

Please read together with the addendum added as a 2010/11 refresh at the back of the strategy.



West Lancashire
Local Strategic Partnership

**A Sustainable
Community
Strategy
for
West Lancashire
2007-2017**



West Lancashire

Sub-Regional Setting



NOT TO SCALE

Foreword by the Chair of the West Lancashire Local Strategic Partnership

It gives me great pleasure to introduce West Lancashire Local Strategic Partnership's Sustainable Community Strategy 2007-17. Over the last 2 years we have been working hard to find out what needs to be done to improve the quality of life in West Lancashire.

This strategy details how we can work best in partnership to achieve our vision of 'improving quality of life for all'.

Through the Community Strategy 2003-6, much has been achieved by the Partnership since its inception in 2001. With our second strategy, we now want to build upon our experience to be even more effective in driving and delivering improvement in West Lancashire.

We believe that we can be most effective by focusing our action. Over the next few years, we will concentrate our efforts on working together to implement a selection of priority projects, which will have tangible and lasting benefits for the people of West Lancashire.

We have reviewed the way in which the Partnership works and now have the right structures in place to deliver our goals. We have set ourselves challenging, yet realistic, targets to drive improvement – we will monitor our performance against these to show us where we are doing well, and alert us to where we are not! To ensure that improvements meet the needs and aspirations of communities we will continue to seek the views of all sections of the community at key stages of development, and strive as an LSP to take action to address local concerns.

All of our partners are committed to achieving the goals that this strategy sets out. It is my belief that this commitment, focus and our new working arrangements will ensure that our vision and objectives are realised. Working in partnership, we will make a difference for the people of West Lancashire.



Rosie Cooper MP

Chair of West Lancashire Local Strategic Partnership



Sustainable Community Strategy for West Lancashire 2007-2017

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A Sustainable Community Strategy for West Lancashire 2007-2017

1. Our Vision & Executive Summary

1.1 The West Lancashire Local Strategic Partnership (LSP) has prepared this Sustainable Community Strategy for improving the wellbeing of our local communities. We have worked with the service providers, voluntary groups, local people and businesses to produce this strategy to achieve our shared vision as set out below:

Our vision is:

West Lancashire Local Strategic Partnership - Improving Quality of Life for All



We will do this by working together to be:

- the cleanest, safest, healthiest and greenest place in the country to live, work and enjoy;
- a place where everyone is valued and has the opportunity to contribute; and
- a place with excellent, easily accessible and sustainable jobs and services.

1.2 This Sustainable Community Strategy has been developed following a review of the Community Strategy 2003–2006 and all our information and with the involvement of partners and the public.

1.3 From an analysis of our information and from what people have told us we identified a number of key issues. From these we have developed the following key objectives.

- To improve safety and ensure that people feel safe (**safer communities**).
- To build on the solid foundations of a strong voluntary and community sector and to develop community participation and pride in our neighbourhoods (**stronger communities**).
- To improve health outcomes, promote social wellbeing for communities and reduce health inequalities for everyone (**improved health for all**).
- To provide more appropriate and affordable housing to meet the needs of local people (**affordable housing**).
- To provide good quality services that are easily accessible to all (**quality and accessible services**).



- To contribute to sustainable development through the wise use of natural resources (**sustainable development**).
- To provide opportunities for young and older people to thrive (**young and older people**).
- To create more and better quality training and job opportunities to get more people into work (**the economy and jobs**).
- To protect and improve West Lancashire's environment including safeguarding our biodiversity (**better environment**)

1.4 We have also identified the following cross-cutting themes that should underlay all that the LSP does to achieve its objectives.

- **Sustainability** – with the aim to create sustainable communities.
- **Information and Communication Technology** – with the aim of using ICT to make improvements in services wherever possible.
- **Reducing deprivation in our local community** – with the aim to narrow the gap between the most and the least disadvantaged people and communities.
- **Social Inclusion, Equality and Diversity** – with the aim to improve community cohesion with regard to people with disabilities, for men and women and for people of different ages as well as for people of all nationalities, ethnicities, religions and sexual orientation.
- **Prevention and Intervention** – with the aim to concentrate on the prevention of problems before they occur and to take a proactive approach to solving problems that exist.
- **Funding and Value for Money** – with the aim to achieve a fair share of all funding streams for the district and good use of that funding.
- **Partnership** – with the aim of developing joint approaches to local procurement and development of strategies, and working together across administrative boundaries to commission key services and activities.
- **Access** – improving access for all.



1.5 To achieve our objectives we have decided to concentrate on a small number of priority projects that require partnership working. These are set out below.

