

LSP REVIEW OF PRIORITIES

POSITION AND ISSUES PAPER

The following research paper has been informed by a wealth of information, including the Sustainable Community Strategy, the Place Survey, Lancashire Profile, the Local Area Agreement and the Joint Strategic Needs Assessment. The purpose of the paper was to present the West Lancashire Local Strategic Partnership Executive with the information required to decide where efforts can be most effectively targeted to deliver outcomes against identified needs. The paper was submitted to the Executive in November 2009.

SUMMARY

Key messages emerging from the Position and Issues Paper are:

- Whilst overall feelings of safety have increased, the gap between the proportion of residents feeling safe outside in their local area after dark in Skelmersdale/Up Holland and those in the rest of the Borough, has increased;
- Respondents to the Place Survey identified levels of crime as being the most important element in terms of making somewhere a good place to live, and 10th most important in terms of needing to be improved;
- LAA targets relating to serious acquisitive crime and assault with injury crime have already been missed at the half-year stage;
- Child sexual exploitation, the underreporting of rape/sexual abuse and rises in acquisitive crime were identified as priorities for attention by the Community Safety Workshop at the Annual Conference;
- Whilst satisfaction amongst residents with their local area as a place to live has increased and is higher than the national average, a significant gap exists between the satisfaction of residents in Skelmersdale/Up Holland and other parts of the Borough;
- Levels of civic participation are amongst the bottom quartile nationally and over a quarter of respondents to the Place Survey said that they wanted to be more involved in local decisions;
- 27.3% of respondents to the 2008/9 Place Survey said that they felt that they could influence decisions in their local area. The LAA target is to increase this to 33.2% by 2011;
- The Stronger Communities Workshop held at the Annual Conference identified university students and mental map issues as priorities for further attention;
- In the 2009 Community Health Profile, West Lancashire scored significantly worse than the England average for deprivation, childhood poverty, violent crime, teenage pregnancy, smoking in pregnancy, breast feeding, binge drinking, over 65's 'not in good health', hospital stays for alcohol related harm and road injuries and deaths;
- Hospital admissions of under 18's, specifically linked to alcohol, are higher in Central Lancashire than the England average. Within Central Lancashire, West Lancashire has the highest rate;
- The incidence of violence leading to emergency hospital admissions is high, with areas around Skelmersdale having hospitalised admissions due to violence that are much higher than the England average;
- According to the JSNA, research repeatedly highlights Skelmersdale as one of the areas with the most problems;
- When life expectancy in West Lancashire is benchmarked against the other local authorities in England, West Lancashire is ranked 219/354 for males and 296/354 for females. Improvements have been made but projections show that targets are unlikely to be met;
- The LAA target for the self-reported measure of people's overall health and wellbeing is 77.8% by 2011. The actual figure in 2009 was 75.7%;
- According to the Place Survey, West Lancashire respondents felt that Health Services were the second most important element in making somewhere a good place to live, and 11th in terms of needing to be improved;

- The mean household income in West Lancashire is the same as the national average (£35k and under). However, a significant gap exists between wards in which the mean gross income is highest and lowest;
- Respondents to the Place Survey said that availability of affordable decent housing was the 4th most important element in terms of making somewhere a good place to live, and 6th most in need of improving;
- The district LAA target for the number of households living in temporary accommodation has been missed for this year;
- According to an Ipsos MORI tool, in order to improve people's satisfaction with their local area, attention should be focussed upon parks and open spaces, local bus services and the condition of roads and pavements;
- West Lancashire is ranked as 225th out of 354 districts in the District Ranking of Child Wellbeing Index 2009;
- The same rankings show that West Lancashire is amongst the 50 worst districts for child wellbeing in terms of health and disability;
- Overweight and obesity rates amongst children in reception class and Yr 6 remain above the County and national averages, despite improvements;
- Despite rates of alcohol-specific admissions for under 18's in West Lancashire being higher than the County average and almost double the national average, no young (16-24yrs) respondents to a People's Panel Survey said that alcohol related issues were a problem in their area;
- Respondents to the Place Survey said that activities for teenagers was the thing most in need of improving in West Lancashire;
- Despite steady improvements, the number of pupils achieving 5 GCSEs grades A*-C remains below the regional and national averages;
- Results of the Place Survey showed that only 27.5% of respondents felt satisfied with the extent to which older people receive the support that they need to live independently at homes, compared to 32.9% across the County and 30% nationally. The LAA target is to achieve 33.4% by 2011;
- Population projections suggest that by 2020, significant increases in the number of residents aged over 70 are likely to present challenges in terms of care home provision, the number of people requiring dementia care and the number of people requiring long-term care for health problems associated with stroke;
- The Joint Strategic Needs Assessment identifies as partnership approach to commissioning as the best way to prepare for future service demands;
- In September 2009, the proportion of residents of working age (4.4%) claiming JSA was higher than the national average. The yearly increase in claimants (67.3%) was higher than both the County and national averages;
- 12.3% of residents of working age in Digmoor ward were claiming JSA in September, and 10.3% of those in Tanhouse;
- Whilst the largest increases in numbers of claimants has been in areas of Skelmersdale, the highest percentage increases were in Tarleton, Rufford, Aughton & Downholland and North Meols;
- Despite a trend of improvement, the number of wards amongst the 20% most income deprived remains unchanged, indicating an increasing gap between areas with the highest and lowest incomes. This is also true of employment deprivation;
- More people are moving out of West Lancashire than are moving in. All of this migration is occurring amongst those of working age;
- In 2007, consumption of both gas and electricity for both domestic and commercial/industrial use was amongst the highest in Lancashire and higher than the national averages;
- At the half-year stage, we are not on target to achieve the LAA household waste reuse, recycling and composting target of 50%.

BACKGROUND

In 2005, the LSP started to develop its Sustainable Community Strategy. Launched in 2007, the strategy was based upon a wealth of research and consultation which led the LSP to establish the following priorities:

- Improving safety and ensuring that people feel safe (**safer communities**);
- Building on the solid foundations of a strong voluntary and community sector and developing community participation in our neighbourhoods (**stronger communities**);
- Improving health outcomes, promoting social wellbeing for communities and reducing health inequalities for everyone (**improved health for all**);
- Providing more appropriate and affordable housing to meet the needs of local people (**affordable housing**);
- Providing good quality services that are easily accessible to all (**quality and accessible services**);
- Contributing to sustainable development through the wise use of natural resources (**sustainable development**);
- Providing opportunities for young and older people to thrive (**young and older people**);
- Creating more and better quality training and job opportunities to get more people into work (**the economy and jobs**);
- Protecting and improving West Lancashire's environment including safeguarding our biodiversity (**better environment**).

