

‘Building a better borough’

Redcar and Cleveland’s Sustainable Community Strategy 2008 – 2021

Annex D – Report on consultation



Sustainable Community Strategy – Report on consultation

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1. Introduction

1.1 What is the Sustainable Community Strategy?

A Sustainable Community Strategy aims to 'enhance the quality of life of local communities and contribute to the achievement of sustainable development in the UK through action to improve the long term economic, social and environmental well-being of the area and its inhabitants'.

The strategy should be led by a Local Strategic Partnership, with support from the Local Authority, should be grounded in an analysis of the borough's needs, and do four things:

1. Allow local communities to voice their needs and issues;
2. Co-ordinate the actions of the council, and of the public, private, voluntary and community organisations that operate locally;
3. Focus and shape existing and future activity of those organisations so that they effectively meet community needs and aspirations;
4. Contribute to the achievement of sustainable development both locally and more widely, with local goals and priorities relating, where appropriate, to regional, national and even global aims.

It is a high level document that sets out the long-term vision for Redcar and Cleveland, articulates the Partnerships priority outcomes and objectives, together with key tasks to achieve them and includes the performance indicators by which success is measured. Ultimately, the Sustainable Community Strategy should not only set the strategic direction for the LSP, but also for the key service providers in the borough.

1.2 The importance of consultation

Effective research and consultation with people living and working in the Borough is fundamental in the decision making process. People's views and observations can help shape and improve public service delivery. Consultation is the only way to ensure that services are user focused and it can help plan, prioritise and deliver better services while creating a working partnership with your users so that they have an interest in better services.

Delivering the Sustainable Community Strategy depends on effective engagement of citizens, visitors and other key stakeholders in the borough. Workable local solutions depend on local knowledge so it is important that this knowledge influences decisions.

1.3 Research and consultation in Redcar and Cleveland

In 2004 the Redcar and Cleveland Partnership, with support from Redcar and Cleveland Borough Council's Policy and Research Section produced a 'Research and Consultation Toolkit' to provide guiding principles and a range of tools to help partners, officers and other stakeholders consult more efficiently and effectively. An online consultation database at www.redcar-cleveland.gov.uk was also initiated providing more opportunities to engage effectively.

In 2004 Redcar and Cleveland Borough Council also published its Communications and Engagement Strategy, which aimed to 'increase the understanding of the Council's activities among the elected Members, citizens, staff, media and other stakeholders of the Borough and to ensure that their views are better understood and reflected in policy and services, thereby securing sustainable improvement in the Council's services and reputation'.

The Research and Consultation Toolkit describes the variety of forms of engagement that exist such as communication, research, consultation and participation, which are useful tools in helping us to gain customer insight. The development of Redcar and Cleveland's Sustainable Community Strategy has used the most appropriate methods in order to better understand peoples environmental priorities, and develop a programme of activity that best meets the needs of those living, visiting, working or investing in the borough.

2. Consultation Plan

2.1 Background

Partners decided on a list of objectives that should be included in the Sustainable Community Strategy. These were grouped under 7 categories as follows:

- 1) Help children and young people to be healthy and stay safe
- 2) Help children and young people to enjoy and achieve, make a positive contribution to society and achieve economic well-being
- 3) Help people to live longer and healthier lives and to improve the quality of life for vulnerable adults and older people
- 4) Economy, Jobs and Regeneration
- 5) Environment, Housing and Transport
- 6) Crime, Anti-social Behaviour and Substance Misuse
- 7) Building Stronger Communities

The main objectives of the consultation exercise were:

- a) to ensure that the priorities decided by the partners were the right ones, i.e. all major issues of interest to the public were included, and there were no major issues were neglected when setting these priorities
- b) to identify which priorities are most important for respondents; focusing on these areas will aim to improve the overall quality of life for residents, employees and visitors, their perception of the Borough, and their satisfaction with service providers
- c) to identify which priorities are most in need of improvement; identifying these areas will help target resources better to tackle issues that need improving first

2.2 Developing a Sustainable Community Strategy consultation

In order to ensure a fully inclusive approach to the consultation, it was necessary to ensure that all of the residents of the Borough had a chance to have their say. The process began in September 2007 to design an inclusive and robust consultation plan.

It was decided that the consultation would take place over a six-week period beginning on 22nd October and carry on until the end of November, thus giving the month of December

to adjust the contents of the Draft Sustainable Community Strategy to reflect the opinions of the residents of Redcar & Cleveland.

A questionnaire was developed and designed by the Chief Executive's Department's Policy and Research Team, in conjunction with all Partners. Residents, employees and visitors of the Borough were to be asked to indicate their views on the issues above.

2.3 Communication methods used to collect information

People, Progress and Pride magazine

Ways to take part in the consultation were advertised extensively the 'Progress, People, Pride' council magazine. The whole back page was devoted to raising awareness of the impending consultation exercise and gave an initial timetable of events along with contact details of the relevant officer within the Partnership to gain further information.

The Partnership website

The Partnership website contained not only a list of all the consultation events and venues which was constantly updated as venues were added, but also a link to the online questionnaire for those with access to a computer, either at home or through their local library.

The Redcar & Cleveland Borough Council website.

The Redcar & Cleveland Borough Council website signposted people to the Partnership website where all the information on the consultation could be found.

Weekly press release

Each week, a press release containing all of the consultation events for the following week with all venues and times was issued.

2.4 Consultation methods used to understand views

Various consultation methodologies were utilised in order for the exercise to be as inclusive as possible, as listed below:

- A) 31 open events were held where residents were asked to fill in an interviewer-assisted questionnaire. These events were held:
- during workdays and weekends,
 - from early in the morning until late in the evening,
 - across all wards in the Borough,

The open events were held:

- a. in Libraries,
- b. the One Stop Shop Bus,
- c. Leisure Centres
- d. supermarkets

So far more than 320 respondents have given us their views this way.

- B) 9 closed focus groups for hard to reach groups were held (e.g. people with disabilities, young people, Black and Minority Ethnic groups etc.). This approach provided us with in-depth qualitative data on areas that are important to these particular groups.
- C) Officers attended all the 5 Area Committees hosted around the Borough. A powerpoint presentation was given to the Committees giving an overview of the work of the Local Strategic Partnership, the background and development timetable for the Sustainable Community Strategy and the various ways that were available to members of the public to participate in the consultation exercise.
- D) Questionnaires and freepost envelopes were made available for members of the public attending the Area Committees to take away.
- E) An online questionnaire was hosted on the Partnership website. The link to this survey was sent to all employees in Redcar & Cleveland Council and 92 responses have been received up to now.
- F) The consultation questions were also included in the Winter 07/08 Viewfinder Survey, which consults with more than 1500 Citizens' Panel members, residents of the Borough. We are anticipating approximately 1,100 responses from this method.
- G) Interested parties were also able to give their views via email, letter, or a self-completion postal questionnaire (with free-post envelope).

In total, we anticipate that over 1500 citizens from all backgrounds will have given us their views by the completion of this exercise.

3. Consultation Delivery

3.1 Consultation activities and timetable

The following table outlines the 40 various consultation events that took place via the methods listed in section 2.

Date	Venue	Time
Tues 23rd Oct	Guisborough One Stop Shop Bus	1pm – 4pm
Wed 24th Oct	Boosbeck One Stop Shop Bus	9.30 – 12.00
Fri 26th Oct	Laburnum Library	12.30 – 2.30
Mon 29th Oct	Saltburn Library	1.30 – 3.30
Tues 30th Oct	Skelton Library	10 - 12
Wed 31st Oct	New Marske One Stop Shop Bus	1 - 4
Wed 31st Oct	Ryehills School – Redcar Area Committee	6pm – 8pm
Thurs 1st Nov	Lingdale One Stop Shop Bus	9.30 - 12
Fri 2nd Nov	Ormesby Library	11 – 1
Mon 5th Nov	Aroma Coffee Shop Redcar	12.30 – 1.30
Mon 5th Nov	Coatham Memorial Hall	2.30 – 3. 30
Tues 6th Nov	City Learning Centre Social Inclusion Groups	10 – 12
Tues 6th Nov	Golden Boy Green Multicultural Association	2-4
Wed 7th Nov	Seafield House Older People’s Partnership Board	1 - 3
Wed 7th Nov	North Skelton Village Hall – East.Cleveland Area Committee	6pm – 7pm
Thurs 8th Nov	Moorsholm One Stop Shop Bus	1 - 3
Fri 9th Nov	Brotton Library	10.30 - 12
Sat 10th Nov	Eston Leisure Centre	11 – 1
Mon 12th Nov	Grenfell Centre – Redcar	10.00 – 12. 00
Mon 12th Nov	The Book Bus Rosedale House, Nunthorpe	4.45 – 6pm
Tues 13th Nov	Roseberry Library	1.30 – 3.30
Tues 13th Nov	Bankfields Primary School – Greater Eston Area Committee	6.00- 7.00
Wed 14th Nov	Guisborough Library	1 - 3
Wed 14th Nov	Brotton Methodist Church – Kilton Area Committee	6.0 – 7.00
Thurs 15th Nov	Redcar Library	10 – 11.30
Thurs 15th Nov	James Finnegan Hall	4 – 6
Fri 16th Nov	Skinningrove One Stop Shop Bus	9.30- 12