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

The diagram on page 23 shows how these projects are linked to our objectives.



2. Introduction

2.1 West Lancashire's Community Strategy 2003-2006 set out a vision of how everyone can work together to improve and sustain the economic, social and environmental quality of life in our area. Following a review of that strategy, all our information and the involvement of partners and the public through consultation, we have developed this new Sustainable Community Strategy 2007-17.

2.2 The information we gathered helped the Partnership to identify the key issues for the district. We looked at what was in place to address those issues and what further action was needed. In this way we identified the priority projects on which we will concentrate over the next few years in order to make a difference.



3. Our District

3.1 West Lancashire is an attractive place to live, work and visit. It has beautiful green fields and high quality soils producing fine food for the nation. It has bustling market towns and vibrant villages as well as a rapidly maturing New Town. It has a rich heritage and is a haven to wildlife. It has a good and diverse economic base and contains a number of visitor attractions such as Martin Mere. It has good links to the three main city regions of the North West.

West Lancashire is not however without its issues. Skelmersdale faces challenges from the design and layout of the New Town and the fact it grew very quickly in the 1960s. Ormskirk and the rural areas suffer from growth along routes that are not adequate for today's traffic and transportation needs. Although certain types of deprivation are concentrated in Skelmersdale there are pockets of deprivation throughout the district and access to services is difficult for those without access to a car in many parts.

3.2 In order to understand what we should be doing to improve life in West Lancashire we have produced an Area Profile setting out a vast array of information about West Lancashire (a copy is available to download from the West Lancashire District Council's web-site at www.westlancsdc.gov.uk).

Some of the main points arising from the Area Profile tell us that:

- The proportion of older people is forecast to rise dramatically. Between 2003 and 2028 the 60-74 age group is set to rise by 6,200 ($\approx +38\%$) and the over 75's by 7,100 ($\approx +93\%$).
- The district has a lower proportion of ethnic minority residents compared with Lancashire and the North West.
- In 2001, the age structure of West Lancashire overall was similar to that of the county and North West region. Skelmersdale/Up Holland is characterised by having a young age structure. The age structure of Ormskirk/Aughton and western parishes was similar to that of the northern parishes but with a slightly higher proportion of persons aged 60 and over and a lower proportion of children aged 0-15.
- There are relatively high levels of multiple deprivation in parts of Skelmersdale/Up Holland.



- Road traffic accidents, including fatal accidents, have risen quite dramatically between 2001 and 2004. Public transport is perceived to be poor. People travel relatively long distances to work. Use of the bus is lower than the national average but use of trains is slightly higher.

- Despite nearly 800 jobs being created over the last two years there has been a rise in the number of people claiming job seeker allowance.

- There is strong support for helping the rural business community.
- A high percentage of people are providing unpaid care.
- Achievement levels of pupils were generally in line with or higher than those in England but district-wide GCSE/ GNVQ results were below average in 2004.
- Despite relatively high levels of house building, affordability is a major issue in West Lancashire. The number of affordable dwellings completed as a percentage of all new dwellings in 2003-04 was well below the national average. (16% compared to 34%)

- Some rural parts of the district experience severe barriers to accessing housing and local services such as GPs, primary schools and shops.
- West Lancashire is in the top quartile for domestic gas consumption, the bottom quartile for river water quality and we have virtually no renewable energy schemes.
- West Lancashire has not been getting its fair share of National Lottery funding for sports, arts and heritage projects.

4. Our Achievements

4.1 The priorities set out in our Community Strategy 2003-2006 were:

- Community safety
- Economy and employment
- Health and social care
- Education and training
- Community regeneration and housing
- Natural environment
- Culture, leisure and sport
- Transport and access.



4.2 We have made good progress in moving forward to improve the quality of life in West Lancashire and below are some of the things that we have achieved.

Community Safety

4.3 West Lancashire has the lowest levels of crimes such as criminal damage, vehicle crime, youth re-offending and violent crime in the county. Tackling anti-social behaviour is still our priority and we are successfully using diversionary activities and ASBOs to address this issue. Our multi-agency problem solving arrangements have been recognised as a model of best practice across the North West region. Our success is recognised by the local community with 74% of the People's Panel members agreeing that West Lancashire is a safe and secure place to live in 2005/06, compared to 66% in 2001.



Economy and Employment

4.4 Great progress is being made to create additional permanent jobs in the district. 463 jobs were created in 2005/06, largely through the Land & Property Pilot, Inspire, and the Burscough Town Centre Development projects. These are part funded by West Lancashire "Investing in Business" regeneration programme (using NWDA funds).