A number of key projects were identified in pursuit of these priorities:

- Skelmersdale Vision
- Market Towns Project;
- Safer Stronger Communities Project in Skelmersdale;
- Rural Economy Study;
- Vital Villages/Parish Plans;
- Inspire Project;
- Affordable Housing Strategy;
- Integrated Transport; and
- Energy Management.

CURRENT POSITION

At its meeting of 11th May 2007, the Executive agreed that a refresh process of the SCS should begin to allow an updated version within 3 years.






It is particularly timely to commence a refresh of the SCS now, as:


- Many of the key projects identified have been completed or near completion;
- Partners need to work together to provide the best response to the economic downturn and prepare the Borough for economic recovery i.e. our priorities may have changed;
- The LSP will receive PRG monies of approximately £1m before March 2010 (to be received over 3 years). To ensure the best use of this money, the LSP needs to make informed decisions about where its strategic focus should most effectively lie.






PROGRESS TO DATE




The SCS detailed a number of key short and medium-term aims that success in delivering the strategy could be measured against:

Within a year:		
Aim	Success	Comment
Select a development partner for Skelmersdale Town Centre		St. Modwen Developments were selected as the preferred development partner in

		December 2007, as their ideas best interpreted the Vision that had been developed.
Complete and action plan for Ormskirk market town		An action plan has been developed and an Ormskirk Community Partnership established to oversee its implementation.
Complete a public realm project in Burscough town centre		Burscough Market Town project was completed in???? £900k of improvements were made to the town centre.
Set up a task group to develop the Integrated Transport project		An Integrated Transport Thematic Group was established in January 2007 and all major partners are now onboard and active within the group.
Set up a task group to develop the Energy Management project		In the interests of efficiency, it was felt that energy management would be more effectively addressed by the Better Environment Thematic Group and this now forms part of its action plan.

Within 2-4 years:		
Aim	Success	Comment
Agree design guidance for Skelmersdale town centre, grant planning permission for the first phase of development and see the start of construction of the first buildings		<p>Until the Kirkby Inquiry reports (this is now expected “on or before 27th November 2009”) no firm decision can be taken in respect of the overall redevelopment of Skelmersdale Town Centre. The current economic recession is also another unhelpful factor but this is presently overshadowed by the Kirkby issue.</p> <p>The Borough Council continues to explore elements of the development that may still be possible in the current environment and whilst it is too early to report anything specific in this vein, several potentials are being pursued including the availability of public funding where this could be beneficial. It has recently been announced (Sept 2009) that the Skelmersdale & Ormskirk college development is now to receive funding and it is hoped that this will kick start the overall development of the Town Centre.</p> <p>In addition, other projects are</p>

		<p>being pursued for Skelmersdale that can help further kick start the development. The contractor for the new college has agreed to provide apprenticeships in partnership with the College's Construction Training Academy and it is intended that this will provide a mechanism for further local labour in construction projects associated with major construction projects in WL. Work is expected to begin on the college early next year.</p>
<p>Secure funding for the Ormskirk market town action plan</p>		<p>OCP have secured funding from the Lottery to set up a community website, run an anti-litter campaign in the town centre together with work in schools; producing and distributing a town centre guide for visitors and local people, production and distribution of a quarterly newsletter, organise a series of quarterly meetings with public speakers and to organise a community festival with partners. Progress with other parts of the action plan may be slower than hoped due to a lack of available external funding.</p>
<p>Ensure the wise use of resources within the Safer Stronger Communities funded project in Skelmersdale</p>		<p>SSCF funding will shortly come to an end and the focus is now upon ensuring the long-term sustainability of projects past March 2010. SSCF Board members are in the process of commissioning an independent evaluation of the SSCF project.</p>
<p>Have complete district coverage of parish plans</p>		
<p>Identify ways of implementing parish plans</p>		<p>The Borough, County and Parish Councils are signed up to a Parish Charter. This Charter sets out a commitment and details of measures to ensure that Parish Councils are given opportunities to influence decision-making.</p>
<p>Complete the Inspire Project</p>		<p>Grant element of the project now closed, all final payments made to businesses and final schemes are underway. Key issues for the remaining project team members, include ensuring documentation/evidence is available for inspection for future</p>

		audits and monitoring and careful financial management ensuring all funds are committed and defrayed on eligible expenditure before the end of the Project in 2009/10.
Begin to implement the Rural Economy Strategy		A suggested action plan has been produced as part of the LSP's Rural Economy Study. Decisions are currently being made about how to take this forward.
Develop a realistic action plan for the Integrated Transport project		The Integrated Transport Thematic Group has developed an action plan that it feels is deliverable. Consultants are currently employed to undertake a feasibility study and produce an action plan for a demand responsive transport service in Skelmersdale.
Develop a realistic action plan for the Energy Management project		The Better Environment Thematic Group is progressing work to seek funding streams to support energy efficiency initiatives in West Lancashire, working in partnership with Groundwork Pennine Lancashire.

The LSP has successfully achieved all of the short and medium term targets that were set. We continue to await the outcome of the Kirkby Inquiry, following which decisions to determine the future of the Skelmersdale Vision Project will be made.

IMPACT/OUTCOME ASSESSMENT AND GAP ANALYSIS

The following provides an overview of performance information, which may indicate the impact of the outcomes that have been delivered against our priorities. Where comparator information from previous years is available and appropriate, this has been included to demonstrate the impact or outcomes that have been delivered.

As the Place Survey has superseded previous suites of performance information, it has not been possible to make robust comparisons to previous performance in many cases. Therefore, for each priority, an assessment of the current position and gap analysis is provided.

The purpose of this section is to flag up any areas of concern where a more detailed analysis may be required.

Safer Communities

Performance Overview: The number of crime incidents per 1,000 population has been cut from 63.54 in 2006/7 to 59.9 in 2008/9.

According to the People's Panel, the percentage of people feeling that West Lancashire is a safe and secure place to live has increased from 78.9% in 2006/7 to 81.7% in 2008/9.

In 2006, 70.2% of People's Panel respondents from Skelmersdale/Up Holland, 85.5% from Ormskirk/Aughton and the West Parishes and 80.5% from the Northern Parishes strongly agreed, or agreed, that "generally, I feel that West Lancashire is a safe and secure place to live".

