

‘Building a better borough’

Redcar and Cleveland’s Sustainable Community Strategy 2008 – 2021

Annex A – Story of Place

(The Context for the Sustainable Community Strategy
and the Local Area Agreement)



Prepared March 2008

Contact officers:

Jo Waldmeyer, joanne.Waldmeyer@redcar-cleveland.gov.uk / 01642 444245

Katy Austin: Katy.Austin@redcar-cleveland.gov.uk / 01642 444214

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Redcar and Cleveland Partnership

‘Story of Place’

1.0 Introduction

This is the ‘Story of Place’ for Redcar and Cleveland. It provides the context for the Redcar and Cleveland Sustainable Community Strategy and our Local Area Agreement, highlighting our progress and areas of strength, together with key challenges for the future. It has been informed by a wide range of information, including statistical evidence, outcomes from public consultation, particularly with regard to local priorities, and local knowledge.

A key information source to support our ‘story’ is the Borough’s Area Profile – a comprehensive and up-to-date source of data about the borough. This was the main statistical evidence base used for the development of our Sustainable Community Strategy and our Local Area Agreement. The profile is structured around four themes and provides a wealth of information about the local area, inclusive of narrative, data tables and maps. It also includes a table that summarises performance against key datasets and identifies strengths and priorities for improvement for the Partnership. 22 ward profiles are also under development to support this and will identify priorities at the neighbourhood level. The Area Profile can be accessed at www.redcar-cleveland.gov.uk/statistics.

2.0 Our Borough and its Communities

Redcar and Cleveland is on the North East coast of England. Lying to the south of the River Tees, it is the southernmost authority in the northeast region and covering nearly 25,000 hectares, is the largest Borough within the Tees Valley city-region. The population of almost 140,000 is spread across the main urban conurbation of Redcar and Greater Eston, and many smaller commuter towns, rural villages and coastal settlements. The population density of only 5.6 persons per hectare, is considerably lower than the 8.2 average of the Tees Valley. Rural areas make up a significant part of the Borough, especially the landscape in East Cleveland which is largely agricultural, making up 90% of the total land area.

With over 12km of Heritage Coastline, part of the Teesmouth and Cleveland Coast Ramsar and Special Protection Area, a site of European importance for wildlife, twenty-three square miles of North York Moors National Park, and extensive areas of nature conservation sites, woodland and agriculture, the Borough is rich in natural assets. In complete contrast, along the south bank of the River Tees lies a large complex of heavy industry dominated by iron, steel, petrochemicals, process engineering and logistics, including the second largest port in Britain. This area forms the economic powerhouse of the Tees Valley.

The Borough has a population of 139,132 (2001 Census), however, recent mid-year estimates have shown that this has increased and the latest estimate for mid-2006 is 139,500. This is in line with regional and national figures which have also shown an increase since the 2001 Census. Population projections based on ONS Mid-2004 Population Estimates suggest that by 2029, the Borough’s population will have declined to 139,100. In 2006 there were 59,400 households in the Borough.

The population is mostly white with a non-white population of 1.1%. The predominant ethnic minority group in the Borough is Asian.

The communities in the Borough are as diverse as its landscape. Although many of our towns and neighbourhoods are thriving, some are experiencing extreme levels of deprivation, with low housing demand, high levels of crime and unemployment, poor health and low educational attainment. Although these areas are predominantly within the urban areas of Redcar and Greater Eston, pockets of deprivation can also be found within the rural communities of East Cleveland. Overall, the Index of Deprivation (ID) 2007 suggests that the picture is improving. In 2004, we were the 44th most deprived Borough in the country and in 2007 we dropped to 50th. Concentration of deprivation however, is moving in the opposite direction. In 2004 we had the 14th highest concentration of deprivation in the country and in 2007 this had got slightly worse at 12th.

Neighbourhood level data for the Indices of Deprivation (ID) 2007 show that for overall deprivation, of the 92 SOAs in the Borough, 11 are ranked within the 3% most deprived, 9 within the 3-10% most deprived, and 11 are within the 20% most deprived SOAs nationally. Thus, tackling deprivation and “narrowing the gap” between the most and least deprived communities continues to be a major priority for the Redcar and Cleveland Partnership.

3. Story of Place: Summary

The following table summarises the key strengths, progress and future challenges for the borough.

Children and Young People

Progress and Strengths

- Reducing rates of infant mortality
- Increased levels of breast feeding
- Significant improvements in attainment
- Increased involvement of children and young people in shaping policy and services

Key challenges

- To reduce teenage pregnancy
- To tackle childhood obesity
- Increase attainment at GCSE, particularly in the most disadvantaged communities
- Reduce the number of young people entering the criminal justice system, and those who re-offend
- Reduce the number of young people not in education, employment or training

Safer Communities

Progress and Strengths

- Second lowest level of overall crime across the Cleveland Police Force area
- Currently projected to make a 5% reduction in relation to PSA1 targets
- Successful Prolific and Priority Offenders scheme

Key challenges

- Tackling anti-social behaviour
- Tackling drug use and drug dealing
- Reducing criminal damage and deliberate property fires
- Reducing alcohol related violent offences
- Reducing Domestic Violence, and increasing reporting

Stronger Communities

Progress and Strengths

- Good and improving relationships with voluntary and community sector, with strong engagement of the VCS in the partnership process
- Development of the new Stronger Communities Partnership, and the preparation of the Community Engagement Capacity Building Plan

Key challenges

- Identifying future funding to support the local community capacity building infrastructure
- Establishment of community anchor organisations
- Increasing participation in local decision-making

Healthier Communities

Progress and Strengths

- Successful partnership working, with strong user and carer involvement
- Improvements in circulatory disease
- All age, all cause mortality has improved for both males and females.
- Improved services for people with mental health problems

Key challenges

- Reducing smoking
- Reducing obesity among adults and children alike
- Meeting the health and care needs of our aging population
- Support the increasing number of informal carers in the borough
- Ensure early intervention to prevent mental ill health
- Meeting the needs of disabled people

Sustainable Communities

Progress and Strengths

- Significant regeneration in the South Tees area of the Borough both in the service and retail sectors which has offered new employment opportunities
- Significant improvement in the employment rate and economic activity rates
- Maintained continuous, very good air quality across the Borough,
- More housing built on previously developed land
- Significantly exceeded national targets for recycling and composting rates
- House Prices have risen from just below the North East average to just above the North East average
- Strong partnerships with key cultural agencies
- Establishment of the Community Sports Network
- 2 million visitors to the borough each year, bringing £80m into the local economy

Key challenges

- Tackling the acute levels of deprivation that still exist in some of our communities
- Reversing the falling self-employment rate
- Increasing employment, particularly in the most disadvantaged communities
- Further reducing CO2 emissions
- Increasing access to services and employment through improved public transport
- Reducing traffic volume with a particular focus on school traffic
- Continued reduction in road casualties and fatalities
- Low housing demand in some of our communities
- Providing more affordable housing
- Meeting specialised housing needs for vulnerable people
- Increasing engagement in the culture
- Maximising tourism opportunities
- Increasing adults participation in sports

4.0 Children and Young People

The Children and Young People's theme of the Sustainable Community Strategy and the Local Area Agreement builds upon the robust processes undertaken in producing the Children and Young People's Plan and its review in 2006 and 2007 respectively

The first Children and Young People's Plan in 2006 identified a number of key priorities and objectives which were reviewed and refreshed in the review, which resulted in the revised "Children and Young People's Plan Review 2006-9", produced in 2007. The refreshed priorities were informed through consultation with children, young people parents and staff working directly with or for the benefit of children and young people. A robust analysis of performance data was also undertaken, comparing performance over time against that of statistical neighbours and national averages

In developing the Children and Young People's theme of the Sustainable Community Strategy, a decision was made to initially base priority objectives upon those identified in the Children and Young People's Plan, to ensure synergy and a "golden thread", but to also demonstrate the need to ensure performance against a range of other priorities. While the Children and Young People's Plan must rationalise its priorities and focus on a select few key areas that have been identified as areas for improvement or further development, the Sustainable Community Strategy provides an opportunity to demonstrate a wider range of priorities, including those that may not need specific development, but at the very least must maintain current levels of performance.