Sat 17th Nov	Redcar Leisure Centre	11 – 1
Mon 19th Nov	Carlin How One Stop Shop Bus	9.30 – 11.30
Mon 19th Nov	Saltburn Youth Centre - Young people	7 - 8
Tues 20th Nov	South Bank Library	9.30 - 12
Tues 20th Nov	Chaloner School – Guisborough Area Committee	6 - 7
Wed 21st Nov	Grangetown Library –	9.30 – 12
Thurs 22nd Nov	Redcar Youth Centre	7 - 8
Fri 23rd Nov	Dormanstown Library	9.30– 11.30
Mon 26th Nov	Redcar Library	10 - 12
Tues 27th Nov	Loftus Library	10 - 12
Wed 28th Nov	Marske Library	10.30 – 12.30
Thurs 29th Nov	Redcar & Cleveland College	12 – 1pm
Fri 30th Nov	Sainsburys Guisborough	11.30 – 1.30

4. Consultation Results

Summary of Findings

Which two of the following are most important for making Redcar and Cleveland a better place to live, work or visit?

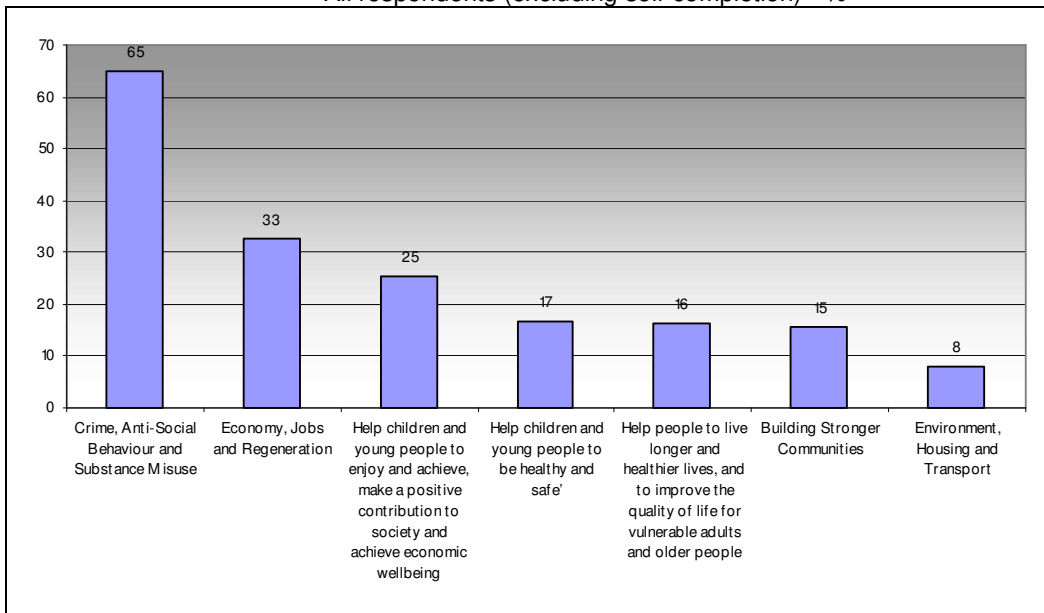
The summary of results following is based on the 650+ responses we have received so far – this will be updated as soon as the Viewfinder consultation finishes.

Respondents were asked to indicate which two of the seven Strategy areas are most important for making Redcar & Cleveland a better place to live, work and visit. (Note: This question was not included in the self-completion questionnaires as the self-completion format would not allow such a complicated routing of respondents.)

The most popular area was crime, anti-social behaviour and substance misuse, nominated by the majority of respondents (65%). In second place came economy, jobs and regeneration (33%) nominated by one in three respondents.

These were followed by helping children and young people to enjoy and achieve (25%) and to be healthy and stay safe (17%). Helping people to longer and healthier lives (16%), building stronger communities (15%) and Environment, housing and transport (8%) completed the list of options.

Graph 1 – Areas most important in making Redcar & Cleveland a better place to live, work and visit
All respondents (excluding self-completion) - %



Crime, Anti-social behaviour and Substance Misuse

1.1 Does this list include everything that you think we need to achieve in relation to this issue?

1.2. If no, what else should we be doing?

1.3. From the list, and your suggestions, which 3 do you think are most important?

1.4. And which three are most in need of improvement?

Respondents who selected a category an important issue were then given a showcard showing all the priorities that were included in that theme by Partners. They were then asked to comment whether that list included everything the Partnership needs to achieve in relation to this issue, or whether they thought some other priority should also be included in that list.

15% of all respondents made suggestions on other priorities that should be included in the list. Comments were varied and some of the most popular were: police officers and neighbourhood wardens being more visible, quicker police response time, tackling street gangs, speeding cars and dog fouling/litter.

Respondents were then asked to indicate which 3 priorities from the list and their own suggestions were most important.

The most important priority, nominated by three out of four respondents (75%) was tackling antisocial behaviour issues of greatest importance in each neighbourhood. This was followed by reducing the supply of illegal drugs in Redcar and Cleveland nominated by 53% of respondents.

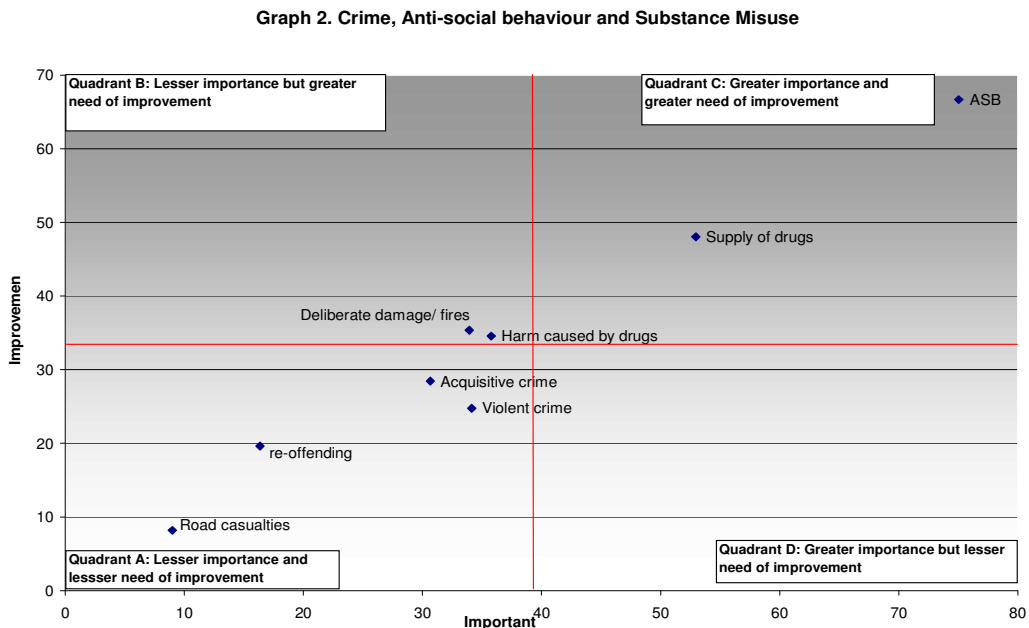
The same issues came in the top of the ranking when respondents were asked which priorities are most in need of improvement with 67% of respondents nominating antisocial behaviour and 48% nominating tackling drugs.

Table1 shows all percentage responses for each priority.