When asked the same question in 2008, 68.2% of respondents from Skelmersdale/Up Holland, 88.4% from Ormskirk/Aughton and the Western Parish and 86.3% strongly agreed, or agreed with the statement. Whilst the overall feelings of safety have improved, the gap between the proportions of residents from different parts of the Borough feeling safe has increased. Significantly fewer residents of Skelmersdale/Up Holland feel safe outside in their local area after dark (40%), compared to residents of Orksmirk/Aughton and the Western Parishes (71%) and the Northern Parishes (66%).

Across the borough, perceptions of drunk or rowdy behaviour as a very or fairly big problem have increased from 18% in 2006 (BVPI Survey) to 22% in 2008 (Place Survey). However this still compares favourably to the County and national figures of 28% and 29% respectively.

Perceptions of drug use or drug dealing as a very or fairly big problem have reduced from 33% in 2006 (BVPI Survey) to 27% in 2008 (Place Survey), lower than the results for Lancashire and England. This reduction mirrors the County and national trend.

Priority Project: The Safer Stronger Communities Fund project started in 2006. The table below shows the key crime statistics for the relevant wards for the duration of the project:

	2006/7	2007/8	2008/9
All Crime	1564	1559	1380
Burglary Dwelling	64	67	74
Vehicle Crime	209	183	165
All Violent Crime	393	333	328
Criminal Damage	540	575	176

Respondents to the 2008 Place Survey identified levels of crime as being the most important thing in terms of making somewhere a good place to live, and only 10th most important in terms of needing to be improved.

Annual Conference: Thematic workshops were held at the LSP Annual Conference in June 2009. Participants identified what could realistically be achieved by thematic groups and where they felt that future priorities should lie. The 'Safer Communities Workshop' reported the following:

What can we still realistically achieve?

- Police – more cross-border working. More than half that commit serious acquisitive crime are from outside the Borough;
- Performance is strong and monitored;
- New threats from empty properties of deliberate fires – can be managed through the LPG;
- Anti-Social Behaviour has been pushed down the list of priorities, but is an important issue locally – need to engage better with parents and adults;
- Operation Cherub:
 - Multi-Agency;
 - Risk taking behaviour challenged.
 - Child sexual exploitation – 17/18 referrals of youths exploited by adults;
 - Rise in criminal damage.

Is there anything different that we should be focussing on instead?

- Child sexual exploitation – managing issues that are arising locally. Skelmersdale is an identified threat;
- Rape/sexual abuse – there is a suspicion that this is underreported;
- Acquisitive crime has risen:-
 - Burglaries are up;
 - Cross-border crime;
 - Displacement is an issue
 - Operation Coalition underway.

- Working closer with Edge Hill – some potential threats;
- Working more closely across the LSP, particularly with the Children and Young People, Community Cohesion and Health and Wellbeing thematic groups;
- Proactively encouraging other kinds of partnership working e.g. cross-border with Merseyside and Sefton.
- Engaging more with the community on local priorities e.g. the Face the People event.

Stronger Communities

Performance Overview: According to the Place Survey, more than two thirds (67.3%) of West Lancashire residents feel they belong to their neighbourhood (compared to 58.7% in England as a whole).

83% of residents are satisfied with their local area as a place to live, an increase of 4% since 2006. This compares to 79.7% in England as a whole. However, a disparity continues to exist between the satisfaction of those in Skelmersdale (68%), Ormskirk, Aughton and the Western Parishes (89%), and the Northern Parishes (90%).

84% of respondents to the Place Survey agreed that local people from different backgrounds get on well together, significantly higher than the County figure of 74%. Fewer respondents felt that race relations were important generally and/or in need of improving locally, than any other issue.

23.7% of West Lancashire residents gave unpaid help to groups, organisations etc in 2008/9, close to the national proportion of 23.2%.

27% of respondents felt that they could influence decisions in their area. 27% of respondents felt that they wanted to be more involved in local decisions.

Levels of civic participation are relatively low, at 11.8% they are amongst the bottom quartile nationally.

41% of respondents felt that local services act on the concerns of local residents, compared to 43% for the whole of Lancashire. 40% felt that services promoted residents' interests.

Priority Project: Vital Villages/Parish Plans. All parishes wishing to produce Parish Plans have been supported to do so by WLCVS on behalf of the LSP. The Borough, County and Parish Councils have signed up to a Parish Charter. This details a commitment between signatories for sharing of information, providing support and providing opportunities to be involved in and influence decision making. Whilst information on parish level is not available, 29% of respondents to the Place Survey from Ormskirk/Aughton & the Western Parishes agreed that they could influence decisions affecting their local area. 28% of respondents from the Northern Parishes also agreed. This was comparable to the County and national figures of 28% and 29% respectively, but higher than in Skelmersdale/Up Holland, (24%) an area which is not covered by Vital Villages or Parish Plans.

Annual Conference: Thematic workshops were held at the LSP Annual Conference in June 2009. Participants identified what could realistically be achieved by thematic groups and where they felt that future priorities should lie. The 'Stronger Communities Workshop' reported the following:

What can we still realistically achieve?

Issues/Problems – University Students

- Elderly population in parts of town;
- How can we tackle these problems? Provision of late night bus services?
- Resolution is dependent on knowing who has the powers and responsibility to resolve it – simple guidance required;

- Do landlords have a responsibility?
- Can the MAPS team help?

East/West – “Mental Map” Issues

- Perceptions of Skelmersdale amongst those in other parts of the Borough;
- Issues regarding transport links across the Borough;
- Development may help to break down community resistance;
- LCC – new youth centre alongside the college “My Place”?
- One Borough labelling.

Is West Lancashire a dormitory area?

- Need to focus;
- Regeneration;
- Need to have employment and education here – not export it;
- Look at what is going on in other towns and university towns.

Is there anything different that we should be focussing on instead?

- Not sub-committees;
- Need ‘deep look’ at issues such as Edge Hill – the University’s role needs clarifying/increasing?
- Cross-themes amongst thematic groups – avoid duplication;
- Ordinary ‘person in the street’ engagement – talk to those affected.

Improved Health for All

Performance Overview: According to the Place Survey, 75.7% of West Lancashire residents say that their health is good or very good (close to the England average of 75.8%).

A survey conducted across Central Lancashire in 2007 repeatedly highlighted Skelmersdale as one of the areas with the most health problems. According to the JSNA:

- 17% of all male respondents in Skelmersdale were binge drinkers, with the highest prevalence being in the 18-24yr age group and full-time employed;
- 12% of all female respondents in Skelmersdale were binge drinkers, with the highest prevalence among the 25-34yr group and students;
- Poor diet was an issue for males in Skelmersdale, particularly those not in employment;
- Females in Moorside ward and those aged 55-64yrs had the highest prevalence of obesity.

