facing the future

a sustainable community strategy for the Maldon District to 2015

maldon district local strategic partnership
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Welcome to 'Facing the Future' the Sustainable Community Strategy for the District of Maldon. This Strategy replaces and builds upon the previous Community Plan, “Shaping the future of the Maldon District” and provides information about the Maldon District as it is now and what we want it to be like in 2015. It marks the beginning of a new era of working together and taking Pride in Maldon, to make it a place where people want to live, work and visit, now and in the future.

The Strategy sets out how the local groups and organisations represented on Maldon District’s Local Strategic Partnership will work together in the coming years by providing a framework for them to plan their work, and a focus for plans and strategies being developed. But this Strategy is much more about action - being clear about what we want to do as well as how and when we will achieve it. It is about taking Pride to achieve real and comprehensive improvements to secure the future of the District for generations to come. This Strategy sets out where, over the next decade or so, we will focus our efforts in order to achieve this.

The cost of implementing this plan could be significant, but since it is reliant upon the work, resources and activities of the various partners already working across the Maldon District it is not felt that significant new resources will need to be found. Many of the partners are already making investments in our area, and it is more likely that there will be a need to adjust existing spending so it is more closely focused on the targets and actions in this Strategy, rather than in investing new money - which will be difficult to obtain. It is therefore expected that the delivery of this plan will largely be from within existing resources.

I would like to thank all the people and organisations that have been involved so far in shaping this Strategy and have also undertaken to adopt the Pride theme in their own organisations.

This draft document is available for public consultation until April 2007. We welcome any views on the aims and priorities outlined here.

Cllr Alan Cheshire
Chairman of Maldon District Local Strategic Partnership

January 2007
facing the future with pride!

Shaping the future is difficult! But it is so important to try! Sometimes things that we do to respond to one problem will make another much worse. So we need to be careful and ensure that we strike the right balance in addressing our concerns. However, this Partnership feels that if everyone is thinking and acting around a single common message, and working together, then anything can be achieved. It is therefore really important that both this Partnership, and all the local residents, businesses and communities can be united behind a common message or theme.

Maldon District Council has adopted a new vision for the District which is to "Create a District which takes Pride in itself". This Partnership supports the concept of 'pride', which is already so strong in the District, and it can provide a rallying call that all will be able to unite behind. Underpinning this central theme of Pride within the District, this Sustainable Community Strategy will seek to deliver action in a number of key areas:

- Taking Pride in Ourselves - encouraging individuals to take a pride in themselves and their families, enabling people to realise their full potential.
- Taking Pride in Our Communities - taking pride in our local communities by encouraging people to get involved and helping to improve their local area.
- Taking Pride in Our Local Economy - aiming to sustain a diverse and active economy which, through securing a net gain of 1,000 jobs by 2015 meets the employment needs of today’s residents and future generations.
- Taking Pride in Our Rural and Coastal Heritage - creating a sustainable District that enhances, conserves and promotes its rural and coastal heritage.

The individual partners within the Partnership are committed to:

- take pride in the way that they treat their customers;
- take pride in their staff and the way they are treated;
- take pride in the services they deliver and their achievements.

This Strategy is built upon an understanding of the current and future challenges facing the District of Maldon, as well as public consultation, on the aspirations and priorities of those who live and work in the area.
The towns and villages that make up the District of Maldon face real and significant challenges over the next 10 to 15 years. Of most concern is the fact that, at the time that this Strategy is shaped, these challenges are largely invisible to local residents. And yet the Partnership that drew together this Plan feels that to ignore these challenges now would betray the future of the District and its residents.

Many of the challenges facing us arise from what is happening outside of the District, in the rest of Essex and more generally the South East. Across Essex the County is facing massive growth, in areas such as the Thames Gateway, the Haven Gateway, and the M11 corridor and to a lesser extent Chelmsford and Colchester. This has resulted in the need to build over 124,500 houses between 2001 and 2021, and provide an additional 109,000 jobs. This is clearly vast development and in housing terms it is almost the equivalent of two more towns the size of Colchester being built within the County. It is essential this development is accompanied by significant investment in new infrastructure, such as roads, schools, hospitals, and utility supplies, as well as the significant private sector investment in new jobs. However, it is unclear where that investment will be coming from, if at all.