Health and Social Care

4.5 The number of West Lancashire's patients waiting for operations has been slashed from 557 in March 2004 to 53 patients in March 2006. There has also been a reduction in cancer deaths in under 75s and a Cancer Network has been set up.

Cycle training and the promotion of cycling and walking to school is well underway and all schools are working towards being a healthy school by 2009.

4.6 Partnership Boards for older people, people with learning disabilities and people with physical disabilities have been established providing a real opportunity for people to express their views concerning services and plans for services in the locality and these have representation on the LSP. A draft Action Plan, which identified services to meet lower level needs, has been agreed by the LSP. The Access to Health Service for Carers has enabled more carers to attend to their own health and wellbeing. In addition, the Princess Royal Trust Carers Centre through continuing work with GP practices have given out information packs and increased support to carers on a one to one basis, which has been successful and highly valued.

Transport

4.7 The fantastic Burscough Bridge bus/rail interchange opened in October 2005, which includes a staffed travel and information office and a café. Minor improvement works have also been carried out at Burscough Junction station.



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Education and Training

4.8 The West Lancashire Lifelong Learning & Training Thematic Group is making a real effort to get people back into work. For example, successful projects at Midstream and the Brighter Future Workshop (part-funded through the "Investing in Business" programme) are helping to expand and enhance their work in training people who have learning difficulties or are disabled, including assisting them into employment.



Community Regeneration and Housing

4.9 Funding of around £4 million has been secured from the Housing Corporation to build new affordable homes in West Lancashire. The proportion of public sector properties meeting the decent home standard is also well on target to be met by 2010. A recent private sector housing survey showed that the condition of private dwellings is better than the national average and we already meet the government target for private sector housing conditions, ahead of the target date of 2007.

Natural Environment

4.10 Funding has been secured to make Ashurst Beacon accessible to people of low mobility, wheelchair and pushchair users. More free compost bins were also distributed in West Lancashire than in any other Lancashire district (3780 between January and December 2005). There has been a 3.6% fall in the amount of household waste in 2005/06 and 98% of our population is now served by kerbside collection of recyclables.





Culture, Leisure and Sport

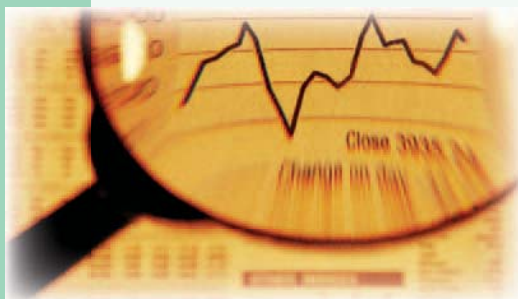
4.11 A massive youth consultation project took place to find out the views of young people and how partners could help improve their lives. The Quality of Life Project asked 11 to 15 year olds about their lifestyles and hopes for the future. The project included a youth lifestyle questionnaire sent to 5,000 children and discussions with young people for their thoughts. Their views will be used to help inform decision makers about youth issues and to improve facilities. In addition we have achieved exceptional results in the number of visits to the Chapel Gallery and number of people attending countryside events and activities. Overall usage of leisure and cultural facilities has increased significantly with over one million visitors annually.

5. Our Regional Setting

National Guidance

5.1 Much of the work carried out in the district is designed to assist in implementing government policies. Section 4 of the Local Government Act 2000 placed a duty on local authorities to prepare a Community Strategy for promoting or improving the economic, social and environmental wellbeing of their area and contributing to the achievement of sustainable development in the United Kingdom.

5.2 A consultation document was published by the Office of the Deputy Prime Minister in December 2005 entitled "Local Strategic Partnerships: Shaping their Future". This states that Community Strategies need to evolve into **Sustainable** Community Strategies, based on firm evidence. They should add value to other local plans; be spatially relevant and robust enough to set the agenda for priorities in Local Area Agreements. More focus should be on the delivery of outcomes in order to meet the vision set out in Community Strategies. This should be achieved through the introduction of performance management.



5.3 West Lancashire lies within the heart of the North West region of England forming a green lung between the cities of Liverpool, Manchester and Preston. We are actively involved in working with other agencies throughout Lancashire and the North West region to ensure that West Lancashire plays its part in driving up the quality of life for the whole region. The following paragraphs set out some of the regional strategies with which our Sustainable Community Strategy must integrate.

Regional Economic Strategy

5.4 The Lancashire Economic Strategy identifies programmes and projects that are of sub regional significance and provides a coherent framework for the delivery of the Northwest Regional Economic Strategy in Lancashire. Programmes and projects that have been included for West Lancashire are Skelmersdale regeneration, West Lancashire Inspire and the Investing in Business programme.

