural issues Spatial planning Housing offer Built environment Transport network Energy use and management	Heritage Cultural participation Social capital and volunteering VCS organisational development Community “power and influence” Community cohesion Neighbourhood management Crime and disorder reduction	Lifelong learning Workforce and skills development Enterprise and business start up Business support and development Niche industrial sectors Locally made produce Regeneration Town centres, sites and premises
The big partnership issue		Responding to climate change – awareness and education – business resilience – reduce emissions and waste – economic opportunity	Affording equality of opportunity – safe, quality neighbourhoods – accessibility to services – engaging the “hard to reach” – community-led planning	Narrowing the poverty gap – child poverty – worklessness – low income levels – fuel poverty
Area dimension	North			
	South East			
	West			



Partnership Delivery Drivers (see next page)
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SUSTAINABLE COMMUNITY STRATEGY FOR NORTHUMBERLAND CONTENT FRAMEWORK (continued)

Vision statement	
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		HEALTH, CARE & WELL BEING	FAMILIES & CHILDREN	Partnership Delivery Drivers
Strap line		<i>A place to be happy and healthy</i>	<i>A place where every family matters</i>	
Distinctiveness		<ul style="list-style-type: none"> • Ageing and steadily growing population • Generally high satisfaction levels with area as a place to live • Most housing at decent standard with low homelessness • Significant disparity in life expectancy levels • Continued prevalence of alcohol misuse and smoking • Mental illness is significant contributor to worklessness • High incidence of hip fractures in older population 	<ul style="list-style-type: none"> • Low birth rates • Steady flow of youth out-migration • Childhood obesity at age 11 of growing concern • Pattern of irresponsible teenage sexual health activity • Relatively high numbers of children at risk or looked after • Sound educational attainment record but dip at Key Stage 2 • Only one further education college with outreach • Growing culture of youth participation in shaping their lives 	Shared customer insight and community intelligence
Thematic building blocks		Healthy eating Physical activity and sport Alcohol and drugs misuse Smoking cessation Mental health Financial inclusion Independent living End of life care	Being Healthy Staying Safe Enjoying and Achieving Making a positive contribution Achieving economic well being	Customer driven frontline service transformation
The big partnership issue		Supporting vulnerable people – personalised care – tackling health inequality – supported housing – carers well being	Fostering confident young adults – in education, training or work – responsible sexual health – making a positive contribution – environmental ambassadors	Integrated policy development and lobbying at regional/national level
Area dimension	North			Joint commissioning strategies and budget pooling
	South East			
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INNOVATION