Table 1. Crime, Anti-Social Behaviour and Substance Misuse	Priority % (within theme)	
	Important	Improvement
Tackle the antisocial behaviour issues of greatest importance in each neighbourhood	75	67
To reduce the supply of illegal drugs in Redcar and Cleveland	53	48
To reduce the harm caused by drugs and alcohol to individuals, families and communities	36	35
Reduce violent crime including domestic violence	34	25
To reduce criminal damage, deliberate and accidental fires	34	35
Reduce serious acquisitive crime including burglary and vehicle crime	31	28
To reduce reoffending in Redcar and Cleveland	16	20
To reduce the incidence of road accident casualties on the borough's roads.	9	8

Graph 2 below shows these priorities and their relative score on both the 'important' and the 'in need of improvement' scale. Priorities towards the top of the graph are more important while those towards the right-hand side of the graph are most in need of improvement according to respondents.

It is clear from the graph that Anti-social behaviour and supply of drugs are issues considered both important and in need of improvement. Reducing deliberate damage and fires and the harm caused by drugs were considered to be of lesser importance but of greater need for improvement.



Additional comments were also made from the sensory loss focus groups and included:

- Extra fear from things happening because of being deaf
- Examples of disabled people being verbally abused.
- Neighbourhood policing – they need to be more aware of deaf people's needs
- If deaf people could communicate more effectively with the police they would feel safe
- Not feeling safe, e.g. fire in flat – not being able to contact emergency services because of being deaf
- How can emergency services improve a) staff being able to basic sign e.g. finger spell and b) methods of communication to contact emergency services

Economy, Jobs and Regeneration

- 1.1 Does this list include everything that you think we need to achieve in relation to this issue?
- 1.2. If no, what else should we be doing?
- 1.3. From the list, and your suggestions, which **3** do you think are most important?
- 1.4. And which three are most in need of improvement?

18% of all respondents made suggestions on other priorities that should be included in the list. Comments were varied and some of the most popular were: getting people into work, pay rates and regeneration of specific areas in the borough.

Respondents were then asked to indicate which 3 priorities from the list and their own suggestions were most important.

The most important priorities, nominated by the majority of respondents were providing skills for life that meet the needs of local residents and employers (55%) and reducing overall benefit claimant rates and increasing access to employment (51%).

The same issues came in the top of the ranking when respondents were asked which priorities are most in need of improvement with 68% of respondents nominating skills for life and 69% nominating benefit rates along with attracting inward investment in the Borough (69%).

Achieving sustainable growth and reducing failure rate of locally owned business (57%) and regenerating East Cleveland and the villages (53%) were also nominated by more than one in two respondents. Table 2 shows all percentage responses for each priority.

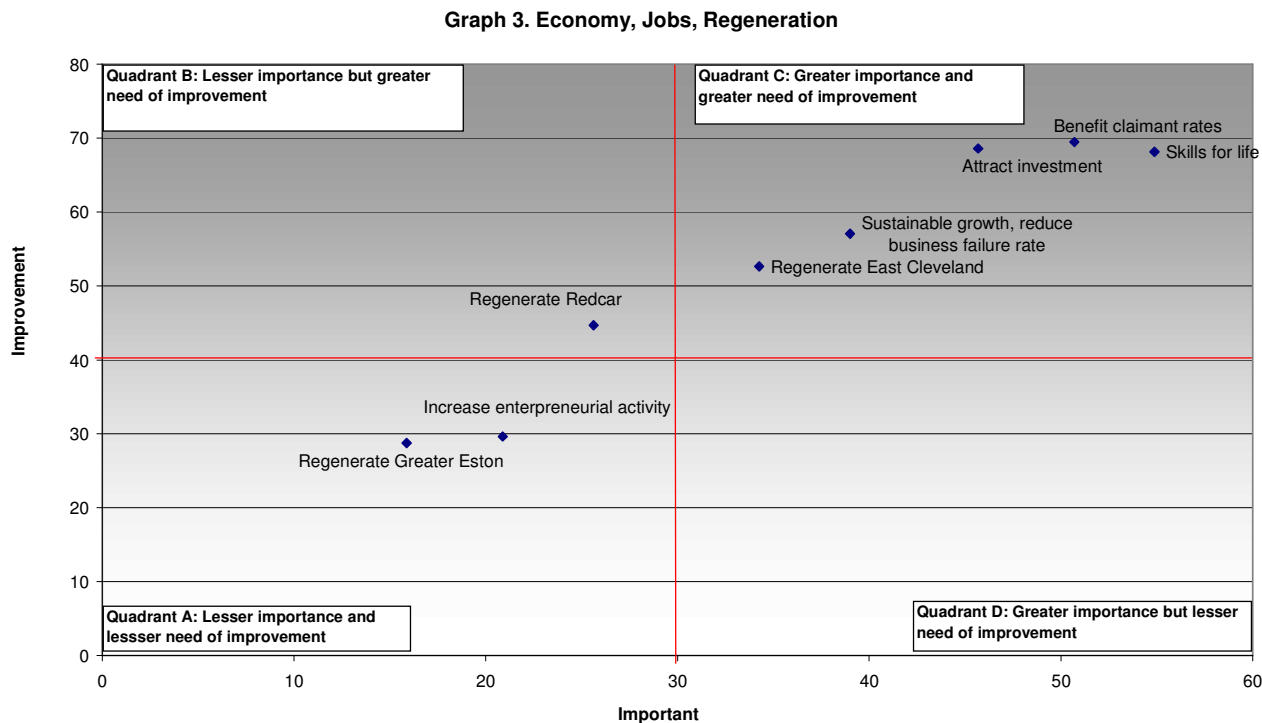
Table 2. Economy, Jobs and Regeneration	Priority % (within theme)	
	Important	Improvement
To provide skills for life that meet the needs of local residents and employers	55	68
To reduce overall benefit claimant rates (working age) within Redcar & Cleveland and increase access to employment for disadvantaged groups	51	69
To attract and retain appropriate inward investment and franchising into the Borough, particularly in the most disadvantaged local areas	46	69
To achieve sustainable growth and reduce the failure rate of locally owned businesses, particularly in the most disadvantaged local areas	39	57
To regenerate East Cleveland towns and villages	34	53
To regenerate Redcar	26	45
To increase entrepreneurial activity in the borough, particularly in the most disadvantaged local areas	21	30
To regenerate Greater Eston	16	29

Graph 3 below shows these priorities and their relative score on both the 'important' and the 'in need of improvement' scale.

Priorities that fall in Quadrant C (higher importance, higher need of improvement) are:

- benefit claimants rates
- skills for life
- attract investment
- sustainable growth and reduce business failure
- and regenerate East Cleveland

Regenerating Redcar is an issue of lesser importance but of greater need of improvement.



Additional comments were also made from the sensory loss focus groups and included:

- Employment being a problem
- Need more interpreters for appointments
- Bullied for being deaf

“Don’t know any deaf person who has a job – total lack of job opportunities”

The MBE group commented on the following issues:

- Personal and community development should be included
- Skills for work – re skilling required

Help children and young people to enjoy and achieve, make a positive contribution to society and achieve economic wellbeing

- 1.1 Does this list include everything that you think we need to achieve in relation to this issue?
- 1.2. If no, what else should we be doing?
- 1.3. From the list, and your suggestions, which 3 do you think are most important?
- 1.4. And which three are most in need of improvement?

18% of all respondents made suggestions on other priorities that should be included in the list. Comments were varied and the most popular was creating more leisure activities for young people.

