

Our Place: Our Future

Building a better Gloucestershire



The Gloucestershire Conference
Sustainable Community Strategy –
2007-2017



Introduction



In 2003 Gloucestershire County Council, tasked under the Local Government Act 2000, led the development of the first Community Strategy for Gloucestershire. By April 2004, the Gloucestershire Strategic Partnership had agreed the '*Community Strategy for Gloucestershire 2004-2014*'. This established the collective drivers and aims of a wide range of partners and embedded the process of joint working that has become the norm for agencies and partners working throughout the County.

Now, in 2007, we have new strategic partnerships arrangements encompassed in the *Gloucestershire Conference*¹. Over the past 12 months partners from within the *Gloucestershire Conference* have worked together to agree the content and aims of this document - ***Our Place: Our Future***, the new Sustainable Community Strategy for Gloucestershire 2007-2017.

This new Strategy:

- Sets out the current and future challenges affecting Gloucestershire
- Recognises the new expectations that are being placed on services and service delivery, and
- Agrees the aims that set our framework for joint action over the next 10 years.

This document is not just a wish list. ***Our Place: Our Future*** is supplemented by the delivery plans of thematic partnerships and local strategic partnerships. It is also being delivered through Gloucestershire's Local Area Agreement². Between them these partnership plans are focussed on making the aims in this strategy a reality.

One of the roles of the *Gloucestershire Conference* will be to monitor and evaluate progress and actions. So, ***Our Place: Our Future*** will remain a live document. Each year we will review progress and consider how aims and actions may need to be modified so that we can continue to respond to the issues in Gloucestershire's changing and challenging future.



¹ Membership on back cover

² A separate document 'Delivering the Sustainable Community Strategy' summarises the LAA actions against the aims in ***Our Place: Our Future*** and is available on the *Gloucestershire Conference* website: www.gloucestershire.gov.uk/gsp



Our Place - Our Future

A Sustainable Community Strategy for Gloucestershire

What do we want to achieve for Gloucestershire?

Our first Community Strategy set out a clear vision:

To make a positive difference for people who live in, work in, and visit Gloucestershire.

This Sustainable Community Strategy continues that theme.

We want Gloucestershire to be a place where:

- **the actions we all take today mean that Gloucestershire remains a great place to live and work, and**
- **we do not compromise the quality of life for future generations**

The new *Gloucestershire Conference* has developed this strategy to set the context for the work of all of the partners within the *Gloucestershire Conference*. Its content is based on a factual analysis of the issues facing the county, and on the wide range of consultations that partners have undertaken when developing their own geographic and themed priorities.

Gloucestershire prides itself on being a great place to live and work. We are blessed with immense variety and beauty within the Cotswolds, Severn Vale, Forest of Dean, Cheltenham and Gloucester. We also have a wealth of cultures and a rich and diverse heritage. These factors have shaped the County and its communities and underpin this strategy. **Our Place: Our Future** is all about our communities – people and places. Its aim is to tackle today's issues without losing sight of tomorrow's challenges.

Five broad themes have been raised very consistently by partners throughout the consultation on this strategy: -

- The future matters to us and our environment is central to our quality of life
- Our communities matter to us. People want to be safe, healthy and prosperous and get along with each other. They want to have a real say in issues that affect them
- Everyone matters. We must aim for good outcomes for all.
- The places where people live have a huge effect on their quality of life. People want to live in clean and pleasant places where they can access the services they need.
- Our vibrant urban and rural economy supports a diverse society. Gloucestershire's continued prosperity depends on the right business environment and on people having the opportunity to develop their skills.

National Quality of Life Indicators will be used to evaluate progress against these broad themes, and will be reported as part of the annual Stakeholder meeting of the *Gloucestershire Conference*.





What we aim to deliver

Aim 1

A place where the future matters:

- We make concerted local efforts to address climate change and deal with the consequences
- Our environment is central to our quality of life and we take action year-on-year to enhance, protect and cherish it
- We manage waste in a sustainable way
- We manage our local heritage as an asset for the future

Aim 2

A place where communities matter:

- Our diverse communities of place and interest have a voice, and role, in shaping the services they receive
- Communities prosper, whether they are based in villages, neighbourhoods, market towns or major centres.
- Communities *feel* safe and *are* safe
- There are strong and positive relationships between people of different backgrounds and circumstances