Daily smoking has declined steeply in all age bands between 1997 and 2007.

2009 Community Health Profiles showed that West Lancashire scored significantly worse than the England average for deprivation, childhood poverty, violent crime, teenage pregnancy, smoking in pregnancy, breast feeding, binge drinking, over 65s ‘not in good health’, hospital stays for alcohol related harm and road injuries and deaths.

For males and females under 18yrs, hospital admissions specifically linked to alcohol are higher in Central Lancashire than in the rest of England, with West Lancashire having the highest rate within the PCT.

The incidence of violence leading to emergency hospital admissions is high, with areas around Skelmersdale having hospitalised admissions due to violence that are much higher than the England average.

When life expectancy in West Lancashire is benchmarked against the other local authorities in England, West Lancashire is ranked 219/354 for males and 296/354 for females.

Life expectancy for both males and females in West Lancashire has improved, however projections show that at the current rate of improvement, targets for 2010 will not be met.

Health Services were deemed to be the second most important thing in making somewhere a good place to live, according to the Place Survey, and only 11th in terms of needing improvement.

Annual Conference: Thematic workshops were held at the LSP Annual Conference in June 2009. Participants identified what could realistically be achieved by thematic groups and where they felt that future priorities should lie. The 'Health and Wellbeing Workshop' reported the following:

What can we still realistically achieve?

- Stress Management – broader implementation/intervention to reduce mental health issues
- Linking breast feeding with benefits/improvement in oral health
- 'Your Community Matters' (previously known as beatsweeps in Skelmersdale) an event which includes a 'Health & Wellbeing Market' which brings together a wide range of 'Health Services' to give advice on a number of health issues to members of the public – consider using this as a 'pilot' with potential to roll out to other districts within West Lancs
- Support Community Food Growing – more collaborative working with partners to encourage use of community allotments
- Incorporate Health & Wellbeing into Local Development Framework – invite Matthew Dugdale/Planning Team to H&W Thematic Group meeting

Is there anything different that we should be focussing on instead?

- Gather evidence/best practice of adjoining districts Action Plans
- Better Access/Understanding/Criteria of all Funding Streams

Affordable Housing

Performance Overview: The 2005 Housing Needs Study found that affordability was a major issue, particularly for new forming households. 55% could not afford private rental and home ownership was beyond the reach of 64% of these households.

The mean house price in West Lancashire was £170,633 in the 1st quarter of 2009. This compares to £190,720 in the same quarter of the previous year. The mean house price in Lancashire for the 1st quarter of 2009 was £139,791 and £144,114 for the North West.

The mean household income in West Lancashire in 2009 was under £35,000, which is higher than the county and regional average, and the same as the national average. However, disparity exists between wards in which the mean gross income is highest and lowest.

Results of the Place Survey show that availability of decent affordable housing is the 4th most important issue to local people generally and the 6th most in need of improvement.

Another Housing Needs Survey has recently been undertaken, the results of which are anticipated before the end of the year.

Priority Project: Affordable Housing Strategy. Work to develop an Affordable Housing Strategy was conducted by the Borough Council on behalf of the LSP. A final Affordable Housing Strategy 2008-13 has been published containing an action plan. The strategy and action plan complement both local housing strategies and the evolving Local Development Framework.

In 2008/9, 13 new affordable housing units were completed.

32 new affordable housing units are due to be completed in 2009/10 (24 for social rent and 8 for purchase).

147 new affordable housing units are planned for 2010/11 (exact tenure mix to be finalised). Whilst successful delivery of these units is subject to the usual development and planning considerations, their

completion will mean that the district target (contained in the LAA) has been far exceeded for 3 consecutive years.

Quality and Accessible Services

Performance Overview: Satisfaction with Borough Council services was at 51.4% in 2008/9 and 40% with County Council services (as measured through the Place Survey).

74.1% of respondents to the same survey felt that they received fair treatment by local services, above the County and national averages of 71.6% and 72.4% respectively.

In order to determine where local public services might best direct their efforts to achieve improvements in satisfaction with the local area amongst residents, Ipsos MORI have developed a Key Driver Analysis tool (KDA) for use with Place Survey results. A crude interpretation of this tool in the West Lancashire context is as follows:

Key Driver	Relative Importance of Driver (as a %)	West Lancashire Actual 2008/9	England Actual 2008/9	Priority for Consideration
Satisfaction with the way the Borough Council runs things	13	51.4%	45%	Low
Satisfaction with Parks and Open Spaces	13	57.1%	68.5%	High
Level to which noisy neighbours/loud parties are deemed to be a problem	12	10%	N/av	N/a
Level to which local public services promote the interest of local residents	9	40%	40% (Lancashire figure)	Medium
Level to which vandalism, graffiti and other deliberate damage to property or vehicles is deemed to be a problem	8	24%	N/av	N/a
Level to which people feel safe or unsafe outside in their local area during the day	8	90%	88%	Medium
Level to which public land is kept clear of litter and refuse	7	59%	57%	Medium
Level of agreement that the Police and other local people services are	7	30.3%	26%	Medium

successfully dealing with anti-social behaviour				
Frequency of using local bus services	7	55% (42% satisfied)	(55.2% satisfied)	High
Frequency of using local libraries	6	65% (72% satisfied)	(69% satisfied)	Medium
Frequency at which road and pavement repairs were rated as being most in need of improvement	6	42% (2 nd out of 21)	N/av	High
Frequency at which education provision was rated as being most in need of improvement.	4	5% (18 th out of 21)	N/av	Low

Priority Project: Integrated Transport. The LSP has provided funding for a feasibility study into, and business plan for, provision of a demand responsive bus service in Skelmersdale. The Integrated Transport Group is also lobbying for a rail link to Skelmersdale. The outcome of this work will be reported once a project has been implemented.

Annual Conference: Thematic workshops were held at the LSP Annual Conference in June 2009. Participants identified what could realistically be achieved by thematic groups and where they felt that future priorities should lie. The 'Integrated Transport Workshop' reported the following:

What can we still realistically achieve?

The group believes that all the four actions can still be realistically achieved – there is some stretch involved. In terms of getting transport, it should be a case of not can we, but we have to, so when we come out of the recession we can make the most of opportunities.

No indication from Merseyrail and local bus operators that the recession is hitting passenger numbers on local services. There had been a spike during Liverpool 08. Need to be in a strong position with transport services for when economic situation improves.

Is there anything different that we should be focussing on instead?

The group believes that in light of recent developments, there should be the inclusion of a Skelmersdale rail link as an area of focus, to help support the project.