Respondents were then asked to indicate which 3 priorities from the list and their own suggestions were most important. The most important priorities were reducing the number of young people not in education, employment or training (46%), reducing the number of young people entering the criminal justice system (33%) and to provide and co-ordinate a broad range of positive activities for young people, and increase participation in those activities (33%)

Table 3. Help children and young people to enjoy and achieve, make a positive contribution to society and achieve economic wellbeing	Priority % (within theme)	
	Important	Improvement
Reduce the number of young people not in education, employment or training	46	39
Reduce the number of young people entering the criminal justice system	33	34
To provide and co-ordinate a broad range of positive activities for young people, and increase participation in those activities	33	28
Increase involvement of children, young people and their parents/carers in shaping services and in the regeneration of their communities	31	28
Increase the number of young people and their families who are in employment or training	26	23
Increase aspirations of children and young people	25	17
Provide children and young people with opportunities to enjoy play	19	18
Ensure that all children and young people live in decent homes	17	15
Support homeless young people to live independently	13	12
Engage more children and young people in business and enterprise	11	15
Improve attendance at primary and secondary school	9	9
Foster a positive image of children and young people	7	9
Increase the percentage of young people aged 19 with NVQ 2/3 qualifications	6	7
Improve achievement at foundation stage (reception)	5	7
Improve achievement at key stage 3 and GCSE (secondary school)	5	6
Improve achievement at key stages 1 and 2 (primary school)	4	4
Improve achievement of young people leaving care	4	5

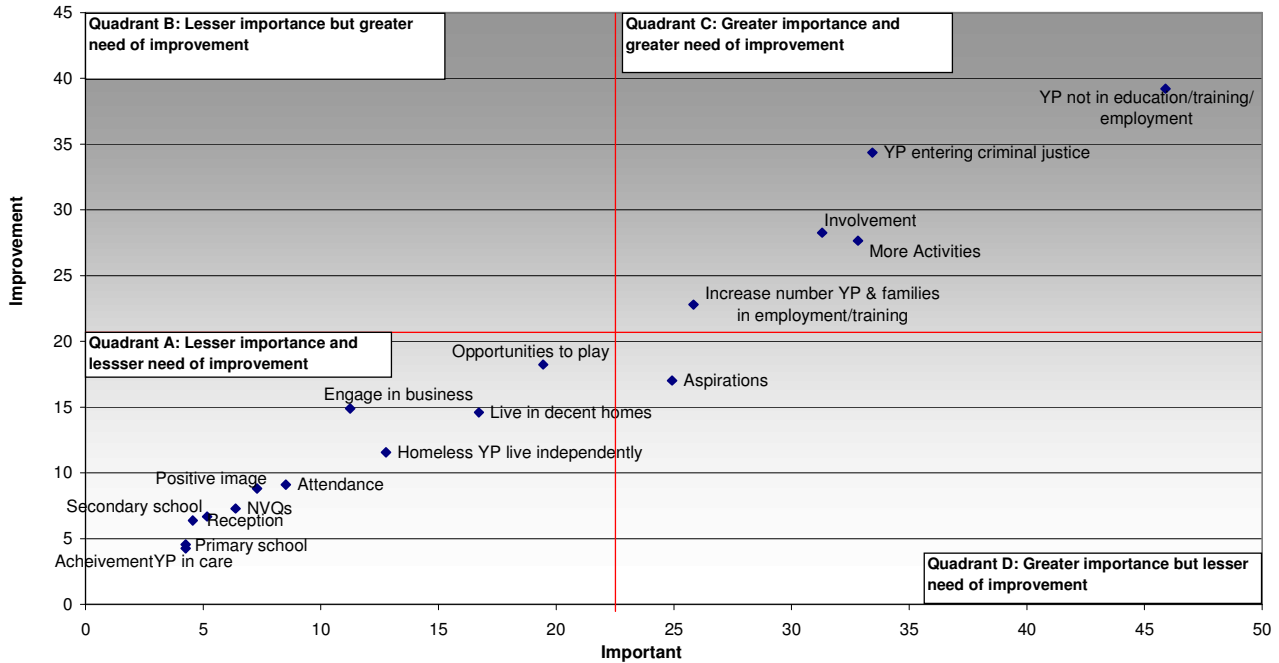
The same issues came in the top of the ranking when respondents were asked which priorities are most in need of improvement. Table 3 shows all percentage responses for each priority.

The graph below shows these priorities and their relative score on both the 'important' and the 'in need of improvement' scale.

Priorities that fall in Quadrant C (higher importance, higher need of improvement) are:

- Young people not in education, employment or training
- Young people entering the criminal system
- Provide more activities
- Increase involvement in shaping services
- And increase the number of people and their families who are in employment/training

Graph 4. Help Children & YP enjoy and achieve,make positive contribution



The BME group commented on the following issues:

- There is a need for a particular policy issue around young people not in Education, Employment and Training, especially children with learning difficulties
- Need to look at young people from age 9 years onwards, no aspirations in life, lack of values and family support

Help children and young people to be healthy and safe'

1.1 Does this list include everything that you think we need to achieve in relation to this issue?

1.2. If no, what else should we be doing?

1.3. From the list, and your suggestions, which 3 do you think are most important?

1.4. And which three are most in need of improvement?

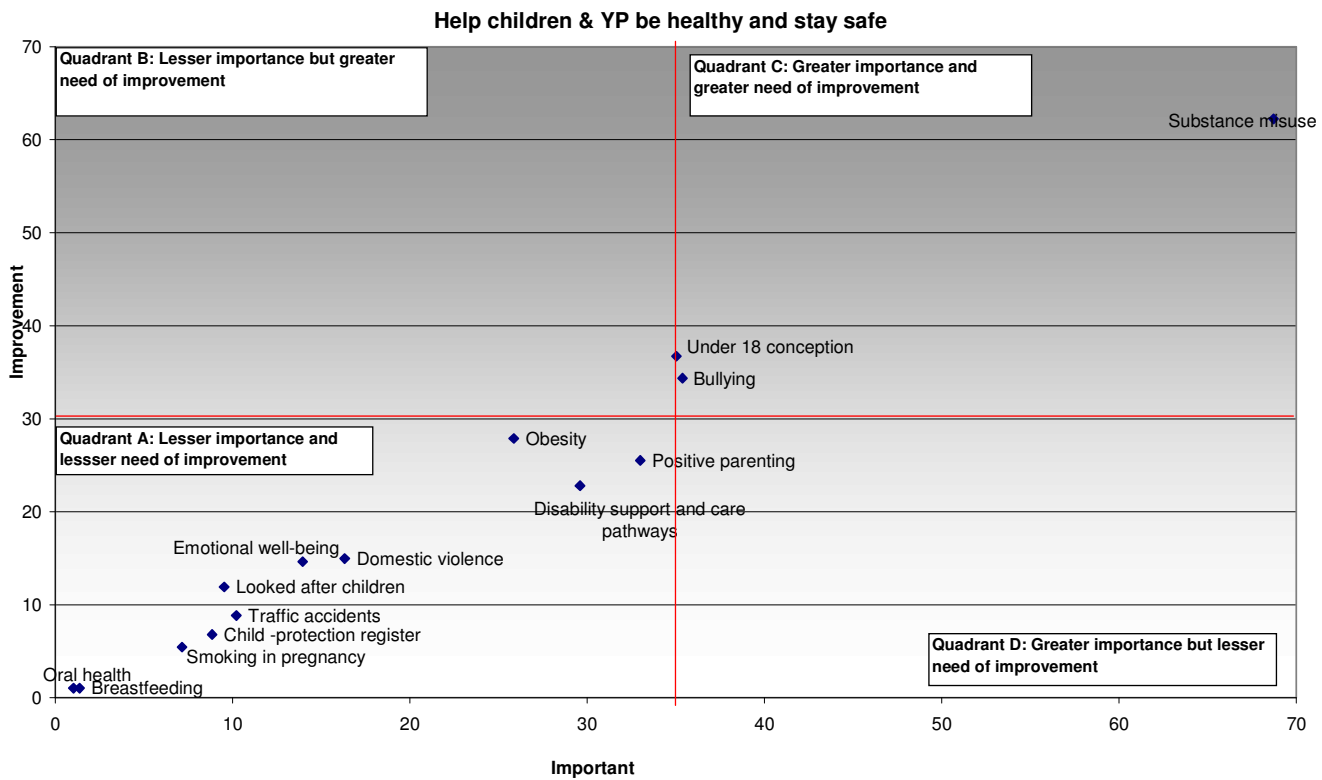
11% of all respondents made suggestions on other priorities that should be included in the list. Comments were varied including traffic management, safe areas to play, tackling weapons and other.

The most important priority was to reduce substance misuse (69%) nominated by the great majority of respondents. This was followed by reducing bullying (35%) and under 18 conception and sexually transmitted infections (35%)

Reducing substance misuse was also the priority that was considered most in need of improvement. Table 4 shows all percentage responses for each priority.

Table 4. Help children and young people to be healthy and safe'	Priority % (within theme)	
	Important	Improvement
To reduce substance misuse (including misuse of alcohol and drugs) among children and young people	69	62
Reduce bullying both in and out of school	35	34
To reduce under 18 conception and sexually transmitted infections among young people	35	37
To support positive parenting	33	26
To provide children, young people and their families, living with learning difficulties and disabilities, special educational needs, mental and emotional health needs and long term physical health conditions, effective co-ordinated support and care pathways	30	23
To reduce childhood obesity	26	28
Support young victims of domestic violence	16	15
Improve emotional wellbeing of children and young people	14	15
Reduce the number of road traffic accidents involving children and young people	10	9
Provide stability for looked after children	10	12
Reduce the number of re-registrations on child protection register	9	7
Reduce smoking in pregnancy	7	5
Improve oral health amongst 5/6 year olds	1	1
Increase breastfeeding	1	1

Graph 5 below shows these priorities and their relative score on both the 'important' and the 'in need of improvement' scale. It is very clear that substance misuse is by far the priority that receives most interest by respondents.