As with the process behind the Children and Young People's Plan, the children and young people's theme of the Sustainable Community Strategy built upon consultation evidence from children, young people and families, and staff / agencies working with or for them. Consultation was also undertaken with the 5 multi agency "themed sub groups" to the Children's Trust, and the Children's Trust Executive

Selecting the Local Area Agreement priorities from the list of national performance indicators were then based upon three criteria:

- Indicators that specifically linked to priorities identified in the Children and Young People's Plan
- Indicators relating to areas where the direction of travel was of concern
- Indicators where the borough compared negatively to regional or national comparators

The priority objectives in the Children and Young People's theme of the Sustainable Community Strategy and Local Area Agreement are categorised under the 5 outcomes of Every Child Matters, which, via the Children Act 2004, identifies 5 aspirational "outcomes" for all children and young people; Be Healthy; Stay Safe; Enjoy and Achieve; Make a Positive Contribution and Achieve Economic Well-being.

4.1 Children and Young People: Be Healthy

Progress and Strengths

- 90% schools inspected since September 2006 identified as outstanding or good at supporting children to develop healthier lifestyles
- Rates of infant mortality reducing
- Immunisation rates improving
- Increased rates of breastfeeding
- Reduced levels of speech and language problems.
- Regional data shows Redcar and Cleveland as one of the best performing North East Regions partnerships at identification and early intervention of substance Misuse issues among Children in Care.

Key challenges

- Need to continue the downward trend in teenage pregnancy, where the borough still has some progress to make in meeting the target of a 50% in teenage conceptions by 2010 from the 1998 baseline.
- A new substance misuse treatment provider since April 2007 has demonstrated a significant increase in numbers treated for substance misuse – positive in the sense that young people are being more effectively identified, but highlighting the need to now focus more fully on preventative work.
- Need to continue development of services for children and young people with complex needs, whilst the issue of emotional health of children and young people continues to be a national concern reflected in local consultation with children and young people
- Childhood obesity also remains a challenge, with 2006 local data showing that the average proportion obese is 17.6% for Year 6 pupils

4.2 Children and Young People: Stay Safe

Progress and Strengths:

- A reduction in road traffic accidents
- Increased focus on safe internet use
- A Play Strategy that focuses on safe places to play
- The development of a Domestic Violence Strategy
- An increase in the appropriateness of referrals to Children's Social Care

Key challenges

- A continued focus on reducing harm caused by neglect and abuse, with a renewed focus on Hidden Harm
- Focussing on the effects on children of parental substance misuse
- Continued focus on reducing re-registrations of children in child protection, which in 2006/7 stood at 7%
- Developing a robust reporting and recording process to monitor progress in reducing bullying, whilst supporting schools and partners to identify and address incidents that do occur

- Continued efforts to protect children from accidental injury

4.3 Children and Young People: Enjoy and Achieve

Progress and Strengths

- Parenting programmes, the provision of a toy library, and work to support parents through Children's Centres, all support in helping parents help children and young people enjoy and achieve
- Educational provision is also of good quality, evidenced through positive inspections.
- Significant improvements have been made in attainment rates for children and young people with year on year improvements for all measures across the various key stages, and a priority is to maintain this progress. For example, all schools have met the national floor target of at least 25% of pupils gaining 5 or more GCSEs A*- C. Other specific data is recorded within the Children and Young People's Plan

Key challenges

- There has been an increase in pupils aged 15 achieving 5 or more GCSEs grades A*-C, but challenging targets have been set to increase this further
- Attendance levels are improving, supported by work through the Education Welfare Service, Behaviour Attendance and Truancy Team, and Behaviour, Education and Support Team, though, again, challenging targets have been set to further improve.
- Provision for children not attending school is supported through a range of approaches
- Improving attainment at Foundation Stage
- Supporting the achievement of children looked after
- Narrowing the gap between the performance of those from more disadvantaged areas and those from more affluent areas
- Continuing to develop opportunities for recreation and play.
- A continued focus on supporting vulnerable groups to enjoy and achieve, including young carers, young people with disabilities, and young people from the BME community

4.4 Children and Young People: Make a Positive Contribution

Progress and Strengths

- Children and young people are supported in developing socially and emotionally through the Behaviour Improvement Programme providing additional support for children with behavioural difficulties.
- Children and young people from vulnerable groups are also supported in managing changes and responding to challenges, for example the "Target " service provided to care leavers
- A range of methods to engage children and young people in actively shaping policy and services have been introduced

- While the Youth Inclusion Programme makes a significant contribution to reducing levels of crime and anti social behaviour by providing diversionary, positive activities and offering intensive support to young people most at risk of offending, complementing the more mainstream provision of the youth service, extended schools provision, and developing Targeted Youth Support and Youth Offer initiatives

Key challenges

- A continued focus must be maintained upon ensuring evidence of change as a result of consultation, and reducing the number of first time entrants into the criminal justice system, where the number in 2005/6 was 333

4.5 Children and Young People: Achieve Economic Well Being

Progress and Strengths

- The amount of childcare available has increased and increasing families are able to access the range of benefits to which they are entitled.
- The 14-19 strategy supports young people to prepare for working life, whilst the recent inception of the LEGI will also provide young people with enterprise opportunities
- Young people are supported in accessing decent housing in a range of ways, and supported in maintaining it via the Supporting People programme.
- Connexions provide support to young people in accessing training, education and employment, with a focus on those who require more support

Key challenges

- A maintained focus is required in reducing the levels of young people not in employment, training or employment (NEET) – 10.5% of 16-18 year old was in this category as of March 31st 2007, with 6.9% “not known”.
- We need to ensure that young people are in decent housing and reducing poverty, as prerequisites for achieving any of the above outcomes.

Further statistical data against all 5 outcomes can be found in the Children and Young People’s Plan and the Area Profile

5.0 Safer Communities

Since 1998 the Safer Communities Partnership (the Partnership) previously known as the Safer, Stronger Communities Partnership has been working to reduce crime, antisocial behaviour and substance misuse across the Borough of Redcar & Cleveland. In 2006 their remit was broadened to include factors adversely affecting the environment. Traditionally the Partnership produced a Community Safety Strategy every three years however, in 2007 the Government instructed all Safer Communities Partnerships to develop a Strategic Intelligence Assessment (SIA) every 12 months followed by an annual rolling Community Safety Plan.