Aim 3

A place where everyone matters

- Gloucestershire's more deprived urban and rural communities are supported and real improvements are made
- Everyone has access to decent and affordable homes, including rented homes
- Every child and young person thrives and reaches their potential
- Children and families are supported
- Older people have access to the services, support and information they need
- Health improves for all age groups and people are enabled to lead healthy lives
- Everyone is encouraged to eat and drink healthily, smoke less and take regular exercise
- People are able to live independently





Aim 4

A place where people want to live:

- Our towns and villages are clean and pleasant places
- People have good and accessible community facilities
- Work and play and learning opportunities get better year on year
- There is effective, accessible and affordable transport
- People have access to varied cultural and creative opportunities
- Young people enjoy living in the county and want to stay

Aim 5

A place that thrives:

- Businesses flourish, are profitable and contribute to the economic prosperity of Gloucestershire
- Gloucester and Cheltenham are at the heart of a strong Gloucestershire economy
- Our market towns are the social, commercial and business hub of rural life
- We have sustainable levels of investment
- People have opportunities to develop and improve their work skills





Our Future challenges

We, and our partners, recognise the following key drivers for the future:

- People - a growing population, with continued demographic changes including ageing (more older people, and fewer children), and an increase in the number of economic migrants from Eastern Europe.
- Economy - continued prosperity, and where people choose to live and work, causing pressures on housing (potentially some 48,000 new homes will be built over the next 20 years) and infrastructure; and the need to narrow the gap between the relative affluence of Gloucestershire overall and our most deprived communities.
- Environment - protecting the natural and built environment in the face of climate change and the challenges posed by economic growth (including housing, traffic, and waste management).

These challenges will shape our future, the issues we face, and the way we need to tackle them.

More information on these key challenges and forecasts for the future is available in The Gloucestershire Story and the District Stories at www.gloucestershire.gov.uk



Working together

Members of the Gloucestershire Conference are committed to developing and delivering their own strategies to align with **Our Place: Our Future**. They are working together to tackle those issues that are hard for individual agencies to address on their own.

Partners know that by agreeing and acting upon **Our Place: Our Future** we are making huge strides to support each other's work and achieve better outcomes for Gloucestershire.

To do this:

- We have produced a 3-year Local Area Agreement (and we will review it each year). This contains our joint priority aims and targets for delivering this Strategy
- We will improve the quality of life for Gloucestershire people, and use nationally agreed Quality of Life Indicators to measure success
- We will collectively work hard to achieve our common objectives
- We will tackle issues *with* communities and *involve* people in the decisions that affect them
- We will act as leaders and advocates for Gloucestershire





Making it happen

A separate document '**Delivering the Sustainable Community Strategy**' summarises the Local Area Agreement (LAA) actions against the aims in **Our Place: Our Future** and is available to download from the *Gloucestershire Conference* website: www.gloucestershire.gov.uk/gsp

Members of the *Gloucestershire Conference* have developed this Sustainable Community Strategy **Our Place: Our Future** together and are committed to making a real difference for local people.

Our aims are about making a real difference for people and places. This is set out in a clear action plan for the next three years called the *Local Area Agreement (LAA)*.

The LAA is split into 5 blocks:

- Safer and Stronger Communities
- Economy and Enterprise
- Children and Young People
- Healthy Communities and Older People, and
- Environment

These reflect national and local priorities. Each block is led by a thematic partnership which is charged with delivery. The LAA actions and targets all link back to at least one of the aims in **Our Place: Our Future**.

The LAA is supplemented by the plans of all the partners and partnerships that make up the *Gloucestershire Conference*. Importantly, we are all pulling in the same direction and **Our Place: Our Future** sets the context for a wide range of partnerships and agencies across Gloucestershire. The plan will be reviewed each year and progress will be reported at the annual stakeholder meeting of the *Gloucestershire Conference*.