Six strategic economic priorities have been established which the Lancashire Economic Strategy aims to deliver, these are:

- Blackpool World Class Resort Destination
- Preston City Vision
- Pennine Lancashire Transformational Agenda
- Aerospace and other Advanced Manufacturing
- Skills
- Tourism and Rural Economy.

The strategy is concerned with enhancing value added activity in Lancashire and improving the global competitiveness of the sub region as a place to invest.

Regional Spatial Strategy

5.5 The Regional Spatial Strategy for the North West published in March 2003 aims to promote sustainable patterns of development and physical change. It focuses new development and urban renaissance resources in the North West Metropolitan Area stretching from Merseyside to Greater Manchester, including Skelmersdale but excluding the rest of West Lancashire. The strategy is being revised and will have policies based upon City Regions with West Lancashire falling mainly within the Liverpool City Region.

Regional Housing Strategy

5.6 The Vision for the 2005 Regional Housing Strategy is as follows:

Our vision is a region working together to deliver a housing offer that will promote and sustain maximum economic growth within the region



ensuring all residents can access a choice of good quality housing in successful, secure and sustainable communities.

The North West should be a region that:

- Involves people and communities in planning their futures
- Invests in sustainable neighbourhoods
- Provides a range of high quality properties for sale and rent
- Supports the development of mixed communities
- Rejuvenates our urban areas so they are the first choice for all kinds of households
- Promotes sustainable rural communities
- Replaces obsolete housing and promotes new development in a planned and balanced way to support economic growth.



The vision is developed through four strategic priorities for housing intervention:

1. Urban renaissance.
2. Affordable homes to maintain balanced communities.
3. Decent homes in thriving neighbourhoods.
4. Meeting the needs of communities and providing support for those who need it.

Lancashire Local Area Agreement

5.7 The Lancashire Partnership has developed the Lancashire Local Area Agreement for 2006-2009. All local authorities and Local Strategic Partnerships in the county (apart from the unitary local authorities) have signed up to the agreement and it was formally signed by the government in March 2006. The agreement contains 90 targets that partners have agreed to aim for. Twelve of the targets are called stretch targets and if these targets are reached the Partnership will receive reward grant. In addition the Partnership has to prepare action plans to achieve all the targets and can apply for pump priming grants to assist in achieving the stretch targets.



5.8 The Local Area Agreement is based around four "blocks":

- Safer and Stronger Communities
- Children and Young People
- Healthier Communities and Older People
- Economic Development and Enterprise.

5.9 Each of these blocks contains a series of more detailed outcomes, sub-outcomes and measures that are designed to be challenging but achievable.

5.10 There are four cross cutting outcomes:

- Increased Life Expectancy
- Improved Life Chances for Lancashire People
- Sustainable Lancashire Communities
- Narrowing the Gap Between the Most and the Least Disadvantaged amongst Lancashire's People and Communities.

5.11 There are also three key cross-cutting themes:

- Alcohol
- Environmental Wellbeing
- Prevention and Support.

5.12 It is important that the West Lancashire Sustainable Community Strategy assists in the delivery of the Lancashire Local Area Agreement. This will result in improved wellbeing and increased government investment in West Lancashire and in the county as a whole.

6. Our Key Issues

6.1 We have reviewed all our consultation to develop a number of key issues. Our consultation revealed the following.

2005 People's Panel (815 weighted responses)

6.2 In 2005, the highest proportion of People's Panel members ranked "working to reduce the level of crime and fear of crime" as the top priority area for improvement in the district. "Improving the quality of health and social care" was ranked as top priority by the second highest proportion of members. Below those were "improving the economy and opportunities for local people getting into jobs"; "improving the quality of education and training for all ages"; and "regenerating neighbourhoods and improving the availability of housing".



6.3 West Lancashire residents who took part in the Best Value General Survey in 2004 gave different top priorities for improvement in their local area, compared with the People's Panel members one year later. Dealing with the level of crime was highlighted by both groups, but the Best Value Survey raised activities for teens and traffic congestion as more important.



2005 Special Interest Groups (35 responses)

6.4 The survey of Special Interest Groups produced slightly different priorities than the People's Panel, but concerns about improving work to reduce crime and the fear of crime came top, followed by jobs, health, education and transport.



2005 Web/Public Consultation (73 responses)

6.5 The web based survey showed much different results. Crime came out as the highest priority in terms of making improvements. Transport and access came second followed by housing, health and the quality of the natural environment.