The Partnerships first SIA has now been produced and is helping to shape the first annual Community Safety Plan that will run from 1st April 2008 to 31st March 2011. The Strategic Intelligence Assessment included an analysis of the levels and patterns of crime, disorder and substance misuse in Redcar & Cleveland taking account of any changes to those patterns over a 12-month period and the reasons why they may have happened. It also included an assessment of local opinion and the priorities identified by particular neighbourhoods. This level of analysis has enabled the partnership to formulate truly evidence based priorities for the Sustainable Community Strategy, and related LAA indicators

Progress and Strengths

- When comparing ourselves to our neighbours, Redcar & Cleveland has the second lowest level of overall crime across the Cleveland Police Force area
- The Partnership is working hard to get as close as possible to their current PSA1 target (Public Service Agreement) of a 17.5% reduction to be achieved by 31st March 2008. The Partnership is currently projected to make a 5% reduction, a significant achievement given that the targets did not reflect the impact of the National Crime Recording Standards (NCRS) on the baseline year, which make some of the targets particularly difficult, if not impossible, to meet.
- Comparative performance in house burglary is 4.5% below the average for most similar family groups across the region. Between October 2006 and September 2007 house burglary has decreased by almost 11% compared to work together to reduce crime.
- The Partnership continues to work together to tackle the issues of most concern to local communities. In 2006 the Councils Community Safety Warden Service achieved the Warden Quality Standard with Distinction and one of the Community Safety Warden Supervisors received a regional award for her work with children and young people.
- Neighbourhood Policing has been rolled out across the Borough and partners are working directly with the community to establish local priorities and ways of tackling them together.
- The Partnership has continued to develop the Acceptable Behaviour Campaign to identify and work with offenders, steering them away from problem behaviour or taking enforcement action against them if appropriate. For example, in the last 12 months the team successfully applied for sixteen antisocial behaviour

orders (ASBOs) and eight criminal ASBOs. The team has had the support of the council's community safety wardens and police community support officers in investigating and following up complaints of antisocial behaviour. As well as providing valuable intelligence on what is happening on the streets, uniformed officers have a significant effect on preventing and deterring antisocial behaviour, and enforcing ASBOs.

- In 2007/08 the number of young people aged under 18 accessing drug treatment programmes met and exceeded the target after just six months.
- Looking at the period 1st April 2007 to 31st December 2007 there were over 300 arrests made in relation to drug use and dealing. An average of around 34 arrests per month. Drugs with a street value of £202,836 were removed from the streets of Redcar & Cleveland - a significant increase on the same period the previous year and the amount of cash recovered also increased by 89%.
- The overall assessment of adult treatment for April to September 2007 recognises that progress is being made with performance against the majority of targets showing consistent improvement¹. Waiting times shows that 100% of adult clients can access treatment programmes within three weeks².
- Regional data shows Redcar and Cleveland as one of the best performing North Eastern non intensive DIP's in engaging and retaining Class A drug misusing offenders in treatment. Over the period 2005 to 2008 DIP performance achievement in Redcar and Cleveland was calculated by the Home Office. This showed that 74% of all clients assessed by DIP staff as needing further intervention were then taken onto the caseload. The target was 60%. Over the same period 2005 to 2008, 92% of clients who were taken onto the caseload then engaged in treatment. This target was 95%.
- The Redcar & Cleveland Prolific and Priority Offenders scheme aims to identify and appropriately deal with those offenders causing most harm to their communities. The scheme is currently performing very well, when looking at a particular cohort of individuals that have been tracked over a 12-month period we are projected to see a 50% reduction in all convictions by the 31st March 2008.
- Between October 2006 and September 2007, theft of vehicles has decreased by 8% and theft from a vehicle has decreased by 28%. Theft of a vehicle accounts for 3% of all crime whilst theft from a vehicle accounts for just 6% of all crime. Comparative performance using iQuanta illustrates that vehicle crime is excellent at 17.5% below the average for most similar family groups across the Region. However, the Partnership recognise that this excellent performance can change very quickly and that partnership working is critical to maintaining the current trend. Vehicle crime therefore continues to be a priority for the Partnership.

¹ NTA - Adult drug treatment plan progress Quarter 2 2007/08

² Not inclusive of recorded waits for Inpatient Drug Treatment

Key Challenges

- Although the number of reported incidents of anti-social behaviour saw a year on year reduction of over 10% between October 2006 and September 2007, anti-social behaviour remains a key priority for local residents (e.g Community Strategy Consultation, 2007, Local Government User Satisfaction Survey 2006/07).
- If Drug Using and Drug Dealing are reduced this will impact on crimes such as burglary dwelling, vehicle crime and shoplifting. The current strands of the national drugs strategy (Treatment, Offender Based Intervention, Reducing Supply, Strengthening Communities and Young People) are in the majority preventative measures for tackling Drug Using and Drug Dealing.
- Despite significant inroads Hate Crime continues to be significantly under reported. Being the victim of hate crime can have a severe emotional and social effect on people and often leaves them feeling angry, insecure, stressed and even depressed, particularly those who repeatedly suffer from hate crime.
- Metal theft is an emerging issue and is having a significant impact on overall crime at a national and a local level. In Redcar & Cleveland metal theft has increased by 12% over the last 12 months.
- Between October 2006 and September 2007 over a third of all violent crime offences reported to the Police have been committed whilst the perpetrator was under the influence of alcohol. Analysis undertaken on times and locations of recorded crimes has highlighted that offences related to the night time economy account for the highest proportion of violent offences. Nearly 24% of adults are estimated to binge drink³
- Domestic violence incidents as recorded by the Police are decreasing. However the level of incidents that are subsequently recorded as a crime has increased and now make up nearly a fifth of all violent crime. Furthermore, domestic violence does not just affect adults. The 2007 Crucial Crew consultation involved 1,700 10 to 11 year olds from across the Borough and analysis showed that 12% of those questioned said that domestic violence affected them most. Given that domestic violence is significantly underreported, this could only be the tip of the iceberg and therefore continues to be a priority.

³ APHO and Department of Health - NHS Redcar and Cleveland Health Profile 2007

6.0 Stronger Communities

The building of active and cohesive communities – with active citizens able to speak up on their communities' behalf and a thriving third sector with the capability and resources to bring local people together to work out shared solutions, deliver services themselves, and influence the way public services are delivered – has a crucial role in contributing to the aims and outcomes of all Sustainable Community Strategy priorities and the LAA priority outcomes.

6.1 Community Empowerment

Over recent years, considerable progress has been made in developing the role of the voluntary and community sector (VCS) in local decision-making and service delivery. The LAA (Local Area Agreement and the SSC (Sustainable Community Strategy) provides an opportunity to build on these solid foundations and will support the infrastructure and community capacity building activities in a coordinated manner.

The Statement of Community Involvement included within our first LAA sets out at greater length the details of the good and improving relationships and arrangements for VCS involvement that exist locally, including the Redcar & Cleveland COMPACT.

The Statement of Community Involvement also highlighted the need to develop a Community Engagement Capacity Building Plan to further strengthen the capacity of communities and public services for community engagement. The Plan was developed during spring 2007 through an extensive process of structured interviews and workshop meetings involving over 75 people from the public and voluntary and community sectors. Five priority work streams were agreed as a result of this process:

- engagement resource review
- explore more effective community-led engagement structures
- establish better ways to manage data for the benefit of communities
- develop proposals for the enhanced coordination and joint working on engagement activities by partners
- establish innovative engagement best practice

These work streams were endorsed by the Redcar & Cleveland Partnership Board in May 2007. Significant progress has been made since, including work on developing area and ward profiles and mapping data and data sharing, the strengthening of the arrangements for coordinating community engagement activities through the Community Engagement Co-ordination Group and the development of a calendar of consultation, and the development of a Community Engagement web-portal for residents, stakeholders, and staff involved in engagement activities. Managers of organisations delivering community capacity building activities have begun to meet formally to promote a coordinated approach to the delivery of their organisations' activities and are currently developing terms of reference to support this work.

