



## **Suffolk Coastal 2021**

# **A Community Strategy for Suffolk Coastal District**

**NB: The Suffolk Coastal LSP Board endorsed this document on 13 July 2005**

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# FOREWORD

Welcome to 'Suffolk Coastal 2021' – the Community Strategy for Suffolk Coastal District.

Representatives of business, voluntary, community and statutory organisations that represent our community have prepared this Strategy and we have consulted local people directly so we can be confident that our work reflects what our community wants.

Together we have agreed a vision of the future of our District, where *“building on the best of the present, it should be a district where people want to live and to invest, to care for others and the environment”*.

We have identified what we believe to be the twelve key issues that need to be addressed in the District in order to achieve our Vision. Through 'Suffolk Coastal 2021' we have clearly identified our ambitions and aims in areas where we believe that we can uniquely make a difference by working together. The Suffolk Coastal Local Strategic Partnership will take a lead role in delivering on these ambitions. The Board will continue to oversee the work of the Partnership and ensure that the local community is kept informed of what is happening.

There is already much to celebrate about Suffolk Coastal District and the vast majority of our residents are satisfied with the District as a place to live. However, we are not complacent and the Suffolk Coastal Local Strategic Partnership believes it can make real improvements to the economic, social and environmental well being of all our residents in the future.

Councillor Ray Herring  
Chairman, Suffolk Coastal Local Strategic Partnership Board

## 1. Suffolk Coastal Strategic Partnership Board

This Plan has been prepared on behalf of the Suffolk Coastal Strategic Partnership by a Board comprising representatives of these organisations:

Amenity Bodies

BT Exact

East Suffolk Mind (representing community care)

Environment Agency

Felixstowe & District Council for Sport & Recreation (representing the Sports and recreation sector)

Greenprint Forum

Job Centre Plus

Learning and Skills Council for Suffolk

Orwell Housing Association (representing registered social landlords)