Help people to live longer and healthier lives, and to improve the quality of life for vulnerable adults and older people

1.1 Does this list include everything that you think we need to achieve in relation to this issue?

1.2. If no, what else should we be doing?

1.3. From the list, and your suggestions, which 3 do you think are most important?

1.4. And which three are most in need of improvement?

18% of all respondents made suggestions on other priorities that should be included in the list. Comments were varied and the most popular was creating more leisure activities for young people.

Respondents were then asked to indicate which 3 priorities from the list and their own suggestions were most important. The most important priorities to promote healthy lifestyles (51%) and to ensure all vulnerable people are treated with dignity (48%).

The priority that came in the top of the ranking when respondents were asked which priorities are most in need of improvement was to support informal carers to care for as long as they wish (52%) and promoting healthy lifestyles (51%). Table 5 shows all percentage responses for each priority.

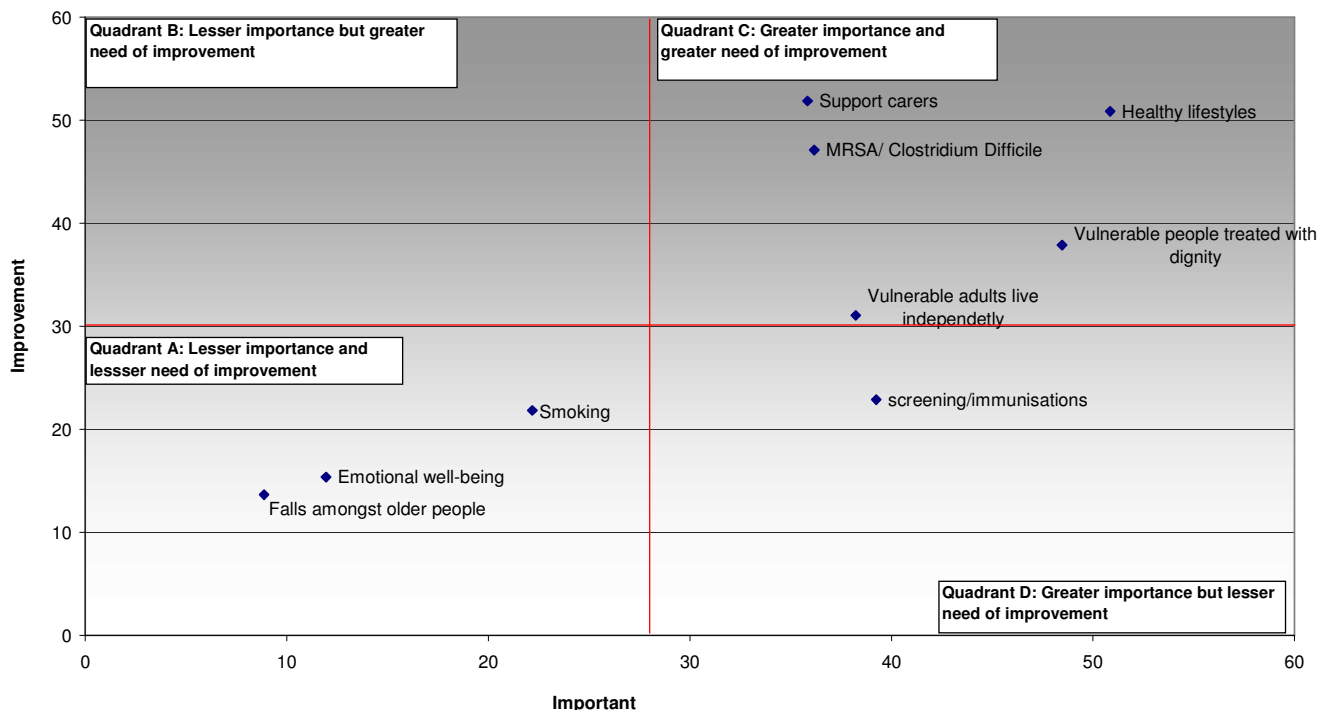
Table 5. Help people to live longer and healthier lives, and to improve the quality of life for vulnerable adults and older people	Priority % (within theme)	
	Important	Improvement
To promote healthy lifestyles (for example, weight management, healthy eating and physical activity)	51	51
Ensure all vulnerable people are treated with dignity when using health and social care services.	48	38
To prevent ill health through screening and immunisation programmes	39	23
To help vulnerable adults and older people to live independently for longer	38	31
To reduce healthcare acquired infection rates for MRSA and Clostridium Difficile	36	47
To support informal carers to care for as long as they wish (informal carers are people such as family members who care for their relatives)	36	52
To reduce smoking	22	22
To safeguard emotional well being	12	15
To reduce the risk of falls among older people	9	14

Graph 6 below shows these priorities and their relative score on both the 'important' and the 'in need of improvement' scale.

Priorities that fall in Quadrant C (higher importance, higher need of improvement) are:

- Healthy lifestyles
- Vulnerable people treated with dignity
- Support for carers
- Reduce healthcare acquired infections
- Help vulnerable adults live independently

Graph 6. Help people live longer, healthier lives



The three focus groups did not make any additional recommendations on how to best tackle these issues.

Building Stronger Communities

- 1.1 Does this list include everything that you think we need to achieve in relation to this issue?
- 1.2. If no, what else should we be doing?
- 1.3. From the list, and your suggestions, which 3 do you think are most important?
- 1.4. And which three are most in need of improvement?

23% of all respondents made suggestions on other priorities that should be included in the list. Comments were varied and the most popular was creating better relationships between neighbours and people in the community.

Respondents were then asked to indicate which one priorities from the list and their own suggestions were most important. The most important priority was to empower people to take part in decision-making.

The priority that came in the top of the ranking when respondents were asked which priorities are most in need of improvement was to support informal carers to care for as long as they wish (52%) and promoting healthy lifestyles (51%). Table 6 shows all percentage responses for each priority.

Table 6. Building Stronger Communities		Priority % (within theme)	
		Important	Improvement

Empower local people to have a greater choice and influence over local decision making and greater role in public service delivery	41	35
Build more cohesive, empowered and active communities	40	33
To strengthen and support the voluntary and community sector	16	16

The focus groups did not make any additional recommendations on how to best tackle these issues.

Environment, Housing and Transport

- 1.1 Does this list include everything that you think we need to achieve in relation to this issue?
- 1.2. If no, what else should we be doing?
- 1.3. From the list, and your suggestions, which 3 do you think are most important?
- 1.4. And which three are most in need of improvement?

28% of all respondents made suggestions on other priorities that should be included in the list. Comments were varied and the most popular was that public transport needs improving.

Respondents were then asked to indicate which 3 priorities from the list and their own suggestions were most important. The most important priorities to ensure communities have accessible good quality shops and services (53%) and to improve the quality and access to public transport (41%). These priorities also came on top of the list for needing improvement.

Table 7. Environment, Housing and Transport	Priority % (within theme)	
	Important	Improvement
To ensure that communities have accessible, good quality shops, services and facilities	53	34
To improve access to and quality of public transport	41	32
To increase recycling and minimise waste, while maintaining service quality.	38	25
Ensure the borough is progressively cleaner and greener	33	23
To deliver affordable housing in all new developments	25	23
To protect, conserve and enhance the Borough's built, historic and cultural natural environments	24	26
To address housing market failure (areas where there are lots of empty and derelict properties)	22	25
To minimise the level of pollution to air, water and land	21	27
To ensure that urban and rural design standards incorporate sustainability techniques in both the design and construction phase (e.g includes energy efficiency measures, contributes to reducing climate change and has minimal environmental impact)	15	13
To improve the character and access to urban green space and the countryside and encourage awareness and responsible use	15	11
To improve and maintain the condition and management of existing housing, ensuring that it is healthy, sustainable and safe	12	15
To minimise the borough's impact on climate change and the impact of climate change on the borough	11	16
To improve the management of resources including energy and water	10	9
To improve the safety and serviceability of the highway network	8	10
To ensure that residents with specialised needs have access to housing that meets those needs (for example, older people, people with disabilities and people from the black and minority ethnic community)	8	11
To facilitate the development of new housing to meet the present and future needs of the Borough	7	6
To conserve and enhance biodiversity	5	8

Graph 7 below shows these priorities and their relative score on both the 'important' and the 'in need of improvement' scale.