In July 2007, a review of the arrangements for the stronger communities' element of the SSCP was carried out. The review took account of the current Government agenda in relation to stronger communities, considered the challenges of the

agenda and made proposals for the remodelling of the partnership's arrangements accordingly. Following on from this, in November 2007 the Partnership Board agreed the development of a Stronger Communities Partnership to enable the partnership to embed the stronger communities' agenda across the partnership, and secure an overview and scrutiny function/critical friend role within the Partnership.

The Stronger Communities Partnership will focus on four key work streams, including community engagement; third sector development; community cohesion and integration, and individual task/policy groups have been established to drive these agendas forward.

Progress and Strengths

- Good and improving relationships with voluntary and community sector
- Strong engagement of the VCS in the partnership process
- A good understanding of what needs to be done to make further progress in building active and cohesive communities in Redcar & Cleveland
- Strong commitment to a coordinated approach to community capacity building, and excellent working relationships amongst the various support organisations, both within the across the voluntary, independent, and statutory sectors, which will enable further progress against the stronger communities agenda
- Strong foundations are now in place to support the stronger communities agenda
- The new Stronger Communities Partnership provides an opportunity to develop a coordinated approach to empowering the local voluntary and community sector through:
 - The development of a long-term strategy – supported by a funding strategy underpinned by fair and sustainable local funding – to secure the core capability of key infrastructure organisations active in the Borough.
 - Continuation of small grants programme, including a capacity building element, and adopt a coordinated investor approach with grant-giving bodies active locally.
 - Action planning and area charters for the five areas of Borough to be completed by March 2010.
 - Commit partnership resources to developing area-based community networks.
 - Develop an overarching community development and community cohesion and integration strategy for the Borough, which links the inputs from all providers and is explicitly informed by *Firm Foundations* and *Our Shared Future*.
 - Undertake a review of the potential for the development of community anchor organisations within the Borough, and develop a long-term strategy for this strand.
 - Develop a district-wide community development network to facilitate the coordination of community capacity building by the various support organisations and emerging community anchor organisations.

Key Challenges

It is anticipated that delivery of the above projects will help us to overcome the following challenges:

- Threat to local community capacity building infrastructure locally due to uncertainty around grant-based funding
- Community sector capacity varies across the Borough and requires strengthening
- Success of local small grants programmes, but a coordinated investor approach is required
- Borough does not have a strategic long-term approach to community-capacity building, explicitly informed by Government's *Firm Foundations* framework with community development as a driving feature
- Local-action planning is not a feature of empowerment activity locally
- Potential community anchor organisations are rare and a number of organisations have struggled or failed in the attempt to successfully make the transition to anchor status.
- Only 31% residents agree that they can influence decision-making in their local area (Source: LGUSS Survey 2006/07)

6.2 Community Cohesion

The Redcar & Cleveland Community Cohesion Partnership was formed on the 9th December 2004 and is chaired by the Borough Council's Community Cohesion Champion. The Partnership has a diverse membership of representatives from both the public and voluntary community sectors and meets quarterly to design, discuss and implement the cohesion programme.

The Partnership has been instrumental in promoting and coordinating the needs/interests of communities living in the Redcar & Cleveland area, particularly those sections of the community that are marginalised or seldom heard. This has been achieved through continued review and coordination of work pertaining to Community Cohesion.

Progress and Strengths

- Issues relating to Asylum Seekers, Refugees, Gypsies and Travellers are an integral part of the work of the Partnership specifically in relation to accommodation, access to services and immigration law. The Partnership has acted as a catalyst in bringing together key partners to challenge existing policy and work towards initiatives that address areas of need.
- To eliminate the underlying causes of community hate crime, regular hate crime incidents are reported to the Partnership to ensure that monitoring of trends and appropriate responses are made.
- To ensure that Redcar & Cleveland has a strong voice in relation to Multi Cultural activity in the borough considerable work has taken place in developing

the role and profile of the Multi Cultural Association and progressing the work programme.

- To raise Community Cohesion issues and publicise the work of the Partnership ten newsletters have been produced which have been distributed at a local, sub regional and regional level.
- To promote tolerance, respect and raise awareness of Community Cohesion a number of events/ projects have been initiated that have included * Two Multi Cultural/ Fashion Shows involving 150 young people in the organisation, planning and delivery. 900 people attending shows and premiums and the production of a documentary film for training purposes. * 'Just the Ticket' event which was attended by over 100 people was used to promote six posters designed by members of ROC (Redcar & Cleveland Real Opportunity Centre) to challenge the way some people think about disability and an opportunity for Service Providers to listen to the needs/concerns of Disabled people * 20 young people involved in Amnesty International Event * Toler 8 Event - Tackling Anti Racism and Celebrating Tolerance which involved 300 young people within the Borough * MIND Diversity Event to raise issues around Mental Health which involved over 80 people * 20 young people involved in Bankfields Youth Project in the production of a video about life on the estate
- To ensure the Partnership is informed of national and regional policy and that good practice is shared, the Partnership is represented at Regional and Sub Regional Community Cohesion Networks
- Numerous examples of where the Community Cohesion Partnership has supported partners to regularly examine Equality & Diversity issues to inform their own service delivery areas and strategic Policy
- To the following initiatives have been funded through the Stronger Communities Fund has funded a wide range of initiatives and activities to support and promote community cohesion and empowerment activity

Key Challenges

- Responding to the wide range of government policy initiatives regarding community cohesion, including the new Public Service Agreement and ensuring that cohesion is addressed through the new LAA.
- It is important that the Community Cohesion Partnership make every effort to include the needs of socially excluded communities within their work, as they are not a homogenous group, but a collection of people with diverse ages, languages, sexualities, skills, experiences, background, ethnicities, disabilities and nationalities.
- The Partnership will need to ensure that services are fair and easy to access, and that continued monitoring takes place in relation to inter community tensions, and that hate crime is dealt with. It's essential that the Partnership continues to develop and implement activity based programmes that raise awareness and reassurance of diverse communities and that respect and tolerance is promoted.

7.0 Healthier Communities

The Healthier Communities theme within the SCS and the Local Area Agreement has been developed through the Health and Well Being thematic partnership. The aims and objectives of this group have recently been revised and membership strengthened to ensure engagement of the partner organisations essential in developing the commissioning strategy to improve health and well being, and to hold the planning infrastructure which sits below the thematic partnership to account for the delivery of the objectives identified in both the Sustainable Community Strategy and the Local Area Agreement (LAA).

One of the key messages that has emerged from government in the last ten years and is now integral to all planning around health and social care and other aspects of local government, is that the modernisation agenda cannot be delivered in isolation; that 'joined-up-working' is essential in the delivery of services to tackle the underlying needs of vulnerable people at a local level. We are aware that we cannot hope to deliver transformation in Redcar and Cleveland without the sign up and participation of all our key partners.

The Sustainable Community Strategy and LAA priorities have been identified as they will address both the health and well being of our citizens, and focus on not just the major causes of death, but also demonstrate how the Council and partner organisations can support people to be independent and exercise more choice and control of their lives. This will be delivered through a wide range of information and communication events and techniques, which will empower individuals, and the community, to make the right decisions about the Health and Well Being of their families.

Progress and Strengths

- Partnership Boards are part of the constantly evolving and expanding range of partnerships in Redcar and Cleveland. They are well established locally, and many are user and carer led. Representation includes users, carers and the voluntary and independent sector as well as senior representatives of the key statutory partners
- The Council has appointed a Commissioning Manager for Health Improvement to provide leadership and drive to finalise the Health and Well Being Strategy and to support the Locality Director of Public Health, a joint appointment to be made during 2008, by the Local Authority and the Redcar and Cleveland Primary Care Trust.
- The Older Peoples Partnership (which has many 'older' members) has raised the profile of older people beyond the care agenda, so that older people are beginning to be seen as active citizens, participants, contributors; and has strengthened partnerships with universal services and highlighted the 50+ agenda.
- Development of a strategy to support The Redcar and Cleveland Disabled People's Partnership vision that by 2012, in order to achieve independence and take a full part in society, disabled people from all communities in Redcar and Cleveland will have easy access to the support and assistance they need.