Suffolk ACRE

Suffolk Association of Voluntary Organisations

Suffolk Association of Local Councils

Suffolk Coastal Business Forum

Suffolk Coastal District Council

Suffolk Coastal Primary Care Trust

Suffolk County Council

Suffolk Development Agency

Suffolk Police

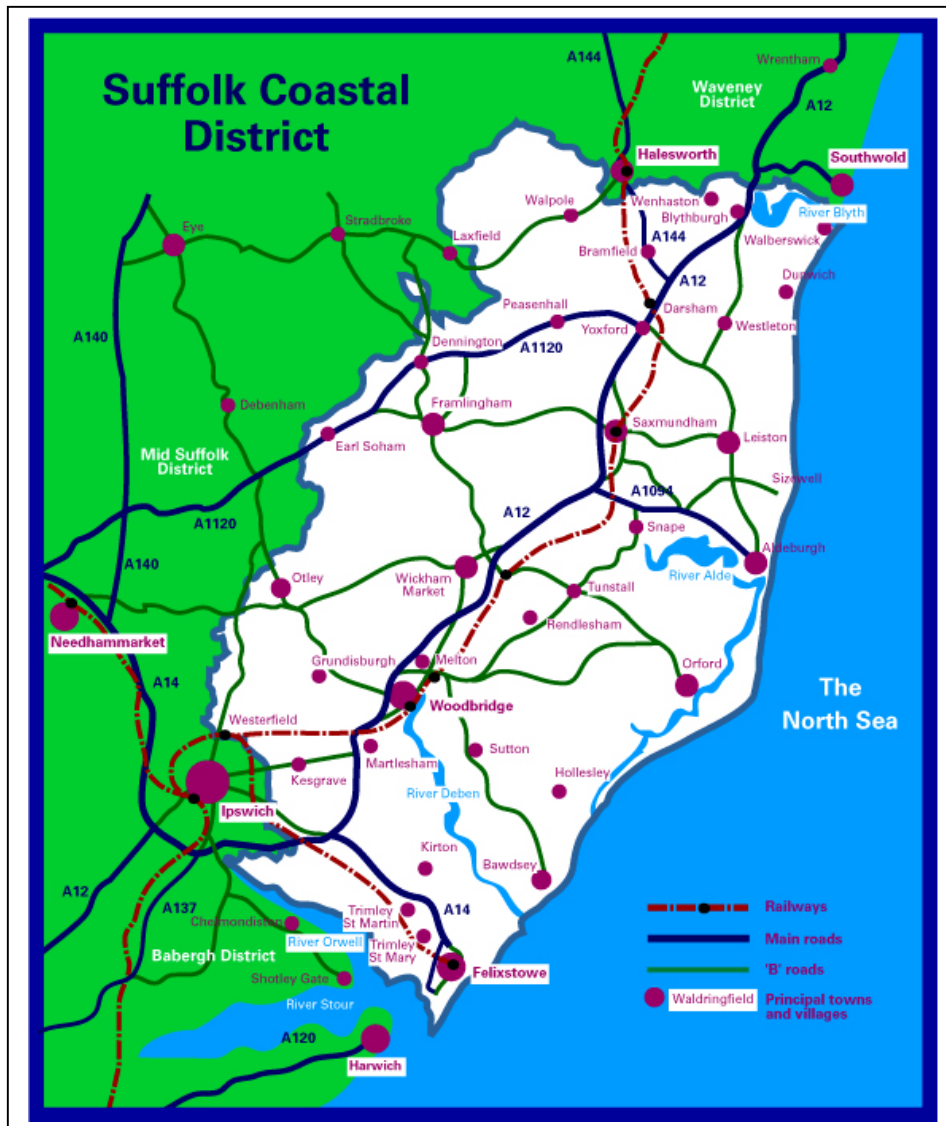
## 2. Our Vision

Our vision for Suffolk Coastal is that,

**Building upon the best of the present, it should be a district where people:**

**Want to live and to invest**

**Care for others and the environment**



### 3. Our District

Suffolk Coastal is a diverse District of just over 115,000 people and nearly 90,000 hectares. It incorporates coast and countryside; town, suburb and village; the affluent and those on low incomes. In 30 years our population has risen by around 26,000, a 29% increase, amongst the higher rates of growth in the country. At just over 21%, the District has a higher proportion of people over the age of 65 than nationally or in Suffolk as a whole. Conversely, there is a much lower than average number of people between the ages of 18 and 34 as Young People leave the District for further education, training or work. Our black and ethnic community is relatively small but is growing.

### 4. What makes Suffolk Coastal special?

People are at the heart of the District and ninety four percent of residents say they are satisfied with Suffolk Coastal as a place to live, making it one of the top rated places of the country (MORI April 2005)

The excellent quality of our environment is recognised in the substantial areas of countryside and coast that are designated as being of national landscape importance and national and international nature conservation significance. Our built environment is of a similar high quality with numerous Listed Buildings, Conservation Areas and Ancient Monuments. Suffolk Coastal Local Strategic Partnership aims to help keep our District special. We are working to improve the quality of life and services across the District and our Community Strategy sets out what we propose to do for the future.

To assess progress so far we have identified a limited number of 'high level' indicators relating to each of the four elements of our vision. These are reported on annually and form part of our performance management framework. The overall situation is largely encouraging and the Suffolk Coastal Local Strategic Partnership Board uses the information to inform its decisions on future priorities and actions.

Suffolk Coastal District Council commissioned the Local Futures Group to undertake an economic, social and environmental audit of Suffolk Coastal on behalf of the Local Strategic Partnership In 2004/05. The District generally scored at or above the average for England and Wales on the majority of elements assessed. Issues identified for further work by the Local Strategic Partnership relate to the long term skills and qualifications of the workforce, not least in respect of the 'knowledge economy', which is seen as critical to the long term prosperity of the area. Other issues that we have already recognised and are working on include barriers to housing and access to services. Parts of Felixstowe, Saxmundham and Leiston have been identified as being relatively deprived compared with other parts of the eastern region. The findings of the report have been used to inform the development of this strategy.

## 5. Wider Context

This plan has been prepared within the context of national and Suffolk priorities that are relevant to Suffolk Coastal.

At a County level the Suffolk Strategic Partnership has prepared its own Community Strategy, and we have given this due consideration in identifying our own priorities.