Sustainable Development

Sustainable development is a broad and cross-cutting issue which is taken into account across all aspects of the LSP's work. Performance against key environmental indicators is provided in the 'Better Environment' section.

Young People

Performance Overview: Young people (aged 0-19) make up 24.3% of West Lancashire's population. The District Ranking of Child Wellbeing Index 2009 ranks West Lancashire as 225th out of 354 districts in terms of Child Wellbeing (where 354 has the lowest levels of child wellbeing).

The same rankings show that West Lancashire is amongst the 50 worst districts in the Country for child wellbeing in terms of health and disability.

The Borough is ranked 150-189 in terms of education, crime, housing and children in need.

The Borough is ranked at 212th for material wellbeing and 253rd for environmental wellbeing. Infant mortality rates in West Lancashire are lower than those for both the County and nationally.

Data gathered in 2007/8 as part of the National Child Measurement Programme showed that the obesity rate amongst children in reception class in West Lancashire had fallen, but remained above the County and national averages. The proportion of overweight and obese children also fell, but remained above the County and national averages.

The proportion of obese children in year 6 in West Lancashire increased significantly in 2007/8 in line with the rest of the Country (this has been linked to improved coverage of the measurement programme). The rate in West Lancashire was above the County and national rates. The proportion of overweight and obese children in year 6 also increased and was above County and national rates.

Rates of alcohol-specific hospital admissions for under 18's in West Lancashire are higher than the County average and almost double the national average (133, 122.2 and 73.3 per 100,000 population respectively). Despite this, no young (16-24yr) respondents to a People's Panel Survey said that alcohol related issues were a problem in their area.

In 2005/7 there was a slight increase in the number of teenage pregnancies (from 6.6 in 2004/6 to 7.7 in 2005/7). However this remains below the regional and national averages.

Almost 50% of respondents to the 2008 Place Survey identified 'activities for teenagers' as being the thing that was most in need of improving locally, more than any other issue.

According to the Place Survey, education provision was rated as the 5th most important element in making somewhere a good place to live. It was rated 18th out of 21 elements in terms of its need for improvement.

5.7% (132) of 16-18 years olds were NEET in the period November 2008-January 2009. This compares to 6.1% across the County and 6.7% in the North West, for the same period. We are on track to achieve the County-wise stretch target of 5.8% in 2010/11, however fluctuations in this performance continue to be carefully monitored owing to changes in economic conditions since the data was last reported.

There has been a steady increase in the number of pupils achieving 5 GCSEs grades A*-C, from 59.1% in the academic year 2005/6 to 63.4% in 2007/8. This remains below both the regional and national averages of 65.5% and 65.6% respectively.

At 0.78%, unauthorised absence in schools was below both the regional (1.06%) and national (1.01%) averages in the academic year 2007/8.

According to the Place Survey, 37.3% of respondents felt that parents take responsibility for the behaviour of their children in their area. This compares to 27% in Lancashire and 30% nationally.

Annual Conference: Thematic workshops were held at the LSP Annual Conference in June 2009. Participants identified what could realistically be achieved by thematic groups and where they felt that future priorities should lie. The 'Children and Young People Workshop' reported the following:

Is there anything different that we should be focussing on instead?

- Include children and young people more in reviewing the progress of the action plan – let them present the results;
- The provision of more Leisure facilities;
- Cross-boundary working;

- Retaining local 'talent' – asking those who do not return what would make them stay?
- Facilitate more involvement from the education sector;(schools in particular)
- Focus on aspirations for young people; Lets encourage young people's ambitions
- Focus on transport links to bring people 'in', rather than sending them out to opportunities elsewhere, especially where rural deprivation/isolation exists;
- There are courses in qualifications locally, but no employment opportunities locally, so have to travel out e.g. construction;
- Link with the economy thematic group – economic wellbeing needs to underpin parts of the children and young people action plan (eg. enterprise);
- Use young people as a resource for the community;
- Provide more 'choices' to young people in terms of education and employment prospects.

Older People

Performance Overview: Results of the Place Survey show that 86.2% of respondents over the age of 65 felt satisfied with both home and neighbourhood. This compares to 84.1% in Lancashire and 83.9% nationally.

The same survey showed that only 27.5% of respondents felt satisfied with the extent to which older people receive the support that they need to live independently at home, compared to 32.9% across the County and 30% nationally.

According to the JSNA, an expansion in age appropriate health, housing and social care services will become increasingly important in order to respond to the needs of an ageing population. Projections suggest that, by 2020, the population of West Lancashire will reach 113,400, with most of the increase due to a 42% rise in men and women over 65 years. The greatest numerical rise will be in the 70-74yr age band (increase of 1,100). The greatest percentage increase will be in the 80-84yr age group with a predicted increase of 48% (600 people).

The General Household Survey undertaken in 2004 estimated that in 2008, over 3,900 people aged over 75 would be living alone in West Lancashire. This figure is predicted to rise to more than 5,600 by 2020.

Some major service implications of this are likely to be:

- A need for over 1,248 care home places by 2020;
- A rise in the number of people requiring dementia care from 1,284 in 2009 to 1,716 by 2020; and
- A rise in the number of people requiring long-term care for health problems associated with stroke from 484 in 2008 to 699 in 2020.

Annual Conference: Thematic workshops were held at the LSP Annual Conference in June 2009. Participants identified what could realistically be achieved by thematic groups and where they felt that future priorities should lie. The 'Older People Workshop' reported the following:

What, realistically, can we achieve?

The action plan was developed using the LAA's national and local targets relevant to older people together with other strategic documents, including the Lancashire Partnership's Strategy for an Ageing Population. It was agreed that the actions in the plan were being or could be achieved.

Is there anything else we should be doing?

- 'to have enough money to live on' – support and promote the work of the Lancashire Fire and Rescue Home Safety Checks. Officers also provide information on benefits and keeping warm. Concerns were raised about the waiting lists for some benefit advice agencies. Proposed that other professionals are trained to offer advice.
- Mandy Naylor, Help Direct advised that 20% of their current queries were transport related. It was felt that particularly considering the growth in numbers of older people that proper infrastructure and transport services need to develop to cater for this age group. This would assist to reduce social isolation, particularly in rural areas.
- It was suggested that there was greater need for health training on social isolation.

- Also concerns were raised about the current patient transport service whether this provision and the access criteria could be reviewed.
- Supporting the provision / contributing to the cost of a Home Improvement Agency for the Borough as it is one of only two within Lancashire which do not have this provision.
- That the members of the LDF Team attend the next Older People's Partnership Board to, in the first instant, brief Board members and as appropriate throughout its development to ensure that the needs of older people are appropriately considered with respect to planning and housing with care / support needs.
- Considering the statistics shared with the group the OPPB should include actions to support and promote Lancashire Fire and Rescue Service in their work to provide Fire Safety Advice.