Parish Plans/Vital Villages

6.6 An analysis of the various Parish Plans, Village Design Statements, Parbold Parish Audit and the Skelmersdale Vital Villages Project reveals similar issues that concern residents in West Lancashire. The need for involving young people in discussing their needs, providing areas for teenagers to meet, providing better public transport, reducing traffic levels and speed, reducing the fear of crime, improving street cleanliness and pedestrian facilities, improving the design of new

development, improving access to health services, developing Community Centres and providing more information to people, all featured in the majority of the survey results and action plans.



Annual Conference (62 attendees)

6.7 At the Local Strategic Partnership's Annual Conference held on 8 June 2006 a number of structured workshops were held with members of the LSP Forum. The

conference identified a strong feeling that the falling quality of public transport should be one of the main issues. Other issues identified were housing and the urban environment; sustainable development; safer stronger communities; health & wellbeing; economy & skills; affordable & appropriate housing; empowering & enabling communities; older people; crime & disorder; making use of the voluntary sector; community cohesion; opportunities for young people; health; the fitness for work programme; balanced representation; pleasant place to live; children & young people; and access to services.

Issues Paper Consultation

6.8 An issues paper was produced in May 2006 to stimulate discussion at the Annual Conference. It was sent to all the members of the Partnership Forum and those unable to attend the Annual Conference were invited to send in comments. In addition the author of the issues paper was invited to give presentations to some of the Thematic Groups and to the District Council. A number of points emerged through this process. A number of people felt that the new sustainable community strategy should be closely aligned to achieving the targets of the Local Area Agreement. Transport and access to health services; road safety and traffic congestion; affordable housing across the district, including Skelmersdale; energy efficiency; health inequalities; the built environment and street cleanliness; raising the skill base and creating quality jobs; and using diversionary activities for young people to reduce crime, were all raised as issues that need to be tackled. A particular point made by the District Council was that there should be action across the whole district of West Lancashire to avoid resentment building up in those areas that were not the centre of activity.



Key Issues

6.9 The following key issues arise from the above analysis.

- There is a need to continue to tackle crime but more should be done to make people feel safe.
- There is a need to ensure that health and care services are accessible throughout the district and especially in rural areas.
- There is a need to continue with efforts to protect and improve the quality of the district's environment including the street scene, natural and built heritage of our towns, villages and countryside.
- There is a need to improve air and water quality and to use resources responsibly.
- There is a need to work towards getting more people, including those on incapacity benefit, into work and addressing skill shortages.
- There is a need for more affordable housing in the district.
- There is a need to address dissatisfaction with public transport and traffic congestion so that people have better access to services, and jobs.



- There is a need to plan for more elderly people in terms of housing, health, transport, carer support, leisure facilities, home adaptations, lifelong learning etc. Also the increased number of older people offers opportunities to benefit from their capacity to become involved in voluntary work and to contribute to the local economy.
- There is a need for a co-ordinated approach to providing facilities for teenagers and young people.
- There is a need to tackle multiple deprivation in Skelmersdale combined with the problems of an underperforming town centre; a larger than average percentage of young people; and a higher than average dissatisfaction with local neighbourhoods.



- There is a need to take steps to ensure that communities are cohesive and benefit from mutual understanding and, in particular, to meet the need for, and the needs of, migrant workers throughout the district.

7. Our Objectives

7.1 To address the key issues we believe that the objectives below should become the focus of the LSP and the Sustainable Community Strategy.

Key Objectives

- To improve safety and ensure that people feel safe (safer communities).
- To build on the solid foundations of a strong voluntary and community sector and to develop community participation and pride in our neighbourhoods (stronger communities).
- To improve health outcomes, promote social wellbeing for communities and reduce health inequalities for everyone (improved health for all).
- To provide more appropriate and affordable housing to meet the needs of local people (affordable housing).
- To provide good quality services that are easily accessible to all (quality and accessible services).
- To contribute to sustainable development through the wise use of natural resources (sustainable development).
- To provide opportunities for young and older people to thrive (young and older people).
- To create more and better quality training and job opportunities to get more people into work (the economy and jobs).
- To protect and improve West Lancashire's environment including safeguarding our biodiversity (better environment).



8. Our Cross-cutting Themes

8.1 We believe that the following cross-cutting themes should underlay all that the LSP does to achieve its objectives:

- *Sustainability* - with the aim to create sustainable communities.
- *Information and Communication Technology* – with the aim of using ICT to make improvements in services wherever possible.
- *Reducing deprivation in our local community* – with the aim to narrow the gap between the most and the least disadvantaged people and communities.
- *Social Inclusion, Equality and Diversity* – with the aim to improve community cohesion with regard to people with disabilities, for men and women and for people of different ages as well as for people of all nationalities, ethnicities, religions and sexual orientation.
- *Prevention and Intervention* – with the aim to concentrate on the prevention of problems before they occur and to take a proactive approach to solving problems that exist.
- *Funding and Value for Money* – with the aim to achieve a fair share of all funding streams for the district and good use of that funding.
- *Partnership* – with the aim of developing a joint approach to local procurement and development of strategies and working together across administrative boundaries.
- *Access* – improving access for all.