Suffolk is one of 21 areas to pilot the Local Area Agreement (LAA) initiative designed to improve the effectiveness and efficiency of the way in which Government works with local areas to improve public services. The LAA is outcome-focused and structured around three blocks; **Children and young people; Safe and stronger communities; Healthier communities and older people.** Whilst still focussing on local priorities, we recognise our role in delivering the national and county priorities set out in the LAA. Local Public Service Agreement (LPSA2) targets are presented as a sub-set of the LAA High Level Outcomes. To this end we have undertaken an exercise to identify those LAA and LPSA2 targets that the Partnership can best help achieve. This will enable us to make the best use of resources in the work that we do.

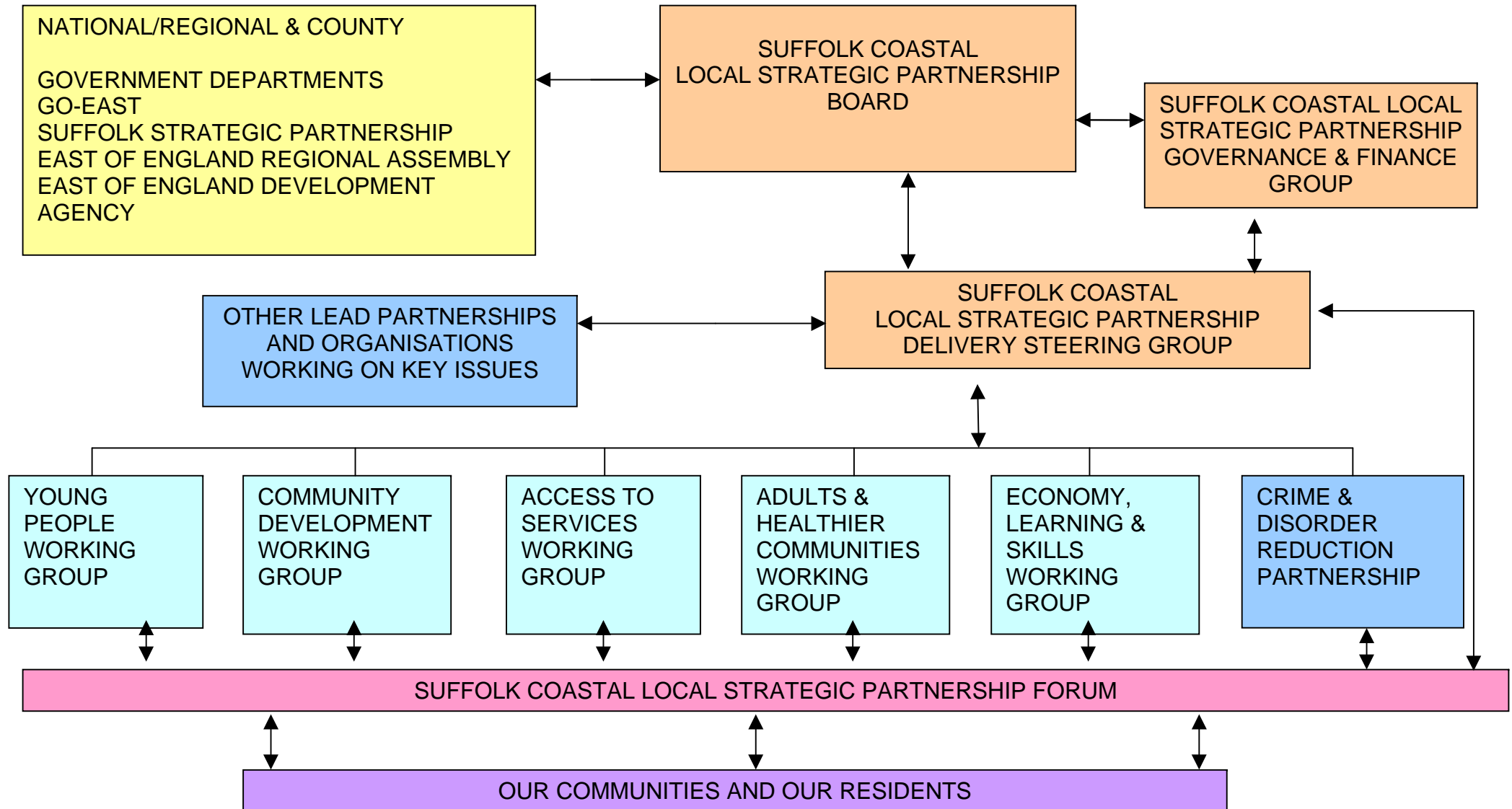
The published East of England Plan sets out planning policies on housing, employment, transport and energy efficiency between now and 2021. The plan will result in continuing levels of growth in the Suffolk Coastal area with most of the development being in the southern part of the District. This Community Strategy reflects these regionally determined policies.