The Economy and Jobs

Performance Overview: In 2008, West Lancashire's employment rate for all persons of working age was 80%. This compares to 72% for the North West.

Between 1998-2006, the number of employee jobs in the Borough rose by 11%. The Borough out-paced the national and County growth rates of 8% and 9% respectively.

During 2006, 28% of employee jobs in West Lancashire were in public administration, education and health. 24% of employee jobs in the Borough were in the distribution, hotels and restaurant sectors. The distribution broadly reflects that of the County, although the proportion of Borough employee jobs in agriculture, fishing and forestry was 4% in West Lancashire, compared to 1.1% across the County.

During September 2009, 2,932 local residents (4.4% of the Borough's residents of working age) were claiming unemployment benefits (i.e. Job Seeker's Allowance). This proportion was lower than the regional average of 4.7%, but higher than the national average of 4.2%. In Tanhouse and Digmoor wards, the proportions were 10.8% and 12.3% respectively.

In the year until September 2009, the claimant count total in West Lancashire increased by 1,179 persons, representing a 67.3% yearly increase. The County and regional increases were lower at +65.9% and +59.8% respectively. Nationally, the increase was higher at +68.1%.

The wards seeing the largest increases in number of claimants over the year were in Digmoor (+127), Skelmersdale South (+115), Birch Green (+100) and Ashurst (+99). However, the largest percentage increases were in Tarleton, (+172.4%), Rufford (+140%), Aughton & Downholland (+108.1%) and North Meols (+100%).

The mean household income in West Lancashire in 2009 is £35k, the same as the national average and higher than that across the County and region.

Ward	Income			Employment		
	2004 Decile	2007 Decile	Direction of Travel	2004 Decile	2007 Decile	Direction of Travel
Ashurst	3	3	-	2	2	-
Aughton and Downholland	6	8	↑	5	5	-
Aughton Park	7	8	↑	5	6	↑
Bickerstaffe	7	6	↓	4	4	-
Birch Green	1	1	-	1	1	-
Burscough East	4	5	↑	3	3	-
Burscough West	5	6	↑	4	4	-
Derby	7	7	-	6	6	-
Digmoor	1	1	-	1	1	-
Halsall	5	6	↑	4	6	↑

Hesketh with Becconsall	6	6	-	7	6	↓
Knowsley	7	7	-	4	5	↑
Moorside	1	1	-	1	1	-
Newburgh	10	10	-	6	5	
North Meols	5	5	-	3	4	↑
Parbold	9	9	-	7	7	-
Rufford	7	7	-	6	6	-
Scarisbrick	6	7	↑	3	4	↑
Scott	4	4	-	3	3	-
Skelmersdale North	1	2	↑	1	1	-
Skelmersdale South	2	2	-	2	2	-
Tanhouse	1	1	-	1	1	-
Tarleton	8	8	-	5	6	↑
Wrightington	4	4	-	3	3	-
Upholland	6	8	↑	4	5	↑

*Those wards highlighted in red are amongst the 10% most deprived in the Country in relation to the particular indices of deprivation. Those highlighted in yellow are amongst the 20% most deprived.

The overall trend has been positive. In 2004, 15 out of 25 wards were amongst the 50% least income deprived in the Country. In 2007, this figure rose to 16 out of 25, with significant improvements in Aughton & Downholland and Upholland particularly. However, despite this trend of improvement the number of wards amongst the 20% most deprived remains unchanged (6 out of 25), indicating that there may be an increasing gap between the areas of most and least income deprivation.

In 2004, 8 out of 25 wards were amongst the 50% least employment deprived. In 2007, this rose to 11 out of 25 wards. However, the number of wards that were amongst the 20% most employment deprived in the Country remained unchanged (7 out of 25). Again, this is an indication of an increasing gap between areas with the most and least employment deprivation.

Only Bickerstaffe ward has seen an increase in income deprivation, the result being that it is now in the 40% least deprived wards in the country rather than the 30% least deprived.

Only Hesketh-with-Becconsall ward has seen an increase in employment deprivation. In 2007 it was amongst the 40% least deprived wards in the country.

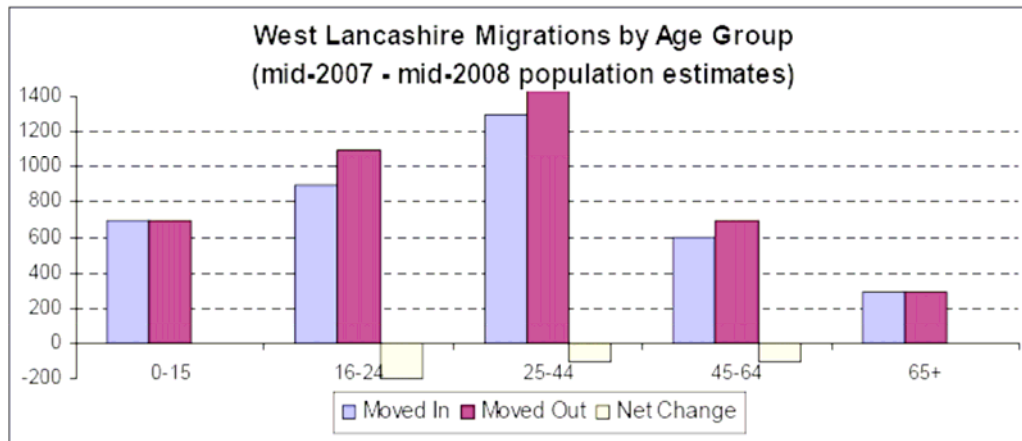
Birch Green, Moorside and Tanhouse wards continue to be amongst the 10% most deprived wards in the Country in terms of both income and employment deprivation.

Whilst improvements have been made in Skelmersdale North, the ward continues to be amongst the 10% most deprived wards in the Country in terms of employment deprivation, and the 20% most deprived wards in terms of income deprivation.

Skelmersdale South continues to be amongst the 20% most deprived wards in the Country in terms of both income and employment deprivation.

(N.B. This information is historical. Should the Executive choose to prioritise issues around economy and employment, more detailed analysis of performance information will need to be undertaken as soon as it becomes available).

More people are moving out of West Lancashire, than are moving in. The graph below demonstrates that all of this migration is occurring amongst those who are of working age.



According to the Place Survey, job prospects are considered to be the 13th most important element in terms of making somewhere a good place to live. The same survey found that job prospects were the 8th most important element that needs improving in West Lancashire.