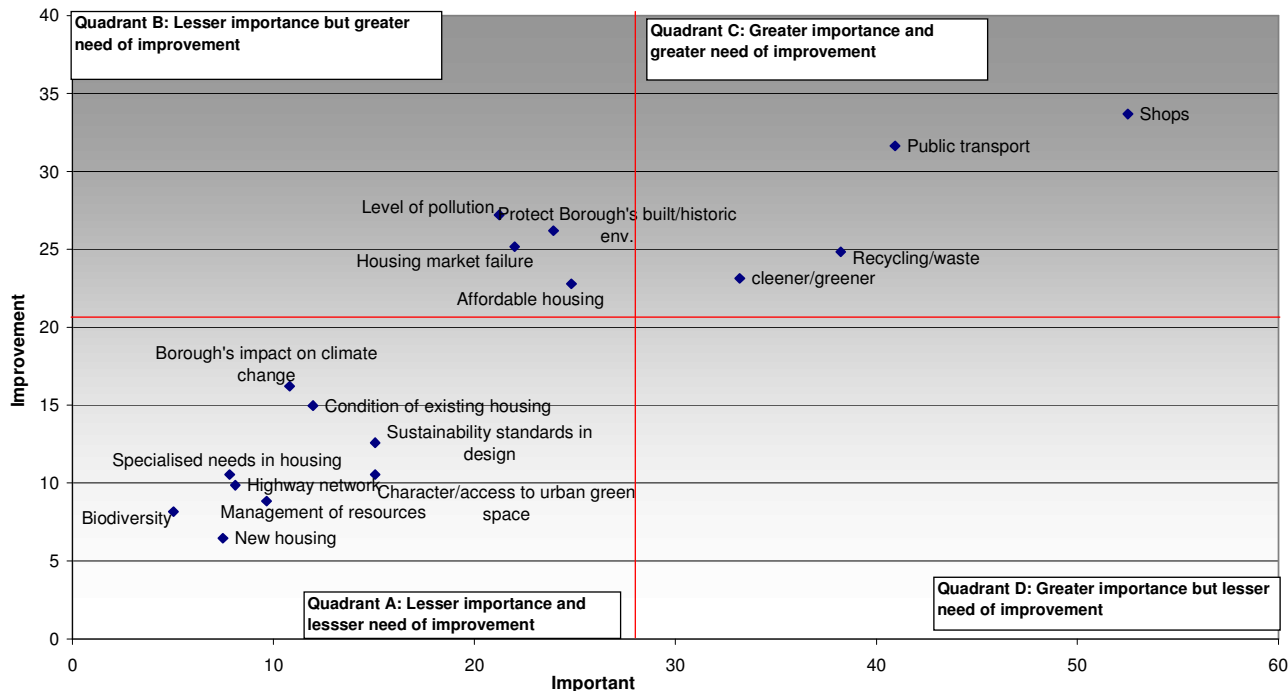
Priorities that fall in Quadrant C (higher importance, higher need of improvement) are:

- Better quality shops and services
- Improve public transport
- Increase recycling/minimise waste
- Ensure the Borough is progressively greener/cleaner

Priorities that are of lesser importance but they are of high need of improvement were:

- Minimise the level of pollution
- Protect the Borough built and historic and cultural natural environment
- Address housing market failure
- Deliver affordable housing

Graph 7. Environment, transport, housing



This category was of special importance to the focus groups and several suggestions and comments were made (see Appendix A). The overarching message was that disabled groups/people are not consulted about their specific needs when new housing developments/refurbishments are being undertaken for the provision of housing for those with physical disabilities. Same applies to new public facilities. As a result, when disabled people then move into said properties adjustments need to be made at additional cost to the council which could have been avoided had disabled groups/people been consulted at the appropriate stage e.g. development of architects plans.

4.2 Demographics of respondents

Will be updated at the end of January when Viewfinder survey results received and all data can be amalgamated.

4.3 Viewfinder Citizens survey results

Will be updated at the end of January 2008 when Viewfinder survey results received.

4.4 Identifying priorities and objectives

Will be updated at the end of January 2008 when Viewfinder survey results received and all data can be amalgamated.

4.5 Publicising the results

The results and draft Sustainable Community Strategy will be available via the Partnership website in the New Year, following the Partnership Board's approval of the strategy on 21st December 2007.

The full consultation results will be also available via the Partnership website following the amalgamation of all of the data at the end of January 2008

5. Scrutiny and Approvals stage

5.1 Overview and Scrutiny Committees – an innovative consultation approach

In 2005/06 the development of the boroughs Sustainable Environment Strategy piloted an innovative scrutiny process within the local authority. Working in partnership with the councils Democratic Services Section, an Environment Strategy Overview and Scrutiny Panel was established to oversee the development of the document from its inception.

Following the success of this process in engaging elected members and ensuring commitment to the strategy aims, it was important to involve the Councils Overview and Scrutiny function once more in the development of the Sustainable Community Strategy.

A presentation on the process and timetable for developing the SCS was presented to the following political groups:

Date	Group
8 th January	Labour Group
19 th January	Independent Group
24 th January	SCS O&S sub group
29 th January	Coalition

14 th March	SCS O&S sub group
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Full support was obtained for the process and a Sustainable Community Strategy Overview and Scrutiny Sub Group was established in January 2007, formed of 8 members and facilitated by the Scrutiny Officer

Due to local elections in May 2007, the group was disbanded, but following development of the draft delivery plans a second cycle of scrutiny was undertaken in the autumn:

Date	Group
26 th September	Area Management Scrutiny
16 th October	Children's Scrutiny
23 rd October	Adults Scrutiny
29 th October	Main Scrutiny
5 th December	Special Main Scrutiny

With the broad nature of the strategy outcomes and the agendas cutting across the work of every council Directorate and organisation in the borough, the strategy could have potentially been scrutinised through a third cycle of meetings, however a special Main Scrutiny was arranged on 5 December 2007 to agree the outcomes and objectives and make recommendations to the Redcar and Cleveland partnership Board prior to adoption.

Key stages of scrutiny during the year have therefore included reviewing the consultation process to ensure it was fit for purpose, analysing the proposed outcomes and objectives, agreeing strategic priority areas and reviewing the draft delivery plans.

5.2 Approvals of the document

Following consultation, and amendments, the outcomes and objectives were presented for approval adoption. They was presented to the following:

5 December	Special Main Scrutiny
21 December	Redcar and Cleveland Partnership Board
February 2008	Corporate Management Team
4 March	Leaders briefing
18 March	Cabinet

6. Acknowledgements

I would like to take the opportunity to thank all those involved in supporting the consultation including colleagues who helped carry out the consultation and input data, and all the library and one stop shop bus staff for their support.

7. References

1. 'Research and Consultation Toolkit', Redcar and Cleveland Partnership (2005)
2. 'Redcar & Cleveland Partnership Community Strategy 2004 – 2021' (2004)

Venue:	Date:	Interviewer:
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SUSTAINABLE COMMUNITY STRATEGY QUESTIONNAIRE

0. Which two of the following are most important for making Redcar and Cleveland a better place to live, work or visit? (PRESENT SHOWCARD 0)

A) Children and young people – Healthy and Safe	<input type="checkbox"/> ₁	E) Healthier, longer lives and better quality for vul. people	<input type="checkbox"/> ₅
B) Children and young people – achievement, econ wellbeing etc	<input type="checkbox"/> ₂	F) Economy, jobs and regeneration	<input type="checkbox"/> ₆
C) Safer communities	<input type="checkbox"/> ₃	G) Environment, housing transport	<input type="checkbox"/> ₇
D) Stronger communities	<input type="checkbox"/> ₄		

RESPONDENT TO ONLY ANSWER THE QUESTIONS THAT RELATE TO ISSUES IDENTIFIED ABOVE

You said that _____ is an important issue. Please take a look at the priorities included for this issue.

THEME: (circle relevant letter from Q1)		A	B	C	D	E	F	G
<u>1.1. Does this list include everything that you think we need to achieve in relation to this issue?</u>						<u>Yes</u>	<u>No</u>	
						<input type="checkbox"/>	<input type="checkbox"/>	
1.2. If no, what else should we be doing?		X						
		Y						
		Z						
1.3. From the list, and your suggestions, which <u>3</u> do you think are most important?								
1.5. And which three are most in need of improvement?								