- Learning Disability services in Redcar and Cleveland were amongst the first to pilot In Control targeting 20 people with Learning Disability using local authority day services. This is now providing learning from the initial pilot that can be applied to the wider Self Directed Support planning in response to the increasing personalisation agenda.
- Major changes in the landscape of local mental health services, particularly at the more intensive and complex end of service delivery, and developments have included integrated Community Mental Health Teams, Assertive Outreach, Crisis Resolution and Home Treatment and Early Intervention in Psychosis Services. Also there is better access to services via a single point of entry.
- Redcar and Cleveland Council and voluntary organisations "Mental Health Matters" and "MIND" have modernised traditional day services for people with mental health problems and are now providing drop in services in community bases across Redcar and Cleveland.
- We have embarked on a major inter-agency project with Redcar and Cleveland PCT, General Practice, Redcar and Cleveland Council and a private developer, in the development of a Health and Social Care Village at Eston.
- Establishment of Telecare services which was through a local partnership between the Council, Coast and Country Housing and Tunstall and will support people with long term conditions to live independently, and support carers in their role.
- Establishment of integrated teams for older people and people with long term conditions. Two teams have been established, one in Redcar and the other in Guisbrough; the third in Eston will be established in 2008.
- Local independent and voluntary sector providers of services are key partners for statutory health and social care agencies and provide a range of services across all the major user groups. The 3rd sector is represented on many partnership boards and reference groups, and we work closely with providers in a number of ways.
- Regarding Circulatory disease, we have significantly narrowed the gap between the borough and the rest of the country. It is now below the regional average, but is still slightly above the national average.
- All age, all cause mortality rate has improved for both males and females.

Key Challenges

- Smoking related diseases account for one fifth of all deaths in the North East. There is also a high rate of smoking in pregnancy in the Borough, which contributes to poorer infant health.
- Obesity is the second biggest threat to the health of the borough's population. Tackling the rise in obesity in children and young people is a key challenge,

and requires cross cutting work between the Health and Well Being Partnership and the Children's Trust.

- Alcohol related deaths have doubled over the last 10 years
- Not enough people are taking up offers of screening and immunisation, and are still failing to seek help for serious problems at an early stage
- Mental ill health can lead to a vicious cycle of social exclusion, including unemployment, debt, homelessness and worsening health. With the right support this cycle can be broken. Underlying causes of social exclusion include stigma and discrimination, unclear responsibilities and a lack of co-ordination between agencies, a narrow focus on medical symptoms and limited support to return to work. Breaking the cycle requires a focus on early intervention, and fulfilling people's aspirations and potential through social participation and work.
- By 2028 the working population of the borough will have reduced by 24% and the retired population increased by 33%. Many older people have poor health and high care needs, and of these many live alone without supportive networks.
- More than 4000 carers in Redcar and Cleveland currently provide more than 50 hours of care each week. By 2025, it is estimated that the 'caring' population in Redcar and Cleveland could increase to between 16,000 to 24,000 people. The work of informal carers directly supports the work of Social Services and the NHS in taking care of vulnerable people. We therefore need to better support our carers to stay healthy and to care for as long as they wish.
- Services will need to change and develop in order to better meet the needs of disabled people from all communities in Redcar and Cleveland.
- In order to address the key challenges we face, we first need to undertake some of the baseline work that will inform future developments and commissioning plans. This will include:
 - Demand modelling and forecasting across all key service areas (priority being Older People)
 - Strategic needs assessments in partnership with Public Health that will inform the demand modelling and forecasting for all service areas
 - Development of a commissioning strategy for Self-Directed Support
 - Development of accommodation strategies for all client groups
 - Supporting increasing numbers of people at home (including end of life care), shifting services from acute to community, increasing prevention, user choice and self directed support and care

8.0 Sustainable Communities

8.1 Economy and Regeneration

We believe we can make a difference and we are ambitious and inspirational in our view of the future. The region has many strengths and in-turn so does the Borough of Redcar and Cleveland. We aim to capitalise on our assets, exploit our weaknesses and turn them into opportunities to ensure we realise our full potential.

The most distinctive feature of the North East for many people is the contrast between the vibrancy of our cities and the beauty of rural hinterland. During the latter decades of the 20th century a key characteristic of our economic performance has been relative decline.

We have some major challenges ahead. Often however, weaknesses can be turned into opportunities and two of our key objectives if we are to increase Gross Value Added (GVA) will be to increase productivity and participation and the image of our borough.

By 2021, Redcar and Cleveland will be a strong, cohesive and forward-looking Borough with a community motivated by pride, heritage and ambition. Residents throughout the Borough will enjoy a more prosperous and high quality of life based on a dynamic economy, a healthy and safe environment and a distinctive culture and society.

To respond to and align ourselves with the huge investment taking place in the industrial hub we have to tackle some of the major problems in the peripheral areas. We recognise that we need to grow people, grow business and enterprise and improve the borough as a place. However, it will not happen unless there is a joined up approach

Progress and Strengths

- Redcar and Cleveland is a Northern Gateway to the UK, being the home to Teesport and the Chemicals Cluster. Our location and economic assets will allow us to grow our economy further, investing in people and projects, reversing perceptions so that the area becomes a better place to live, work and do business. This level of investment has the potential to tackle some major headline issues which underpin the Regional Economic Strategy.
- The Tees Valley City Regions is a key focus for driving wider economic growth and productivity.
- The growth of the University of Teesside, the emerging digital sector and the well established blue chip office sector will all provides growth for the whole of the Tees Valley and the region, we need to ensure we both support and capitalise through supply chain opportunities. In this respect the industrial hub of South Tees, Wilton and the Port form the type of brand to attract creative talent nationally and internationally and the environment to foster innovation and economic development.

- The industrial hub of South Tees and the urban core of our town centres all have a major part to play in terms of driving wider regional economic growth. In this respect the Industrial hub is going to have probably the greatest impact for the borough and the region on raising our economic prosperity.
- Since 1999/2000 the employment rate has increased significantly to 70.6% in 2005/2006. This rate equals the North East average and the gap has been significantly closed between the Borough and the national average since the Borough's lowest peak in 1999/00.
- Overall economic activity rates in Redcar and Cleveland are now at 76.0%. Economic activity rates have shown the most significant improvement of all the Tees Valley Boroughs since 1999 when the figure stood at 66.6% whilst the average for Great Britain at that time was 78.5%. However, while this is equal to the North East average, it is still 2.6% lower than the average for Great Britain at 78.6%
- Unemployment rates (as a proportion of working age population) in Redcar and Cleveland, taken from the JSU, show a decrease from 6.4% in 2005 to 3.5 % in 2007 (November). This improvement is due mainly to intensive work in the urban areas of the Borough where confidence and aspirations were hit hard with the closure of the local shipyard and the significant manpower reductions at Corus in 2001 which saw levels of unemployment in Grangetown and South Bank in excess of 15%.
- We have seen significant regeneration in the South Tees area of the Borough both in the service and retail sectors which has offered new employment opportunities .One of the most recent developments is an ASDA Distribution depot at Tees Docks which provided 200 new jobs.
- There are pockets of high unemployment within the Borough with four wards identified as key targets for LAA and JCP funding (Grangetown, Coatham, South Bank and Kirkleatham). However, all four wards have seen a decline in unemployment since January due to the active intervention of Routes to Employment, Job Centre Plus and partners.
- The local authority is working on a number of Regeneration Initiatives which will offer training and employment opportunities in the next few years. These include Coatham Enclosure, a Freight Park and an Eco Park.
- In the private sector there is also considerable expansion due over the next 24months with two new plants planned for Wilton site and the development of the deep water facility at Teesport which will also include the development of a new import centre at the site with potentially 800 jobs on offer.
- In 2006/7, the Council was awarded substantial funding through the Local Enterprise Growth Initiative (LEGI). The LEGI project aims to increase the number of business start ups, self-employment and social enterprise, particularly in the most disadvantaged communities. The project is now well under way and offering localised support to those considering setting up their own business. The project will also support employers looking to grow their businesses and this has already delivered new job opportunities.