9. Our Priority Projects

9.1 Having assessed all the information we decided that the Strategic Partnership should concentrate on a small number of priority projects that require partnership working to achieve our objectives. Together these projects have the potential to meet many of the needs of all our local communities. The priority projects are set out below. Work has already started on some of these projects.

- *Skelmersdale Vision* – this is a proposal to create a modern town centre for Skelmersdale offering everything that other town centres have to offer such as more leisure, an evening economy, hotel, and more homes and jobs close to the town centre to add more vibrancy.
- *Market Towns Project* – this is a project to employ a co-ordinator to assist the communities of Ormskirk and Burscough to prepare improvement plans for their towns.
- *Safer Stronger Communities Funded Project in Skelmersdale* – this is a proposal funded by central government to set up a Neighbourhood Management Board to be responsible for spending £3.7m within a specified area to improve community cohesion and community safety.
- *Rural Economy Study* – this is a NWDA funded project aimed

at understanding how our rural economy is operating and suggesting actions to improve its contribution to the local economy.

- *Vital Villages/Parish Plans* – these are plans prepared by the local community for the local community that have been ably assisted by the West Lancashire CVS. They will be developed and continue to be used to inform a future refresh of the sustainable community strategy.



- *Inspire Project* – is delivering a 3-year programme of activity in the form of six mini-projects to help bring about physical regeneration in West Lancashire. The project provides district-wide grant support for businesses, to include upgrading and improvement of buildings and premises, machinery and security. It also provides for town centre enhancements, gateway and transport corridor initiatives and employment area improvements.

9.2 In addition to the above we will give priority to developing the following new initiatives:

- *Affordable Housing Strategy* – looking at ways in which we can increase the number of affordable homes in the district jointly with Registered Social Landlords and other partners.

- *Energy Management* – encouraging local businesses, other organisations and individuals to reduce their energy use and install renewable energy technologies in order to reduce the district's contribution to climate change.

- *Integrated Transport* – looking for imaginative ways in which we can provide sustainable public transport including addressing accessibility to key services and difficulties traveling within localities and across the district and into neighbouring authorities.



Timescales

9.3 Within a year we aim to:

- Select a development partner for Skelmersdale town centre.
- Complete an action plan for Ormskirk market town.
- Complete the public realm project in Burscough town centre.
- Set up task groups to develop the Integrated Transport project and the Energy Management project.

9.4 Within 2 to 4 years we aim to:

- 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.
- Secure funding for the Ormskirk market town action plan.
- Ensure the wise use of resources within the Safer Stronger Communities funded project in Skelmersdale.
- Have complete district coverage of parish plans.
- Identify ways of implementing parish plans.
- Complete the Inspire Project.



- Begin to implement the Rural Economy Strategy.
- Develop realistic action plans for the Integrated Transport project and the Energy Management project.

9.5 Within 5 to 10 years we aim to:

- Ensure that the development of Skelmersdale town centre is at an advanced stage.
- Complete the implementation of the Ormskirk market town action plan.
- Have developed three previously developed rural employment sites.
- Have substantially implemented the action plans for the Integrated Transport project and the Energy Management project.

Outcomes and Targets of Our Work

9.6 In order to meet our objectives we are aiming to achieve a number of outcomes. We have set ourselves a number of targets. We will monitor progress towards meeting these targets and take appropriate action if it looks as though performance is not on track to achieve them.

9.7 The table on page 23 details the headline indicators that we will monitor our performance against. We believe that these will accurately reflect the impact of our key projects on achieving our key objectives. Our projects will also assist in achieving a number of targets within the Lancashire Local Area Agreement (denoted by LAA reference). This overarching performance framework will be supported by more detailed performance information, which will be developed by the Performance Management Group.

9.8 The development of the strategy incorporated substantial consultation with involvement from local stakeholders, key organisations, agencies and interest groups. The strategy has been equality impact assessed and there is no evidence from an initial assessment of an adverse impact on equality in relation to the equality target groups.

9.9 We have also identified a number of key targets against our headline indicators that we are striving to achieve. Our progress in meeting these targets will be a reflection of the success of the work that we have undertaken to achieve our key objectives.