So what has this got to do with Maldon District? Is the District itself facing major growth? Will we be seeing our green fields paved over with housing estates and our attractive villages turned into sprawling characterless suburbs? Fortunately the simple answer to this is no. The East of England Regional Plan appears to recognise the unique character of the District and recommends that there should not be any major development in this area. So, although there is some new housing required, this is relatively modest and can be accommodated fairly easily within the District.

This therefore means that the challenges facing the future of the District are far more subtle than that of large scale development. One of the consequences of the development occurring elsewhere is that our area will not attract significant infrastructure investment; any that is available will be directed to the growth areas. If we do nothing new schools or hospitals will not be built, existing ones will not be improved, there will not be any investment in our roads and local services and facilities will almost certainly start to decline. A Local Development Framework being prepared for the Maldon District will help ensure appropriate forward planning for this level of growth. The Local Development Framework is a spatial plan that will take full account of the Sustainable Community Strategy in making policies to guide land use and development.

The consequences of developments in other areas could lead to many people wishing to move to this area to seek a better quality of life in less crowded environments. This in turn could put pressure on house prices and price many local residents and families out of the market. If this were to occur this may increase the number of people commuting out of the area, to access employment in the growth areas. The District already sees over 12,000 commuters leave each morning and welcomes them back in the evening. The future could see an increase in these numbers, clogging our unimproved roads and making travel across the District more difficult especially at peak times.
One of the issues that may arise as a result of the increasing number of commuting residents could be a reduction in community activity, with people sleeping locally but working and spending their leisure time elsewhere. Evidence shows that an active community is a healthy community and any reduction in this may lead to additional pressures on our health service. Additionally, the loss of community spirit could lead to increasing levels of dissatisfaction, crime and anti social behaviour.

This is, of course, only one possible scenario and none of this might come to pass. With your help and the increased involvement of local people in decision making, we will make sure it does not. This Partnership believes that we must act now to do all in our power to shape our own future.

what is our Sustainable Community Strategy?

Our Sustainable Community Strategy “facing the future”, is an integrated service delivery strategy for the District. It has been drawn up by the Local Strategic Partnership, which brings together organisations from the public, private, community and voluntary sectors. Detailed action plans will be rigourously monitored to ensure delivery of the goals set out in the Strategy.

The following pages identify the four Pride Themes to be found in “facing the future”. The issues identified as being of concern are given followed by the priorities and targets that will be set in place to address these issues. Task Groups will be set up early in 2007 and they will develop full action plans for the delivery of these priorities.
encouraging individuals to take a pride in themselves and their families, enabling people to realise their full potential

THINGS YOU TOLD US WHICH CONCERN YOU

- Health issues, particularly for older and younger people, including obesity and smoking
- The number of young people who are not in employment, education or training and the low levels of educational attainment of some young people in the District
- The lack of community spirit and involvement in volunteering, particularly amongst young people
- Rural and social isolation

OUR PRIORITIES AND TARGETS AGAINST WHICH OUR SUCCESS CAN BE MEASURED

- Work with partners to improve the health of all residents by supporting the existing successful Healthy Living Initiative in the Maldon District, working to reduce obesity in adults by 1%, from 20.6% to 19.6%, by 2009 and reducing smoking prevalence in adults from 26% to 19% by 2009.
- Provide high quality education and training in the Maldon District by providing a Vocational Training Facility by 2008 and reduce the number of 16-18 year olds not in education, employment or training by 4.4% by 2009.
- Raise the educational attainment level of young people by ensuring that more than 92% of pupils attain 5 or more GCSEs at grades A*-G or equivalent.
- Reduce the number of adults without basic skills by increasing the number of people with a minimum of Level 2 qualifications by 10% from 54.4% to 63% by 2009.
- Strengthen community spirit, self-esteem and individual contributions to, and pride in, their local communities. Agree a baseline and then increase by 5% the number of young people from disadvantaged groups being involved in youth activities.
- Work with partners to increase volunteering opportunities and take-up. Agree a baseline and then increase the involvement of children and young people in volunteering by 5%.
taking pride in local communities

taking pride in our local communities by encouraging people to get involved and help to improve their local area