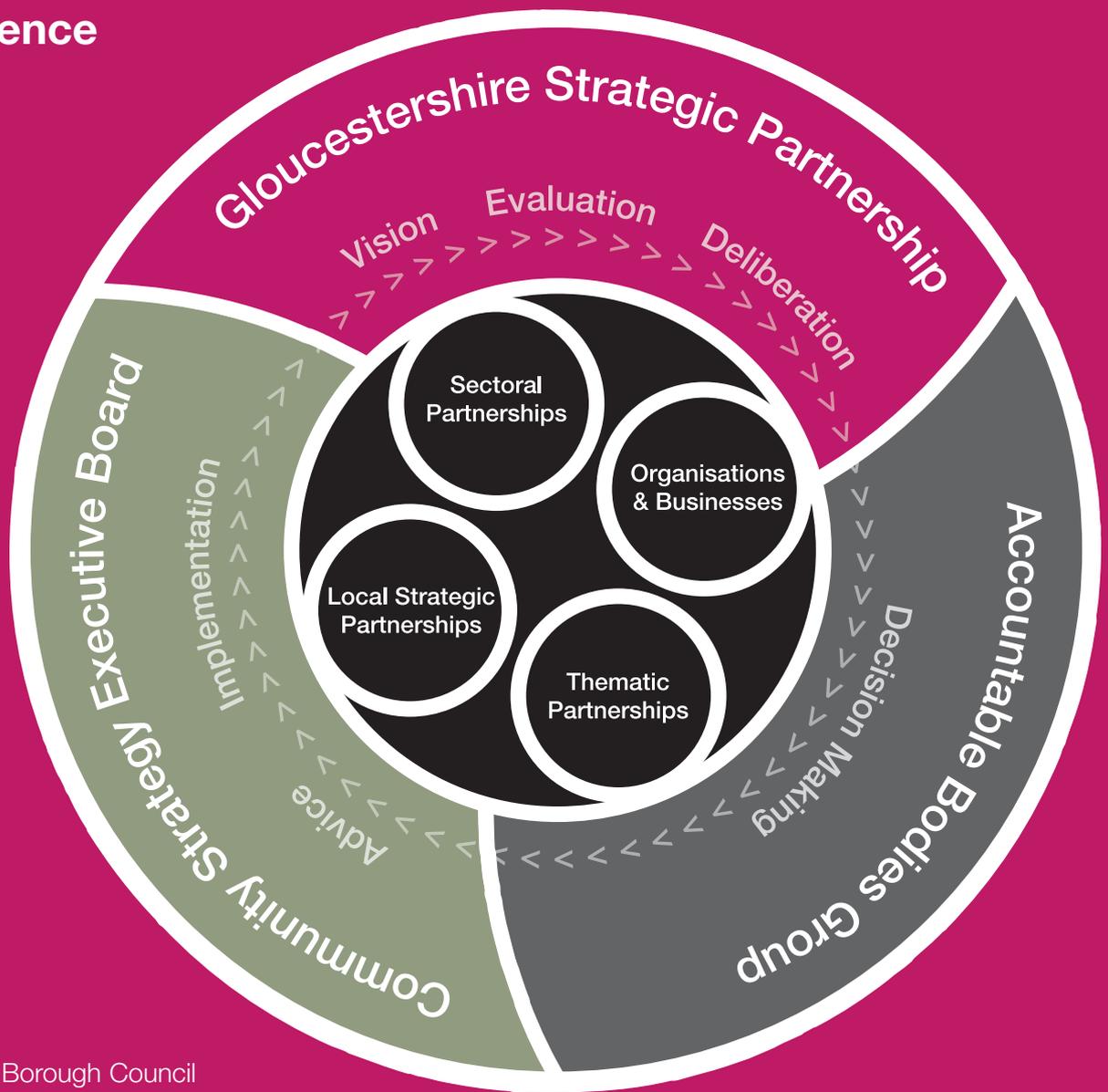
The **Local Area Agreement** is available to download at: www.gloucestershire.gov.uk/laa (click 'LAA content').

The actions that are planned to deliver the LAA are summarised in the LAA Delivery Plan. This is available to download at: www.gloucestershire.gov.uk/laa (click 'LAA content').

The **Gloucestershire Story** and **District Stories** are available to download at: www.gloucestershire.gov.uk

Links to the websites of *Gloucestershire Conference* partners are available at: www.gloucestershire.gov.uk/gsp (click 'useful websites').

Gloucestershire Conference



Cheltenham Borough Council
 Cheltenham Local Strategic Partnership
 Children and Young People's Strategic Partnership
 Cotswold District Council
 Cotswold Local Strategic Partnership
 Forest of Dean District Council
 Forest of Dean Local Strategic Partnership
 Gloucester City Council
 Gloucester Partnership
 Gloucestershire Constabulary
 Gloucestershire County Council
 Gloucestershire Environment Partnership (being formed)
 Gloucestershire First
 Gloucestershire Health & Well-being Strategic Partnership
 Gloucestershire Police Authority
 Gloucestershire Primary Care Trust
 Gloucestershire Safer and Stronger Communities Partnership
 Government Office South West
 Learning and Skills Council

South West of England Regional
 Development Agency
 Stroud District Council
 Stroud Local Strategic Partnership
 Tewkesbury Borough Council
 Tewkesbury Local Strategic Partnership
 Voluntary Sector Assembly



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