9.10 The initial indicators for the LSP (given on page 22) will be developed by the Performance Management Group and reported to the Executive by September 2007.

Performance Indicator
% of residents who said they were either 'very' or 'fairly' satisfied with their local area as a place to live (LAA S20)
% of residents who strongly or tend to agree that they can influence decisions affecting their local area (LAA S26)
% of residents surveyed who are satisfied with the delivery of local services (LAA S30)
% of residents who said they feel 'fairly safe' or 'very safe' outside during the day
% of residents who said they feel 'fairly safe' or 'very safe' outside after dark: a) in their neighbourhood; b) in the Town Centre (LAA S5)
% of residents who said they feel 'fairly safe' or 'very safe' in their home
Number of British Crime Survey Comparator Offences (LAA S1)
% of residents who think that for their local area, over the past 3 years, community activities have got better or stayed the same
% of residents finding it easy to access key local services: a) GP; b) Hospital; c) Grocery Shop
Use of Leisure Facilities
Life Expectancy at birth: a) male; b) female
Affordable Decent Housing brought on stream (LAA H20)
Affordable dwellings completed as a percentage of all new housing completions
House price to income ratio
Take up of energy efficiency grants
Levels of key air pollutants
Average SAP rating for all housing stock (LAA H17)
% of working population that is in employment
No. of people moving into sustainable employment and ceasing to claim Incapacity Benefit or Lone Parent Benefit (LAA E8)
% of children that live in households that are income deprived
% of population over 60 that live in households that are income deprived

10.0 What Happens Now?

10.1 The West Lancashire LSP Sustainable Community Strategy has been developed following a review of all our information and the involvement of partners and the public.

This strategy will now be used to help guide partners in achieving our objectives and delivering our vision.

The strategy will be refreshed in three years. In the meantime, we would be happy to receive any comments on the strategy. If you have any views, please contact:

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Headline Indicators and Key Objectives

HEADLINE INDICATORS	KEY PROJECTS								
	Skelmersdale Vision	Market Towns Project	SSCF Project in Skelmersdale	Rural Economy Study	Vital Villages/ Parish Plans	Inspire Project	Affordable Housing Strategy	Integrated Transport	Energy Management
% of population over 60 that live in households that are income deprived.	↘	↘				↘	↘		
% of children that live in households that are income deprived	↘	↘				↘	↘		
No. of people moving into sustainable employment and ceasing to claim Incapacity Benefit or Lone Parent Benefits (LAA E8)	↘	↘		↘		↘			
% of working age population that is in employment	↘	↘		↘		↘			
Average SAP rating of all housing stock (LAA H17)	↘						↘		↘
Levels of key air pollutants							↘	↘	↘
Take up of energy efficiency grants									↘
House price to income ratio	↘	↘		↘		↘			
Affordable dwellings completed as a percentage of all new housing completions	↘			↘			↘		
Affordable decent housing brought on stream (LAA H20)	↘			↘			↘		
Life expectancy at birth - female							↘	↘	↘
Life expectancy at birth - male							↘	↘	↘
Use of leisure facilities	↘	↘					↘	↘	↘
% of residents finding it easy to access key local services i.e. GP, Hospital, Grocery Shop	↘	↘	↘	↘	↘			↘	
% of residents who think that for their local area, over the past 3 years, community activities have got better or stayed the same	↘	↘	↘		↘				
Number of British Crime Survey Comparator Offences (LAA S1)	↘	↘	↘						
% of residents who said they feel 'fairly safe' or 'very safe' in their home	↘	↘	↘		↘		↘		
% of residents who said they feel 'fairly safe' or 'very safe' outside after dark a) in their neighbourhood b) in Town Centre (LAA S5)	↘	↘	↘		↘				
% of residents who said they feel 'fairly safe' or 'very safe' outside during the day	↘	↘	↘		↘				
% of residents surveyed who are satisfied with the delivery of local services (LAA S30)	↘	↘	↘	↘	↘	↘	↘	↘	↘
% of residents who strongly or tend to agree that they can influence decisions affecting their local area (LAA S26)	↘	↘	↘		↘				
% of residents who said they were either 'very' or 'fairly' satisfied with their local area as a place to live (LAA S20)	↘	↘	↘	↘	↘	↘	↘	↘	↘
KEY OBJECTIVES	Safer Communities	↘	↘	↘		↘	↘		
	Stronger Communities	↘	↘	↘	↘	↘		↘	
	Improved Health for All	↘	↘			↘		↘	
	Affordable Housing	↘	↘		↘		↘		
	Quality and Accessible Services	↘	↘		↘	↘		↘	↘
	Sustainable Development	↘	↘	↘	↘	↘	↘	↘	↘
	Young and Older People	↘	↘	↘		↘		↘	
	The Economy and Jobs	↘	↘		↘	↘	↘	↘	↘
	Better Environment	↘	↘			↘	↘	↘	↘



West Lancashire
Local Strategic Partnership

Sustainable Community Strategy 2007-17

2010/11 Refresh

Following a review that was closely aligned to the Performance Reward Grant prioritisation process, and which was strongly informed by extensive analysis of both the qualitative and quantitative information available about the needs of the Borough, West Lancashire Local Strategic Partnership has agreed a refreshed strategic framework.