Key Challenges

- Acute deprivation is still endemic within some communities in Redcar and Cleveland. The 2007 Indices of Deprivation, Redcar and Cleveland was ranked as the 50th most deprived borough in the Country. This has improved from 44th in 2003. However, in 2004 we had the 14th highest concentration of deprivation in the country and in 2007 this had got slightly worse at 12th.
- If no action is taken to retain and attract people to the region it is forecast to decline over the next 20 years. This will have a significant impact on the North East economy. We therefore have a great imperative to attract and retain skilled workers.
- Since 1999 we have seen the percentage of residents of working age who are self employed fall from 7.1% to 5.2%. This rate is significantly below both the North East figure of 6.1% and the Figure for Great Britain at 9.3%. This is exacerbated by the lack of suitable premises for SME's, affordability of business space and poor business environments
- The borough has a negative image, with declining tourism and poor quality town centres

8.2 Environment

As mentioned in the 'about the borough' section, the environment of Redcar and Cleveland is diverse and an area of stark contrasts, with areas of heavy industry juxtaposed with North York Moors National Park, coastal settlements, Heritage Coast, extensive areas of woodland and agricultural land. This poses significant opportunities and a number of challenges in terms of managing the environment.

The complex nature of the environment is further complicated by the significant number of differing areas of areas of responsibility in terms of management. For example the responsibility for mentoring air quality lies with the local authority yet emissions from industry are regulated by the Environment Agency. The borough possesses a significant number of important local wildlife sites, which are of vital importance in maintaining the biodiversity of the region, yet the responsibility for management lies with individual landowners with many sites residing in private ownership. The local authority is responsible for liveability issues such as cleanliness standards and maintaining the quality of green space while a range of operators deliver our transport services.

This highlights the vital importance of working in partnership to ensure that our environmental performance is understood and management is undertaken in a co-ordinated way. The Local Strategic Partnerships Environment Partnership therefore committed to producing a joint a bi-ennial State of the Environment Report with Redcar and Cleveland Borough Council, to provide a comprehensive statement on the environment priorities in Redcar and Cleveland, to establish and maintain baseline information in order to monitor the direction of travel of those priorities and provide the evidence base to inform priorities and actions in the Borough's Sustainable Environment Strategy. The Environment Partnership published the boroughs Sustainable Environment Strategy in 2006, which was adopted into the

Councils policy framework by Full Council on 1st June 2006. This overarching strategy on environment aims to improve performance on the environment priorities identified in the State of the Environment Report.

With increasing drivers for improvement but potentially less available resource, a critical way forward to ensure continuous improvement is for organisations across all sectors to examine their own environmental impact through the development of environmental management systems. These have the potential to identify and minimise impacts on the environment while ensuring improvement in the efficiency of an organisations operations that can lead to potential financial savings.

In addition, actions identified in the Sustainable Community Strategy will continue to be delivered and resource allocated on the basis of performance identified in the LAA.

Progress and Strengths

- The Council has maintained continuous, very good air quality across the Borough, meeting all statutory objectives against a range of seven air pollutants and as such no air quality management areas have had to be declared. A close working partnership between the Local Authority, the Environment Agency and industrial partners sees air pollution minimized.
- Continuous improvement in the Borough's bathing water quality at six sites along the coast continues to be observed. Each site has achieved the mandatory standard under the EC bathing water directive every year since 2002, and in the last 4 years every bathing water site has seen at least one annual pass at the more stringent EC guideline standard.
- With regard to new housing built on previously developed land, this has seen an increase from 2001/02 to 2005/06 of 10%. 46% of new houses are now built on previously developed land against a local target of 35% for 2006-2009, which sees performance already exceeded.
- In terms of waste management, the Council has significantly exceeded national targets for recycling and composting rates. It was the best performing authority in the North East in 2005/06 and also the second most improved council in the country. Redcar and Cleveland showed a 20.8 percentage point improvement in its recycling rate, increasing from 14.9% in 2004/05 to 35.89% in 2006/07.

Key Challenges

Despite areas of good performance there remains a number of environmental challenges:

- The number of listed buildings in Redcar and Cleveland on English Heritage's 'at risk' register remains a concern in protecting the historic environment however resources also remain an issue. In 2006/7 there were 3 x Grade I, 6 x Grade II and 43 x Grade II* buildings at risk.
- The transport indicators including traffic volume and modes of travel to school also remain a concern. There has been significant unsustainable traffic growth over the past 2 years and this trend is showing signs of continuing. In 2006 there had been a 10.2% increase on the 2000 traffic volume baseline.

- Residents' satisfaction of cleanliness of public spaces has shown a decrease from 2003/04 of 2% to 56% in 2006/07, the lowest in the Tees Valley. A local target of 64.6% was set for 2006/07 which has not been met.
- In 2000, emissions of carbon dioxide (CO₂) in the Borough were at 1,059,600 tonnes which is the second highest of any of the Tees Valley Boroughs. However the Council has adopted a 1.25% reduction target in CO₂e emissions and is developing an action plane with partners to reduce its impact.
- Resource available to deliver environmental improvements is critical and the governments Neighbourhood Renewal Fund, Cleaner Greener Safer monies and Safer Stronger Communities Fund has seen £2.1m of liveability improvements in 2006 – 2008, however with these funds ceasing from March 2008 it is likely that there will be less available resource for continuous environmental improvement
- Partners from all sectors across Redcar and Cleveland perform well in managing the environment but there are a number of challenges and drivers that the agenda faces including increasingly stringent legislation, for example:
- The Climate Change Bill announced by the government in 2007 proposes a statutory 60% reduction CO₂ by 2050, which will provide significant challenges to local authorities and partners in actions to reduce impacts on climate change
- National diversion targets are established for municipal waste, including i) reducing the amount of waste to landfill by 75% on 1995 levels by 2010 moving to 35% by 2020 and the national recycling target of 40% of all waste to be recycled or composted by 2010 and 50% by 2020

8.3 Transport

In preparation for the submission of the first draft of the LAA in 2006, a "LAA Challenge Day," was held with representatives from across the Strategic Partnership, to give all stakeholders the opportunity to influence the LAA outcomes framework. The LAA challenge day clearly identified that transport, accessibility and housing are high priorities for action within the borough. The Sustainable Communities Thematic Partnership had only recently been established, and there had been limited partnership discussion regarding how these issues should be tackled and how resources should be targeted. Transport needs to be a priority, particularly for those at risk of social inclusion including rural communities and people with disabilities. Historically the Partnership has had limited involvement in this area and therefore extensive dialogue between key stakeholders is needed before appropriate outcome measures can be agreed. Once a way forward has been agreed for these important issues, it is anticipated that specific outcomes will be incorporated into a future LAA refresh.