You also said that _____ is an important issue. Please take a look at the priorities included for this issue.

THEME: (circle relevant letter from Q1)		A	B	C	D	E	F	G
<u>2.1 Does this list include everything that you think we need to achieve in relation to this issue?</u>						<u>Yes</u>	<u>No</u>	
						<input type="checkbox"/>	<input type="checkbox"/>	
2.2 If no, what else should we be doing?		X						
		Y						
		Z						
2.3. From the list, and your suggestions, which <u>3</u> do you think are most important? (can include letters X, Y, Z as above)								
2.5. And which three are most in need of improvement? (can include letters X, Y, Z as above)								

3. Do you have any other comments or suggestions about the issues raised by this questionnaire?

Respondent details

Could I please ask you a for some personal details. These are to make sure that we have a representative sample.

4. Male Female
₁ ₂

5. Age group
 17 or under ₁ 18 to 29 ₂ 30 to 49 ₃
 50 to 64 ₄ 65 or over ₅

6. Any children under the age of 18?
 Yes ₁ No ₂

7. Do you consider yourself to have a limiting long term illness or disability?
 Yes ₁ No ₂

8. Which of these groups best describes you? (show About you Showcard)

In full time employment	<input type="checkbox"/> ₁	Taking care of the family	<input type="checkbox"/> ₅
Part time employment	<input type="checkbox"/> ₂	Retired	<input type="checkbox"/> ₆
Self-employed	<input type="checkbox"/> ₃	In full time education	<input type="checkbox"/> ₇
Looking for work	<input type="checkbox"/> ₄	Caring for a family member with illness/disability	<input type="checkbox"/> ₈

9. Do you: (TICK ALL THAT APPLY)

Live in Redcar and Cleveland	<input type="checkbox"/> ₁	Own a business/employ people in Redcar and Cleveland	<input type="checkbox"/> ₃
Work in Redcar and Cleveland (as an employee)	<input type="checkbox"/> ₂	Live outside Redcar and Cleveland but visit for leisure and recreational activities	<input type="checkbox"/> ₄

10. Which of the following apply to you, if any? (TICK ALL THAT APPLY)

Are you an elected member of Redcar and Cleveland Borough Council	<input type="checkbox"/> ₁
Are you an employee of Redcar and Cleveland Borough Council	<input type="checkbox"/> ₂
Do you actively represent an organisation on the Redcar and Cleveland Partnership If yes, please state which _____	<input type="checkbox"/> ₃

11. Please tell us your postcode							
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Thank you for your time

Redcar and Cleveland Partnership
Sustainable Community Strategy Consultation

The Redcar and Cleveland Partnership is currently developing its first Sustainable Community Strategy. This is a very important document that will set out the priorities for improving quality of life in the borough, and will shape the work of public service providers in years to come.

The Redcar and Cleveland Partnership has used a vast range of other information about the borough, including the opinions of local residents, and used this to develop a list of proposed priorities for the new Sustainable Community Strategy. The Partnership is now undertaking a major consultation exercise to find out which of the priorities are most important for making the borough a better place to live, and which are most in need of improvement. This will help the Partnership to focus its resources and activities on what matters most to local people. The following set of questions are part of this consultation exercise. To find out about other opportunities to contribute to the consultation, or for more details about the Sustainable Community Strategy, please go to the Redcar and Cleveland Partnership website at www.rclsp.co.uk

The priorities are structures around 7 'themes.' Within each of these themes, please tell us:

- **Which THREE of the following tasks are most important if we are to make the borough a better place to live,**
- **Which THREE are most in need of improvement**

<u>1. Help children and young people to be healthy and safe'</u>	3 Most important	3 Most in need of improvement
To reduce childhood obesity	<input type="checkbox"/> 1	<input type="checkbox"/> 1
To reduce under 18 conception and sexually transmitted infections among young people	<input type="checkbox"/> 2	<input type="checkbox"/> 2
To reduce substance misuse (including misuse of alcohol and drugs) among children and young people	<input type="checkbox"/> 3	<input type="checkbox"/> 3
Increase breastfeeding	<input type="checkbox"/> 4	<input type="checkbox"/> 4
Improve oral health amongst 5/6 year olds	<input type="checkbox"/> 5	<input type="checkbox"/> 5
Reduce smoking in pregnancy	<input type="checkbox"/> 6	<input type="checkbox"/> 6
Improve emotional wellbeing of children and young people	<input type="checkbox"/> 7	<input type="checkbox"/> 7
To provide children, young people and their families, living with learning difficulties and disabilities, special educational needs, mental and emotional health needs and long term physical health conditions, effective co-ordinated support and care pathways	<input type="checkbox"/> 8	<input type="checkbox"/> 8
To support positive parenting	<input type="checkbox"/> 9	<input type="checkbox"/> 9
Reduce bullying both in and out of school	<input type="checkbox"/> 10	<input type="checkbox"/> 10
Reduce the number of re-registrations on child protection register	<input type="checkbox"/> 11	<input type="checkbox"/> 11
Provide stability for looked after children	<input type="checkbox"/> 12	<input type="checkbox"/> 12
Reduce the number of road traffic accidents involving children and young people	<input type="checkbox"/> 13	<input type="checkbox"/> 13
Support young victims of domestic violence	<input type="checkbox"/> 14	<input type="checkbox"/> 14

<u>2. Help children and young people to enjoy and achieve, make a positive contribution to society and achieve economic wellbeing</u>	3 Most important	3 Most in need of improvement
Reduce the number of young people not in education, employment or training	<input type="checkbox"/> 1	<input type="checkbox"/> 1
Increase the percentage of young people aged 19 with NVQ 2/3 qualifications	<input type="checkbox"/> 2	<input type="checkbox"/> 2
Increase the number of young people and their families who are in employment or training	<input type="checkbox"/> 3	<input type="checkbox"/> 3
Ensure that all children and young people live in decent homes	<input type="checkbox"/> 4	<input type="checkbox"/> 4
Support homeless young people to live independently	<input type="checkbox"/> 5	<input type="checkbox"/> 5
Engage more children and young people in business and enterprise	<input type="checkbox"/> 6	<input type="checkbox"/> 6
Increase involvement of children, young people and their parents/carers in shaping services and in the regeneration of their communities	<input type="checkbox"/> 7	<input type="checkbox"/> 7
To provide and co-ordinate a broad range of positive activities for young people, and increase participation in those activities	<input type="checkbox"/> 8	<input type="checkbox"/> 8
Reduce the number of young people entering the criminal justice system	<input type="checkbox"/> 9	<input type="checkbox"/> 9
Foster a positive image of children and young people	<input type="checkbox"/> 10	<input type="checkbox"/> 10
Increase aspirations of children and young people	<input type="checkbox"/> 11	<input type="checkbox"/> 11
Improve achievement at foundation stage (reception)	<input type="checkbox"/> 12	<input type="checkbox"/> 12
Improve achievement at key stages 1 and 2 (primary school)	<input type="checkbox"/> 13	<input type="checkbox"/> 13
Improve achievement at key stage 3 and GCSE (secondary school)	<input type="checkbox"/> 14	<input type="checkbox"/> 14
Improve attendance at primary and secondary school	<input type="checkbox"/> 15	<input type="checkbox"/> 15
Improve achievement of young people leaving care	<input type="checkbox"/> 16	<input type="checkbox"/> 16
Provide children and young people with opportunities to enjoy play	<input type="checkbox"/> 17	<input type="checkbox"/> 17

<u>3. Help people to live longer and healthier lives, and to improve the quality of life for vulnerable adults and older people</u>	3 Most important	3 Most in need of improvement
To reduce smoking	<input type="checkbox"/> 1	<input type="checkbox"/> 1
To promote healthy lifestyles (for example, weight management, healthy eating and physical activity)	<input type="checkbox"/> 2	<input type="checkbox"/> 2
To prevent ill health through screening and immunisation programmes	<input type="checkbox"/> 3	<input type="checkbox"/> 3
To safeguard emotional well being	<input type="checkbox"/> 4	<input type="checkbox"/> 4
To reduce healthcare acquired infection rates for MRSA and Clostridium Difficile	<input type="checkbox"/> 5	<input type="checkbox"/> 5
To help vulnerable adults and older people to live independently for longer	<input type="checkbox"/> 6	<input type="checkbox"/> 6
To reduce the risk of falls among older people	<input type="checkbox"/> 7	<input type="checkbox"/> 7
To support informal carers to care for as long as they wish (informal carers are people such as family members who care for their relatives)	<input type="checkbox"/> 8	<input type="checkbox"/> 8
Ensure all vulnerable people are treated with dignity when using health and social care services.	<input type="checkbox"/> 9	<input type="checkbox"/> 9