Wage levels and local cost of living were rated as the joint 16th most important element in terms of making somewhere a good place to live. In terms of elements that need improving most locally, wage levels and local cost of living were considered to be the 15th most important.

Priority Project: Skelmersdale Vision. Progress towards implementing the Skelmersdale Vision has slowed significantly as we continue to await the outcome of the Kirkby Inquiry. However, it should be noted that funding for the new Skelmersdale College has successfully been secured. This is a long-term project, the outcomes of which will not be measurable for a number of years.

Priority Project: Market Towns Project. This project, in terms of the NWDA funded work, is almost complete. The Ormskirk Community Partnership is progressing well and hopes to receive Lottery funding in the near future to assist with their running costs and projects.

There is a small amount of the initial budget left and the end date for spending this has been extended to the end of March 2010. Most of this funding will be use to support Community Partnership and small scale contributions to kick start some of the action points in Ormskirk.

An evaluation of the success of the Market Towns Projects in Burscugh and Ormskirk will be undertaken in conjunction with the review of the Rural Economy Study to ascertain the success of these projects in terms of delivering outcomes for local people.

Priority Project: Rural Economy Study. An independent research study has been undertaken to investigate:

- how the rural economy of the Borough works
- what types of businesses there are
- how these businesses are doing
- what they think they need to be more successful, and the barriers they encounter which could prevent future growth

This information will help the LSP to decide the best way to go about helping businesses and to regenerate the rural areas in the future. An evaluation of the study in terms of its success in delivering outcomes is currently underway (as described above).

A suggested Action Plan is contained in the Study and the LSP is currently assessing how to take forward priority activities for the rural areas of the District over the next 10 to 15 years. Outcomes of the project will be measured and reported as the action plan is implemented.

Priority Project: Inspire Project. The Programme is midway through the second quarter of its final year of operation, being due to end in March 2010.

The Programme's spend on projects in the first quarter of 2009/10 was been considerably higher than expected, which means that about £7½M of the £8M NWDA funding has now been paid to projects, the remainder being due to be paid in the final three quarters to one of the 11 remaining projects which are still running.

The public sector matched funding budget of £4M was finally exceeded in quarter 1, reaching £4¼M, a particular achievement since public sector targets have always proven more difficult to achieve than private. The latter remains stable at £18M, considerably in excess of the £8M budget.

Residual quantities of outputs continue to be gathered.

The end of July was marked by the formal re-opening of the refurbished/rebuilt Ormskirk Station, returning this notable 1860s landmark to its rightful place as a significant grade 2 listed building and one of the principal gateways to the town. It also marks the completion of the last of the major structural projects within the programme although the Inspire project continues to deliver smaller scale improvements both to town/village centres as well as to business parks and transport corridors.

A final evaluation has been commissioned, which will provide a detailed picture and analysis of the local impacts and outcomes delivered through the project.

Annual Conference: Thematic workshops were held at the LSP Annual Conference in June 2009. Participants identified what could realistically be achieved by thematic groups and where they felt that future priorities should lie. The 'Economy and Employment Workshop' reported the following:

What can we still realistically achieve?

The group has only finalised its action plan since the onset of the economic downturn so it was felt that the actions contained within it were realistic.

Will be looking to tap into new funding opportunities (e.g. future jobs fund", "golden hello initiative") – would need to set up structures (NB West Lancashire forms part of the Mid Lancs footprint) – although original "deadline" has passed funding could remain available until mid September.

Is there anything different we should be focussing on instead?

Potential opportunities highlighted were: -

- Younger people have been hit hardest – need to maintain focus on NEET
- RECS scheme – commissioned by DWP includes approximately 6 companies in Lancashire & Cumbria.
- There are less opportunities available for new school/university leavers (& schemes are focussed on other groups)
- Establishing links with "contractors" providing government/LSC schemes (e.g. E2E, RECS) in order for statutory agencies, VCFS and private sector employers to strengthen/understand and take advantage of the opportunities for training and employment available for various groups.
- Create a business networking and support group (Wyre were raised as an example)
- Bringing more private sector involvement on board
- Graduate retention; providing employment opportunities so Edge Hill Graduates to stay in area.
- Graduate placement scheme
- Creating the environment to achieve the recommendations of the GVA Grimley report.
- ICT infrastructure – broadband unbundling etc (Business Link have responsibility for Lancashire)
- Support the affordable Housing Strategy (it was noted that at the Countywide level Housing came within the remit of the Economy Theme) NB Affordable Housing was/is a Key Project under the existing arrangements.

Better Environment

Performance Overview:

According to the Place Survey, the level of pollution was the joint 16th most important element in making somewhere a good place to live. It was the joint 17th element most in need of improving in the local area.

In 2007, gas and electricity consumption for both domestic use and in commerce/industry, was higher per consumer in West Lancashire than in the County or nationally.

The average domestic gas consumption per consumer in 2007 was the fourth highest amongst the Lancashire districts. Gas consumption per industrial/commercial consumer was the third highest.

The average consumption of electricity per domestic consumer was the 2nd highest amongst the Lancashire districts. Commerce and industry used the third highest amount of electricity per consumer.

Incidents of fly-tipping have decreased significantly, from 2,408 in 2006/7, to 1,344 in 2008/9.

According to the Climate Change Strategy, greenhouse gas emissions must be reduced by 25% by 2020 (from a West Lancashire baseline of 4,655,305kg).

In 2008/9, the percentage of household waste sent for reuse, recycling or composting was over 45%.

Priority Project: Energy Management. Reducing greenhouse emissions and preparing for the impact of climate change is a priority contained within the Environment Thematic Group Action Plan. 2 bids seeking funding to aid implementation of energy efficiency initiatives throughout the borough have been successful, work with two Parish Councils and one community group has commenced, and workshops are planned for this year. The expected outputs of the programme are to produce carbon reduction action plans for 20 businesses/community groups/ Parish Councils which are committed to energy efficiency and tackling climate change by April 2010.

A 'climate change and your business' seminar was also run by Groundwork for West Lancashire businesses which was attended by approximately 30 businesses who received energy efficiency advice and guidance. Another similar seminar is to be held in the near future.

Level 1 of the Local Climate Impacts Profile has been achieved, and work is ongoing to achieve Level 2.

A study brief has been commissioned in partnership with Liverpool City region authorities and Warrington, to conduct a PPS1 Supplement Climate Change which will inform the writing of a Renewable Energy policy for the LDF by March 2010. This will help to reduce West Lancashire's carbon footprint and to help adapt to the impacts of climate change. ARUP consultants have been appointed and a business survey is underway.