Future changes to transport do not happen in isolation and it is therefore important that the strategic issues affecting the delivery of wider public services and that impact upon our communities' quality of life are clearly understood. Good transport is essential for a successful economy and society because it allows access to jobs, services and schools and allows people to make the most of their free time. The links to wider objectives have been recognised at a local, sub-regional, regional and

national level; and there is encouragement for transport decisions to be made alongside those for housing and economic growth.

It is recognised that people travel for a reason, to access facilities and services. Future developments and changes to service provision will create new opportunities for residents and will influence the travel choices that are being made. The key driver for future land-use spatial planning is our emerging Local Development Framework (LDF). This reflects the aims of regional policy and has a particular emphasis on addressing deprivation and the need to develop sustainable communities. The LDF sets out a long-term vision for the borough's residents to enjoy a high quality of life based on a dynamic economy and a healthy environment. Regeneration is a key objective for Redcar and Cleveland, to be actively addressed by all local agencies. It is being given prominence among all of the shared priority areas within the Local Transport Plan (LTP) which acknowledges that an integrated approach to improving housing stock, increasing employment opportunities, improving access to facilities and enhancing environmental conditions is needed to achieve sustainable regeneration.

Progress and Strengths

- The Council and has been working with the Tees Valley Joint Strategy Unit, the other Tees Valley local authorities and the bus operators to develop a major scheme bid to the Department for Transport. If this is successful, it will include the development of a Statutory Quality Bus Partnership to seek to promote an increase in bus use.
- The Council has been undertaking improvement works at bus stops to improve physical accessibility on to buses.
- Through the national School Travel Initiative, the Council has worked with schools to develop individual School Travel Plans for 90% of schools by 2007 and has implemented physical measures to improve sustainable transport facilities in their vicinity.
- A Transport Asset Management Plan is being prepared that will increase our level of understanding of the condition of the network to enable us to plan our actions to maintain the integrity and safety of the highway network more effectively.

Key challenges

- The key priority areas of the borough that have been identified within the Local Transport Plan
 - Greater Eston -To tackle problems of unemployment, low housing demand, poor environment and poor health.
 - Redcar -To improve retailing in the town centre; To reverse urban decline in four priority wards; To improve visitor attractions.
 - East Cleveland -To address pockets of deprivation in rural towns; To implement the East Cleveland Rural Strategy to diversify the rural economy and promote tourism.

- Bus patronage and public satisfaction with bus services and with public transport information have all declined significantly in recent years.
- The majority of bus services are provided commercially and it is expensive for the Council to provide additional supported services to fill perceived gaps in the bus network.
- School travel plans have been developed to encourage a switch from the use of private cars that cause congestion problems in local neighbourhoods to the use of alternatives such as walking, cycling and bus use. However, to date, small increases in car use are continuing to occur. The choice of travel mode for children is a key issue as it influences their transport decisions in later life. Promoting walking and cycling for shorter journeys will increase healthy exercise and address health issues such as childhood obesity. Encouraging bus use for longer journeys will give children the confidence to use public transport in later life. Reducing car use will promote sustainability and have a positive impact on climate change. This needs to be a key priority.
- The promotion of road casualty reduction has been a priority for many years. Slight casualties have reduced by 30% from a 1994-98 average since the year 2000. The numbers of fatalities and serious injuries to all road users and to children have experienced much more variability, albeit with much smaller numbers of casualties.

8.4 Housing

The Redcar & Cleveland Housing Strategy, assessed as Fit For Purpose by Government Office for the North East in 2006, has been developed by the LSP Housing Partnership, representing the Council, housing associations, statutory agencies, private sector, community and voluntary groups. Members of the Partnership have made a commitment to work together to make the strategy vision a reality.

The strategy reflects the main priorities for investment and improvement in housing within Redcar & Cleveland, and include a vision and objectives that public, private, voluntary and community agencies can share. It sets out the long-term aims for housing within the Borough, looking at the challenges we need to address and identifying the necessary actions to deliver long lasting improvements.

Our vision for Housing in Redcar & Cleveland is **'to make Redcar & Cleveland the place to live'** and to deliver this vision we have identified four strategic priorities. The Housing Partnership prioritised them with reference to local conditions and the aims of the Regional Housing Strategy. In order of importance they are: -

- To address housing market failure and to create sustainable, inclusive and cohesive communities where people choose to live
- To improve and maintain the conditions and management of existing housing and neighbourhoods and provide housing that is healthy, energy efficient and safe;
- To facilitate the development and adaptation of housing to meet the specialised needs of specific sections of the community

- To facilitate the development of new housing in sufficient numbers to meet the present and future needs of the Borough, and to take account of aspirations for better housing and a balanced housing stock

The Housing Partnership has agreed a Delivery Plan covering the period to 2010, identifying the actions required to address each of the four strategic priorities. This Delivery Plan is monitored on a quarterly basis in line with the LSP Performance Management Framework.

Progress and Strengths

- 16.8% of the social housing stock is non-decent, and this figure has fallen from 69.5% in 2002 when the former public sector stock was transferred to Coast & Country Housing. Investment to address the remaining properties has been secured and plans are in place to deliver this by 2010.
- A Private Sector House Condition Survey was completed in 2007. This estimates that 32.6% of vulnerable households living in the private sector will need some form of assistance to improve their housing conditions. On this basis, the Government target of 70% of vulnerable households living in decent homes by 2010 is on target to be met.
- The Council and its partners have been instrumental in developing the sub-regional housing market renewal partnership, Tees Valley Living (TVL). Through TVL, multi-million pound funding has been secured to help deliver ambitious housing regeneration plans, in particular within Greater Eston.
- There has been a 50% reduction in the number of homelessness applications and acceptances since 2005/06 through the adoption of a proactive, preventative approach. In addition, there have been no repeat homelessness cases since April 2007.
- A Strategic Housing Market Assessment will be completed during 2008 to refresh the previous 2006 Local Housing Assessment. This will finalise the comprehensive research base regarding local and sub-regional housing markets and conditions.
- In order to address over reliance on temporary accommodation, and to develop/set out a comprehensive strategy for the prevention of youth homelessness, a revised Homelessness Strategy will include a specific Youth Homelessness Strategy. To complement this, the Supporting People Commissioning Body recently prioritised youth homelessness as a key priority client group.

Key challenges

- There is significant variation in house prices within the Borough, a reflection of the demand for housing in different locations and to a lesser extent, the nature of the housing stock; new housing tends to increase average house prices, whilst concentrations of older terraced housing tend to reduce the average price. Housing is most costly in Guisborough, Saltburn and Skelton and cheapest in Greater Eston, Loftus and Brotton.

- Data published by CLG shows that over the last 10 years, the cost of buying a house in the Borough for those on lower incomes has become increasingly out of reach, and the problem is about as acute as it is across the North East as a whole. Furthermore, rising interest rates over the last year or so have seen a slowing in the property market with prices not rising as fast as they were. However, in general, house price rises still outstrip wage increases, so increasing the affordability gap, and there is little to suggest that this trend will reverse in medium-long term.
- The Local Housing Assessment, completed in 2006, found that 32.3% of the households surveyed contained a member with a long-standing illness, health problem or disability that limits their daily activities, of which 41.4% are in households containing a member aged 55 or older. The greatest need is for people with physical disabilities who do not use a wheelchair, although there is a spread of all types of needs.
- There are particular households who find it difficult to access accommodation; young people, single people and people with a housing support need have a limited number of housing options open to them. This also impacts on the use of temporary accommodation and availability of support for other households. There is a projected increase in the number of older people; housing options for this group need to be improved.
- The number of 16/17 year olds staying in Bed & Breakfast accommodation is above the national average. However, since the September 2006 CLG survey, there has been approximately a 50% reduction in these numbers.