4. Economy, Jobs and Regeneration	3 Most important	3 Most in need of improvement
To reduce overall benefit claimant rates (working age) within Redcar & Cleveland and increase access to employment for disadvantaged groups	<input type="checkbox"/> 1	<input type="checkbox"/> 1
To provide skills for life that meet the needs of local residents and employers	<input type="checkbox"/> 2	<input type="checkbox"/> 2
To increase entrepreneurial activity in the borough, particularly in the most disadvantaged local areas	<input type="checkbox"/> 3	<input type="checkbox"/> 3
To achieve sustainable growth and reduce the failure rate of locally owned businesses, particularly in the most disadvantaged local areas	<input type="checkbox"/> 4	<input type="checkbox"/> 4
To attract and retain appropriate inward investment and franchising into the Borough, particularly in the most disadvantaged local areas	<input type="checkbox"/> 5	<input type="checkbox"/> 5
To regenerate East Cleveland towns and villages	<input type="checkbox"/> 6	<input type="checkbox"/> 6
To regenerate Greater Eston	<input type="checkbox"/> 7	<input type="checkbox"/> 7
To regenerate Redcar	<input type="checkbox"/> 8	<input type="checkbox"/> 8

5. Environment, Housing and Transport	3 Most important	3 Most in need of improvement
To minimise the borough's impact on climate change and the impact of climate change on the borough	<input type="checkbox"/> 1	<input type="checkbox"/> 1
To minimise the level of pollution to air, water and land	<input type="checkbox"/> 2	<input type="checkbox"/> 2
To improve the management of resources including energy and water	<input type="checkbox"/> 3	<input type="checkbox"/> 3
To increase recycling and minimise waste, while maintaining service quality.	<input type="checkbox"/> 4	<input type="checkbox"/> 4
To conserve and enhance biodiversity	<input type="checkbox"/> 5	<input type="checkbox"/> 5
To ensure that communities have accessible, good quality shops, services and facilities	<input type="checkbox"/> 6	<input type="checkbox"/> 6
To ensure that urban and rural design standards incorporate sustainability techniques in both the design and construction phase (e.g includes energy efficiency measures, contributes to reducing climate change and has minimal environmental impact)	<input type="checkbox"/> 7	<input type="checkbox"/> 7
Ensure the borough is progressively cleaner and greener	<input type="checkbox"/> 8	<input type="checkbox"/> 8
To protect, conserve and enhance the Borough's built, historic and cultural natural environments	<input type="checkbox"/> 9	<input type="checkbox"/> 9
To improve the character and access to urban green space and the countryside and encourage awareness and responsible use	<input type="checkbox"/> 10	<input type="checkbox"/> 10
To improve access to and quality of public transport	<input type="checkbox"/> 11	<input type="checkbox"/> 11
To improve the safety and serviceability of the highway network	<input type="checkbox"/> 12	<input type="checkbox"/> 12
To address housing market failure (areas where there are lots of empty and derelict properties)	<input type="checkbox"/> 13	<input type="checkbox"/> 13
To improve and maintain the condition and management of existing housing, ensuring that it is healthy, sustainable and safe	<input type="checkbox"/> 14	<input type="checkbox"/> 14
To ensure that residents with specialised needs have access to housing that meets those needs (for example, older people, people with disabilities and people from the black and minority ethnic community)	<input type="checkbox"/> 15	<input type="checkbox"/> 15
To deliver affordable housing in all new developments	<input type="checkbox"/> 16	<input type="checkbox"/> 16
To facilitate the development of new housing to meet the present and future needs of the Borough	<input type="checkbox"/> 17	<input type="checkbox"/> 17

6. Crime, Anti-Social Behaviour and Substance Misuse	3 Most important	3 Most in need of improvement
Reduce violent crime including domestic violence	<input type="checkbox"/> ₁	<input type="checkbox"/> ₁
Reduce serious acquisitive crime including burglary and vehicle crime	<input type="checkbox"/> ₂	<input type="checkbox"/> ₂
Tackle the antisocial behaviour issues of greatest importance in each neighbourhood	<input type="checkbox"/> ₃	<input type="checkbox"/> ₃
To reduce criminal damage, deliberate and accidental fires	<input type="checkbox"/> ₄	<input type="checkbox"/> ₄
To reduce the incidence of road accident casualties on the borough's roads.	<input type="checkbox"/> ₅	<input type="checkbox"/> ₅
To reduce the supply of illegal drugs in Redcar and Cleveland	<input type="checkbox"/> ₆	<input type="checkbox"/> ₆
To reduce the harm caused by drugs and alcohol to individuals, families and communities	<input type="checkbox"/> ₇	<input type="checkbox"/> ₇
To reduce reoffending in Redcar and Cleveland	<input type="checkbox"/> ₈	<input type="checkbox"/> ₈

7. Building Stronger Communities	ONE Most important	ONE Most in need of improvement
For this theme, please tick only <u>one</u> option in each column		
Empower local people to have a greater choice and influence over local decision making and a greater role in public service delivery	<input type="checkbox"/> ₁	<input type="checkbox"/> ₁
To strengthen and support the voluntary and community sector	<input type="checkbox"/> ₂	<input type="checkbox"/> ₂
Build more cohesive, empowered and <input type="checkbox"/> active communities	<input type="checkbox"/> ₃	<input type="checkbox"/> ₃

About You

The following information will help us to ensure that the results of the consultation are representative of the Borough's population

8. Are you?
 Male Female

₁ ₂

9. Age group

17 or under ₁ 18 to 29 ₂ 30 to 49 ₃

50 to 64 ₄ 65 or over ₅

10. Do you have any children under the age of 18?
 Yes ₁ No ₂

11. Do you consider yourself to have a limiting long term illness or disability?
 Yes ₁ No ₂

12. Which of these groups best describes you?

In full time employment	<input type="checkbox"/> ₁	Taking care of the family	<input type="checkbox"/> ₅
Part time employment	<input type="checkbox"/> ₂	Retired	<input type="checkbox"/> ₆
Self-employed	<input type="checkbox"/> ₃	In full time education	<input type="checkbox"/> ₇
Looking for work	<input type="checkbox"/> ₄	Caring for a family member with illness/disability	<input type="checkbox"/> ₈

13. Do you: (TICK ALL THAT APPLY)

- | | | | |
|---|-----------------------------|---|-----------------------------|
| Live in Redcar and Cleveland | <input type="checkbox"/> _1 | Own a business/employ people in Redcar and Cleveland | <input type="checkbox"/> _3 |
| Work in Redcar and Cleveland (as an employee) | <input type="checkbox"/> _2 | Live outside Redcar and Cleveland but visit for leisure and recreational activities | <input type="checkbox"/> _4 |

14.	Yes	No
a) Are you an elected member of Redcar and Cleveland Borough Council	<input type="checkbox"/> _1	<input type="checkbox"/> _2
b) Are you an employee of Redcar and Cleveland Borough Council	<input type="checkbox"/> _1	<input type="checkbox"/> _2
c) Do you actively represent an organisation on the Redcar and Cleveland Partnership? If yes, please state which _____	<input type="checkbox"/> _1	<input type="checkbox"/> _2

11. Please tell us your postcode							
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If you would like to receive a copy of the Sustainable Community Strategy once it has been published, please provide your name and address. Please could you state whether you would prefer a hard copy, an electronic copy on CD-ROM, or to receive an e-mail with a link to the strategy on the internet

Hard copy	<input type="checkbox"/> _1	CD ROM	<input type="checkbox"/> _2	E-mail	<input type="checkbox"/> _3
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Name

Address

E-mail address

If you would like to make any additional comments about the Sustainable Community Strategy, please use the space provided on the back of this page.

Please return your completed questionnaire in the freepost envelope provided

THANK YOU FOR TAKING THE TIME TO COMPLETE THE SURVEY.

DATA PROTECTION STATEMENT

By completing this questionnaire you give Redcar and Cleveland Borough Council the authority to collect and retain information about you. The information collected about you will be held securely and will be processed to produce statistical reports. No personal data will be disclosed. Redcar & Cleveland Borough Council is the Data Controller for the purposes of the Data Protection Act.