The Borough has signed up to the Nottingham Declaration.

Recently published results show a decrease in per capita CO₂ emissions for West Lancashire.

Annual Conference: Thematic workshops were held at the LSP Annual Conference in June 2009. Participants identified what could realistically be achieved by thematic groups and where they felt that future priorities should lie. The 'Better Environment Workshop' reported the following:

What can we achieve? Is there anything else we should be doing?

- Increase access to pathways and bridleways e.g. at Ashurst Beacon and along the riverside site in Skelmersdale.
- Work with Grounds Maintenance to ensure the most environmentally friendly works are carried out. Some grassland areas would benefit from a more relaxed maintenance programme.
- Need to help and encourage people enjoy the local countryside and wildlife.

- What impact is the current economic situation having on our work?
 - The Wildlife Trust is still seeing an increase in members but at a slower rate than previous years.
 - Funding is still being received from sources that were already committed before the credit crunch, so the worst is probably still to come.
 - The situation is quite uncertain at the moment as no-one has knowledge of funding available in the future. There will be no European monies available.
 - If further cuts have to be made, will environmental issues seem as important if forced to compete with Health, Education etc? Environment is often the first casualty of recession.

- What can we do to link our work into the economic recovery?
 - Environment job sector is growing.
 - This is an excellent time for businesses to become more sustainable and hence save money. Farming and rural industry also becoming more aware.
 - Potential to possibly use a very small % of greenbelt to attract 'green' industries to the Borough.
 - Community food growing projects – self funding opportunities.
 - Growth in renewables businesses i.e. solar and wind. Investment should be made in these businesses to make renewable technologies more widely available. Also investigate new technologies e.g. Methane. This will also create more 'green' jobs.
 - Encourage use of renewables. Investigate farmers' interest, however would need to give consideration to potential sites and their impacts on wildlife.
 - Eco-tourism – encourage people to stay local and do day-trips rather than holidays. This may be an attractive option if people have less disposable income. Co-ordinate regional work to promote our sites of interest.

- What are the main issues of climate change facing West Lancashire? How do we need to adapt to the changing climate?
 - Lancashire and Amounderness plain identified as at high risk from climate change in a recent report from Natural England. This needs to be recognised before it is too late.
 - Local food production and crop requirements.
 - Eco-system services and flood management – can we continue to manage it?
 - Ensure we work in partnership with all the cross-cutting themes of environmental issues e.g. health and well being.

THE LOCAL AREA AGREEMENT. The Lancashire Local Area Agreement contains a number of targets that West Lancashire is committed to achieve, or assist in achieving.

Indicator	Description	Current Value	Last Recorded	Target	Comment
NI1	% of people who believe people from difference backgrounds get on well together in their local area	83.6%	2008/9	76.7% (by 2011)	Current performance exceeding target.
NI4	% of people who feel they can influence decisions in their locality	27.3%	2008/9	33.2% (by 2011)	Under performing.
NI6	Participation in regular volunteering	23.7%	2008/9	27% (by 2011)	Underperforming.
NI16	Serious acquisitive crime rate	4.89	H1 2009/10	2.61	Target missed by half-year stage.
NI20	Assault with injury crime rate	3.02	H1 2009/10	0.44	Target missed by half-year stage.
NI35	Building resilience to violent extremism	1	2008/9	4 (by 2011)	County-wide target. Some actions contained in TG Action

					Plan.
NI49(i)	No. of primary fires and related fatalities and non-fatal casualties (excluding primary precautionary checks): 1. Total no of primary fires per 1,000 population	119.0	H1 2009/10	348 (in 2009/1)	Currently perfuming within target range.
NI49(ii)	No. of primary fires and related fatalities and non-fatal casualties (excluding primary precautionary checks): 2. Total no of fatalities due to primary fires per 1,000 population	0	H1 2009/10	District target n/av	
NI49(iii)	No. of primary fires and related fatalities and non-fatal casualties (excluding primary precautionary checks): 3. Total no of non-fatal casualties (excluding precautionary checks) per 1,000 population	5.0	H1 2009/10	District target n/av	
NI1119	Self-reported measure of people' overall health and wellbeing	75.7%	2008/9	77.8% (by 2011)	Currently performing slightly below target.
NI139	The extent to which older people receive the support they need to live independently at home	27.5%	2008/9	33.4% (by 2010/11)	Currently performing below target.
NI142	% of vulnerable people who are supported to maintain independent living			99% (County target)	
NI152	Working age people on out of work benefits	12.3%	2008/9	12.2%	Currently performing close to target
NI153	Working age people claiming out of work benefits in the worst performing neighbourhoods	28.3%	2008/9	28.1%	Currently performing close to target
NI155	No of affordable homes delivered (gross)	12	Q2 2009/10	8	Target exceeded.
NI156	No of households living in temporary accommodation	3	2009/10	1	Target not met.
NI171	New business registration rate	37.7	2007/8	53.5 in 2009/10	
NI186	Per capita reduction in CO2 emissions in the LA area	835kt	2005/07	12.5% reduction from the 2005 baseline by 2010/11.	Of which 9.75% is from "national" measures and 2.75% is from "national measures with LA influence
NI187(i)	Tackling fuel poverty - % of people receiving income based benefits living in homes with a low energy efficiency rating: (i) Low energy efficiency	7.99%	2008/9	7.33% (by 2010/11)	Target not currently being met.
NI187(ii)	Tackling fuel poverty - % of people receiving income based benefits living in homes with a low energy efficiency rating: (ii) High energy efficiency	37.63%	2008/9	39.75% (by 2010/11)	Target not currently being met.
NI188	Panning to Adapt to Climate Change	1	Q2 2009/10	3 (by 2010/11)	Action plan in progress to achieve target.
NI192	% of household waste sent for	47.38%	Q2	50%	Performance in the 1 st

	reuse, recycling and composting		2009/10		quarter was slightly higher at 48.22%
NI195a	Improved street scene and environmental cleanliness: Litter	5.17%	Q2 2009/10	15%	Target being exceeded
NI195b	Improved street scene and environmental cleanliness: Detritus	7.72%	Q2 2009/10	24%	Target being exceeded
NI195c	Improved street scene and environmental cleanliness: Graffiti	0	Q2 2009/10	4%	Target being exceeded.
NI195d	Improved street scene and environmental cleanliness: Fly-posting	0	Q2 2009/10	2%	Target being exceeded.
NI197	Improved Local Biodiversity – proportion of Local Sites where positive conservation management has been or is being implemented			24% by 2010/11 (County target)	