8.5 Leisure and Culture

Service delivery of a varied range of Cultural activities is predominately governed by The *Department Of Culture, Media & Sport* (DCMS). DCMS is responsible for Government policy on the arts, sport, the National Lottery, tourism, libraries, museums and galleries, parks and countryside, broadcasting, creative industries including film and the music industry, press freedom and regulation, licensing, gambling and the historic environment. It is also the Government Department responsible for the 2012 Olympic Games & Paralympic Games.

DCMS directly funds two of the key cultural agencies in the UK – *Arts Council England* (ACE) and *Sport England*, and works closely with a third, the *Museums, Libraries & Archives Council* (MLA). It is through these agencies that central Government monies can contribute to local cultural projects. Through its *Community Investment Fund* (which has replaced the previous Sports Lottery Fund), Sport England is currently investing £17 million in the North East region during 2006-2009. The regional branch of the Arts Council, *Arts Council England North East* (ACENE) supports Redcar & Cleveland's Arts Development activities, with an annual grant of over £30,000.

Within the Cultural assets of the borough there is a diverse range of facilities and services, ranging from the Cliff Lift at Saltburn to traditional leisure centres, tourist information centres museums etc. Also within the borough we have a host of excellent natural facilities. Miles of un-spoilt coastline, well-managed woodland

sites, a number of urban and country parks and access to the North Yorkshire Moors National Park fall within our boundary.

Culture at the Strategic Centre – C@SC

R&CBC Have recently undergone an assessment of C@SC with the Local Strategic Partnership. Culture at the Strategic Centre is a tool for strengthening the place of culture within the strategic centre of LSPs. Its purpose is to provide:

- a mechanism to help LSPs apply culture strategically to cross-cutting agendas
- an external assessment to identify the strengths and areas for development by the LSP in relation to culture
- a platform from which to improve.

The anticipated benefits are:

- increased awareness, understanding and recognition among LSP partners of the intrinsic value of culture in quality of life improvement, its instrumental value in contributing to cross-cutting agendas such as economic development, community safety, community cohesion, health and well-being, and lifelong learning outcomes, and the benefits that culture can bring to the delivery of other services
- support for ensuring that culture is incorporated effectively in LSP governance structures and working arrangements, so that LSPs are better placed to make use of culture in building healthy, sustainable and cohesive communities, including the delivery of local area agreement targets and outcomes
- a clearer focus and higher profile for culture within the LSP and across key partner organisations
- better strategic engagement and working relationships between the LSP and the regional cultural agencies and other key cultural partners and deliverers
- an increase in strategic capacity for culture.

We believe the outcomes of C@SC will influence public policy and maintain and improve its share of public resources for culture, it is vitally important that Redcar & Cleveland is able to clearly demonstrate a commitment to improving how the range of cultural services are delivered.

Progress and Strengths

- The Council has signed up to a formal partnership with Arts Council North East (ACENE) that is based upon mutual objectives, funding, and adherence to an agreed programme of Arts Development activities. Council officers attend one-to-one meetings with their ACENE counterparts on a regular basis, and the partnership agreement is subject to annual review.
- Redcar & Cleveland has recently participated in the national Arts At The Strategic Centre initiative and, with the support of ACENE, is currently developing an arts delivery improvement plan.

- The relationship with the Museums & Libraries Association (MLA) has been to mutual advantage, primarily through the Renaissance In The Regions initiative that has demonstrated the tangible benefits of collective working at a regional level.
- Redcar & Cleveland's Tourism Service makes a significant contribution to strategic issues affecting the sub-region through its involvement with Tees Valley Area Tourism Partnership (TVATP). The Council has representation on TVATP at board level. A service level agreement exists between Redcar & Cleveland and TVATP that involves RCBC officers working directly on mutual projects with TVATP, and officer contact takes place on a daily basis.
- We have approximately 2 million visitors each year bringing approximately £80 million into the local economy.
- A formal partnership exists with English Heritage through a recently renewed local management agreement, whereby the Council operates one of its three Tourist Information Centres from an English Heritage site. Regular consultation meetings between officers of both organisations are held.
- Linkages to Sport England are extremely robust, and officer contact is frequent. The main conduit for contact is through the sub-regional sports partnership, Tees Valley Sport, and guidance and expertise has been provided for the development of the Council's Playing Pitch Assessment, Leisure Needs Assessment and Green Space Strategy.
- The Redcar & Cleveland Community Sports Network (CSN) is a relatively new vehicle for increasing participation in sport and physical activity throughout the Borough. The make-up of the CSN Steering Group primarily consists of representation from the local authority, the Primary Care Trust, the Council's strategic leisure partner – Tees Valley Leisure, Sport England, Redcar & Cleveland Disability Forum and Tees Valley Sport who currently chair the CSN. The structure of CSN involves a number of geographical sub-groups whose remit is to consider the range of issues affecting their particular communities. It is at sub-group level that community engagement is most apparent, with issues such as young people, older people, transport and facilities being regular agenda items.
- Contributing Sub Regionally to the revision of the Tees Valley Cultural Strategy and the development of an action plan in line with complementary sub regional and regional cultural, social and economic development strategic plans for the period 2009-14. This will fit with our draft Cultural Strategy.

Key Challenges

- Work to support and promote the widest access to excellence in culture - in the arts, in museums and galleries, in architecture and in the built and the historic environment, and libraries.
- Implement the findings of the C@SC review and the Arts at the Strategic Centre review.

- Promote the Borough as a tourist destination by working with the British Resorts Association to maximise national marketing opportunities, achieving Chartermark status for the borough's Tourist Information Centres, promoting the future Coatham development to visitors and maximising the opportunities presented by the Local Enterprise Growth Initiative (LEGI) by assisting existing tourism businesses in the borough to grow, and encouraging new tourism business start-ups.
- Support the independent museums (Cleveland Ironstone Mining Museum, Guisborough Museum, Winkies Castle and the Zetland Lifeboat Museum), with business plans and funding applications.
- Improve visitor numbers to Kirkleatham Museum by focussing its permanent collection on four main cultural themes – Industrial Heritage, Rural Life, Maritime Heritage and Social History, and maximise the resources of the education suite to offer local schools the opportunity to enhance their visits to Kirkleatham Museum.
- Increase the 'people' infrastructure through the development of coaches, leaders and instructors, particularly around physical activity and health and fitness
- To work in partnership with our strategic leisure partner to develop opportunities for people to participate in a wide variety of sport/ physical activity and well-being programmes within 'their community;' to develop a shared future vision and plan for investment in Council leisure facilities and to develop and implement a robust and appropriate 'passport to leisure scheme', ensuring equitable access for all
- Through the Community Sports Network develop a comprehensive 'one voice' marketing and promotional message for sport and physical activity in the borough, raising awareness of the role and value of physical activity in healthy living
- To ensure that all under represented groups are considered and consulted in the development of all relevant sport/ physical initiatives (both capital and revenue) and support under represented groups to develop sport & physical activity initiatives.
- To increase participation in sport among young people by working with the School Sports Partnerships and supporting the development of community sports clubs, coaches, leaders and administrators.
- To maximise the opportunities of developing and re-shaping the future of leisure provision through initiatives such as Building Schools For The Future.