THINGS YOU TOLD US WHICH CONCERN YOU:

- Lack of access to health care facilities and the need to improve existing health care facilities
- The poor supply of affordable housing
- Crime and Disorder and anti-social behaviour in the District
- The lack of facilities for all age groups but especially the young
- The need to provide a safe environment for vulnerable children and young people

OUR PRIORITIES AND TARGETS AGAINST WHICH OUR SUCCESS CAN BE MEASURED

- Work with partners and other agencies to improve health care facilities and access to those facilities in the District and support and explore the potential for the delivery of a new Community Hospital by 2010.
- Increase the supply of affordable housing by providing an additional 222 units by 2015 and identify potential sites by 2009.
- Reduce the fear of crime in the Maldon District by creating a community task force to deal with perceived anti social behaviour. Reduce the level of crime in the District to 12.5% by 2009.
- Reduce the number of under 19’s who are victims of crime by 3% 2009.
- Agree a Play Strategy for the Maldon District by July 2007 and submit a bid for funding by September 2007. Establish a baseline and then increase by 6% the number of children and young people taking part in culture and leisure activities by 2009.
- Provide services that ensure that vulnerable children and young people are safe and have access to all opportunities by increasing to 55.5% the number of young adults leaving care to find accommodation.
- Provide a parenting co-ordinator and increase the number of parents attending parenting classes.
taking pride
in our local economy

aiming to sustain a diverse and active economy to meet the employment needs of today’s residents and future generation

THINGS YOU TOLD US WHICH CONCERN YOU

- Lack of employment opportunities within the District
- Need for sustainable economic growth
- Need to generate inward investment
- Need to stimulate business development and innovation
- But a desire not to lose open spaces

OUR PRIORITIES AND TARGETS AGAINST WHICH OUR SUCCESS CAN BE MEASURED

- Encourage and promote a diverse, sustainable and active local economy renowned for its niche manufacturing and service sectors by assisting 1,000 existing businesses and develop 100 new businesses aiming to create a net gain in jobs by 2015 at end.
- Work within the Maldon District to further develop the marine economy through a Maritime Project Initiative.
- Encourage and generate inward investment so that existing and any newly identified land is developed to its best potential.
taking pride
in our rural and coastal heritage

aiming to create a sustainable district that enhances, conserves
and promotes its rural and coastal heritage

THINGS YOU TOLD US WHICH CONCERN YOU

- Management of the natural and built environment
- Conservation of resources such as energy and water
- Responses to climate change including sea level rise
- The provision of access to and enjoyment of the natural environment, including parks and open spaces
- Provision of and access to rural services
- Developing more sustainable planning policy in relation to environmental issues

OUR PRIORITIES AND TARGETS AGAINST WHICH OUR SUCCESS CAN BE MEASURED

- Define and reduce the impact on the environment, both locally and globally, by reducing the ecological footprint of communities by 5%, from 5.78 to 5.5 global hectares per person, by 2015.
- Increase the managed wildlife space from 1,400 hectares to 1,600 hectares by 2015.
- Establish the range and number of defined rural services for all residents of the District and secure an increase in these services by 2015.
- Define the opportunities for local people to enjoy the natural and built environment and seek to increase the number of visits by 50% by 2015.
- Promote exceptional quality building development and, having done so, deliver 50 additional schemes by 2015.
The detailed Action Plans will be the working documents for the four task groups. They will provide direction and focus to deliver specific elements of the Strategy. The Action Plans have measurable outcomes with clear deadlines for delivery. The four task groups will report on a regular basis to the main LSP Steering Group who will monitor the progress made against the targets.