Our goal remains:

West Lancashire Local Strategic Partnership – Improving Quality of Life for All

Our key objectives are:

- To improve safety and ensure that people feel safe (**safer communities**).
- To build on the solid foundations of a strong voluntary and community sector and to develop community participation and pride in our neighbourhoods (**stronger communities**).
- To improve health outcomes, promote social wellbeing for communities and reduce health inequalities for everyone (**improved health for all**).
- To provide more appropriate and affordable housing to meet the needs of local people (**affordable housing**).
- To provide good quality services that are easily accessible to all (**quality and accessible services**).
- To contribute to sustainable development through the wise use of natural resources (**sustainable development**).
- To provide opportunities for young and older people to thrive (**young and older people**).
- To create more and better quality training and job opportunities to get more people into work (**the economy and jobs**).
- To protect and improve West Lancashire's environment including safeguarding our biodiversity (**better environment**).

Concentrating on these key issues over the next few years will help us to achieve our key objectives and 'narrow the gap' for West Lancashire's residents:

- Alcohol misuse;
- Employment/Income (narrowing the gap);
- Crime – Serious Acquisitive Crime/Violence/Fear of Crime (narrowing the gap);
- Affordable Housing;
- Health – Mortality Rates;
- Planning for Future Service Needs – The Changing Demographic;
- Civic Participation/Influencing Decision-Making;
- Young People's Issues – Tackling Through Activities; and
- Climate Change (LCC).

Over the next 2-3 years, we will focus our efforts on addressing these priorities for action:

- Developing employment opportunities for young people;

- Promoting volunteering and citizenship;
- Health (emphasising the need to address alcohol misuse); and
- Strengthening and protecting CCTV provision.

We will do this by:

1. Delivering our Key Projects:

- The West Lancashire Challenge programme, which aims to increase participation and aspiration amongst the citizens of West Lancashire, by undertaking a major programme of work with involvement from cross sector partners, including:
 - Delivering asset hubs in rural and urban communities across West Lancashire as a marketplace for community members and organisations to develop, support and trade community assets.
 - Delivering business development opportunities linked with increased, cross sector employment opportunities for the communities of West Lancashire
 - Delivering pathways from community engagement and unemployment into volunteering, training and development, education and employment.

- The Strengthening and Supporting CCTV programme which will future proof the CCTV scheme and provide capital to assist with its longevity. We will deliver cross cutting benefits as a result of targetting crime and the fear of crime by:
 - Assisting in the detection and prevention of crime;
 - Facilitating the apprehension and prosecution of offenders in relation to crime and public order;
 - Detecting, preventing or reducing the incidence of property crime and offences against the person;
 - Reducing theft of cars and theft from cars both on street and in monitored town centre car parks;
 - Reducing the level of street crime, vandalism and public disorder
 - Reducing fear of crime in the community to assist in developing community confidence;
 - Encouraging and stimulating the local economy. Safer shopping and socialising will only encourage visitors to the Borough and therefore encourage new ventures and maintain existing ones;
 - Reducing the downtime of cameras and ensuring images are as good as they can be, increasing the chances of convictions after offences;
 - Increasing public reassurance and assisting in adjusting people's perceptions of crime and the actual levels of crime.
 - Assisting in reducing the levels of violent crime and acquisitive crime linked to alcohol. It will also have a positive impact on reducing drug use and drug dealing.
 - Assisting with the identification of prolific offenders.

2. Delivering our Executive Work Programme to achieve:

- Better engagement with the Private Sector;
- An augmented role for the 3rd Sector, which is key to realising the 'Big Society';
- Better engagement through marketing the work of the LSP; and
- Finding more and better ways to work together, to deliver more for less.

3. Making the best use of the resources available to the LSP, in particular:

- Ensuring that those applications approved through the Second Homes Fund will have a proportionate impact upon addressing our key issues.

We will regularly monitor progress towards achieving our objectives through the Executive.

Strategic Framework