The Strategy itself will be reviewed through to 2015, to ensure that it reflects the changing needs of the District. To achieve this the Partnership will hold an annual public meeting to gain the views of the community on the performance of the Partnership, and to define its targets for the future. An underlying principle of the Sustainable Community Strategy is to incorporate equalities for all sections of the community.
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Details of Partners
Local Authorities have a statutory duty to work with partner organisations to produce a Community Strategy, which should aim to enhance the quality of life of local communities and contribute to the achievement of sustainable development in the UK. This is to be achieved through actions to improve the long term economic, social and environmental well-being of an area and its inhabitants.

This Sustainable Community Strategy has been drawn up by Maldon’s Local Strategic Partnership, which brings together organisations from the public, private, community and voluntary sector. The key objective of the Partnership is to improve the quality of life in the District of Maldon by addressing important issues affecting those who live and work here, such as health, housing and community safety.

As a Partnership we are committed to helping the District of Maldon develop in a sustainable way. Sustainable communities are ones which are:

- Active, inclusive and safe
- Well run
- Environmentally sensitive
- Well designed and well built
- Well connected
- Thriving
- Well Served
- Fair for everyone

“facing the future” sets out the aspirations for the Maldon District and how they might be achieved.

The first Community Plan “Shaping the future of the Maldon District” was produced in 2003 with local groups, organisations and residents identifying their key priorities for the District. This new Strategy “facing the future” is moving beyond these initial aims and sets out a shared vision for the District. It also acts as the Maldon District Local Agenda 21 Plan and is closely integrated with the emerging Local Development Framework, which will give spatial expression to many of the proposals contained in this Strategy. The Essex Local Area Agreement has been used to develop the Strategy.

Public consultation with various sections of the community has also played a key role in determining this shared vision. During the summer of 2005 road shows were held around the District to give the public the opportunity to comment on the priorities for action. A questionnaire was sent out in the Maldon Courier to gain the views of as many residents as possible. In addition, consultation with young people in the District was carried out and they were asked to identify what they felt are the key issues facing the District over the next 5 - 10 years.
There are a various themes, strategies and action plans that cut across a number of Partners’ responsibilities. The Local Strategic Partnership has a key role to ensure the achievement of these shared priorities and targets for the benefit of the Community. The identified cross cutting themes are set out below:

children and young people

**Every Child Matters**

Maldon District has a Children and Young People’s Strategic Partnership (CYPSP) consisting of members from all statutory agencies as well as community and voluntary organisations. A Children and Young People’s Plan was published in April 2006, which describes the vision and key priorities for Essex. It aspires towards achieving better service outcomes for children and young people in five areas:

- Be healthy
- Stay safe
- Enjoy and achieve
- Make a positive contribution
- Achieve economic well being

For further details see [http://www.everychildmatters.gov.uk](http://www.everychildmatters.gov.uk)

older people

**Back to the Sixties**

This Strategy was produced by Maldon District Council in 2004, designed to identify the needs of the older residents of the District. It was developed in partnership and through consultation with both service providers and service users. The Strategy also acknowledges the priority areas identified in the Council’s Cultural Strategy, the Housing and Homelessness Strategies and by our partner organisations within the health, social care, and voluntary community sectors. The Strategy identifies two main themes:

- Support and Care
- Communication, Information and Accessibility
keeping safe

Community Safety Strategy 2005-2008
This is the third Community Safety Strategy, which builds on the achievements of the Crime and Disorder Reduction Partnership. It has a key aim to ensure crime levels continue to fall and to promote even safer and stronger communities and reduce the fear of crime. The key challenges have been identified as:

- Prolific and Priority Offenders
- Anti Social Behaviour
- Drug and Alcohol
- Prevention, Education and Promotion
- Partnership Development

environment
This Sustainable Community Strategy will strive to address the main environmental issues facing the District. The environment is our key asset, it provides our basic needs such as clean air, water and food; it provides the materials we use and the places where we live, work and play. It underpins our health, our economy and our quality of life. Caring for, and protecting our environment will help ensure the sustainable growth and wellbeing of the Maldon District community. The four Pride themes will guide everything we do and will ensure that we work towards the Maldon District being a Sustainable District by taking a co-ordinated approach to communities, the environment and the local economy.

local agenda 21
This document was born out of the 1992 Rio Summit. The event established the need for community action to begin the process towards sustainable development. “Think Global, Act Local!” was the outstanding theme of this document and it had four key objectives:

- Environment and Quality of Life
- Economic Strength and Stability
- Excellence and Value for Money
- Community Access and Involvement

The Sustainable Community Strategy represents an evolution of Local Agenda 21 issues into mainstream policy for the sustainable development of the District.
cross cutting themes

service delivery

Local Area Agreement
The Essex Local Area Agreement was signed in April 2006. The Maldon Local Strategic Partnership has agreed which of the 14 priorities detailed in the agreement it will adopt as being of local relevance to the Maldon District. The targets identified have been incorporated into this Sustainable Community Strategy, and they form part of the specific actions within the detailed action plans.

For further information see http://www.essexcc.gov.uk.

planning

Local Development Framework
The Local Development Framework replaces the former Local Plan in setting the planning policy context for the District. It is made up of the following parts:

- Local Development Scheme -
  First Review adopted September 2006
- Development Plan Documents -
  which include a Core Strategy and Development Control Policy, Land Allocations and Area Action Plans
- Supplementary Planning Documents
  for elaborating planning policy
- Statement of Community Involvement -
  to be adopted February 2007
- Annual Monitoring Report -
  produced in December 2005 and December 2006

equalities and diversity

Many of the partners are statutory authorities under various pieces of equalities legislation including the Race Relations (Amendment) Act 2000 and the Disability Discrimination Act 1995 (as amended) and other forthcoming legislation. The first Community Strategy reflected a commitment to ensure equality of opportunity and providing support and assistance to those that need it. This commitment is built upon throughout this new Sustainable Community Strategy to ensure that the Partnership helps to build a more equal society, free from discrimination and harassment.
These are the main Strategies and Policy guidance used to develop the Sustainable Community Strategy:

A Municipal Waste Management Strategy for the Maldon District 2004 - 2010
Back to the Sixties - A Strategy for Older People living in the District of Maldon 2004 - 2007
Children and Young People’s Plan 2006 - 2009
East of England Regional Housing Strategy 2005 - 2010
Essex Biodiversity Action Plan
Essex Local Area Agreement 2006 - 2009
Every Child Matters: Change for Children
Getting in Right Together - Local Compact for Maldon and District Voluntary Services
Local Agenda 21
Local Transport Plan 2006 - 2011
Maldon District Community Safety Strategy 2005 - 2008
Maldon District Council Cultural Strategy 2002 - 2007
Maldon District Housing Strategy 2004 - 2007
Maldon District Local Development Framework
Mid Essex Primary Care Trust Local Delivery Plan
Regional Spatial Strategy for the East of England
Supporting an Active Local Economy 2015
Sustainable Communities: a shared agenda, a share of the action
The Ecological Footprint of Maldon 2006
The Greater Haven Gateway Housing Strategy for the Sub Region 2006 - 2010
Youth Strategy for the Maldon District 2006 - 2009
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members of the
Maldon District Local Strategic Partnership

East of England Development Agency
Essex County Council
Essex Fire Authority
Essex Police Divisional Command
Essex Police Authority
Essex Probation
Learning Skills Council
Local Schools and Colleges
Maldon District Council
Mid Essex PCT
North Essex Mental Health Partnership
Town and Parish Councils

Age Concern
Citizens Advice Bureau
Faith Representatives
Maldon Carers Centre
Maldon Mind
Maldon CVS
SWANS
WRVS

Bus and Taxi Companies
Federation of Small Businesses
Heart of Essex Business Group
Housing Associations
Maldon District Business Club
printer's note - inside cover
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THE MALDON DISTRICT LOCAL STRATEGIC PARTNERSHIP

This document is available in larger print, braille and audio and may be made available in other languages, if necessary.

Please contact the Local Strategic Partnership Co-ordinator on 01621 876249 or email jacqueline.cousins@maldon.gov.uk, or at Maldon District Council, Princes Road, Maldon, Essex CM9 5DL

It may also be viewed on www.maldon.gov.uk