Suffolk Coastal District Council is developing a Local Development Framework. This document represents the land-use delivery mechanism for this community Plan. The District Council and the Local Strategic Partnership will develop a firm relationship to ensure compatibility between our plans and policies.

## 6. Making Connections

The Suffolk Coastal Local Strategic Partnership comes together for an annual forum. This is an opportunity for all partners to shape the Community Strategy and will continue to review and improve our work in the future. The way in which the Partnership is structure is shown below.

# SUFFOLK COASTAL LOCAL STRATEGIC PARTNERSHIP



## 7. Key Issues

There are twelve key issues around which we aim to deliver. However, we must make it clear that organisations and partnerships are already focusing on seven of the issues and we do not aim to duplicate their work. For example, the Suffolk Coastal Crime and Disorder Reduction Partnership is already working to build a safer, stronger community and is well placed to continue to oversee work in the area of feeling safe / being safe from crime. For this reason we consider these seven issues as important and we will continue to monitor achievements and will support work where with Suffolk Coastal Local Strategic Partnership can make a real difference.

- **Feeling Safe / being safe from Crime**
- **Affordable housing**
- **Providing support for vulnerable adults and young people**
- **Estuary and coastal management**
- **Developing tourism, maritime and high technology industries**
- **Older people living in their own homes/communities**
- **Tackling regeneration in priority areas like Felixstowe**

### Our priorities

Following consultations with our residents and research undertaken by our various members Suffolk Coastal Local Strategic Partnership have identified the following five key issues as our priorities to help us direct the work of the Partnership into areas where we believe we can uniquely make a difference.

- **Young people** – we will work with young people to meet their needs and help them remain in the District.
- **Community Development** – we will support the development of voluntary and community groups who contribute so much to the life of the District
- **Access to services** – we will investigate new ways to address the decline in provision of local services and the limitations of public transport, particularly in rural areas
- **Healthy lifestyles** – we will promote healthy living and support work to reduce the incidence and consequences of smoking, limited exercise and obesity
- **Economy/Learning and Skills** – We will investigate ways to maintain and enhance the prosperity of our rural areas. We will promote opportunities for people to develop the skills they need.

## 8. Our Ambitions and Aims

Whilst the key issues are the matters where there is the greatest need for change or development, these form only part of a much wider range of issues that determine the quality of life of the District.

Our Strategy is to not only tackle the key issues, but also be aware of the need for all of the key determinants of that quality of life to be sustained. The LSP partners will maintain policies and actions to that effect. Through annual monitoring of progress should there be changes in circumstances appropriate action can be instigated.

For convenience the issues and the Aims and Ambitions for them are grouped under four headings:

- Community Well-being
- Housing
- The Environment
- The Economy

Our aims and ambitions are set out in the tables below.

Our priority areas – meet our ambitions through the Suffolk Coastal Local Strategic Partnership working groups
Improvement areas – monitor achievements and support work where Suffolk Coastal Local Strategic Partnership can make a difference
Local Area Agreement and <b>Public Service Agreement (2)</b> targets

<b>Ambition</b>	<b>Give greater priority to meeting the needs of younger people, including providing them with opportunities to contribute to the development and delivery of services and activities to meet their needs, building on what young people actually want</b>	
<b>Aims</b>	<ul style="list-style-type: none"> <li>• Improve access to services and activities for young people</li> <li>• Give young people the opportunity to enjoy and achieve in life</li> <li>• Enable young people to make a positive contribution to our community</li> <li>• Enable young people to achieve economic well being</li> </ul>	<p>Reduce under 18 conception rates.</p> <p>Increase treatment of Sexually Transmitted Infections. Reduce permanent exclusions</p>
<b>Ambition</b>	<b>Empower local people to have a greater voice and influence over decision making and delivery of services</b>	
<b>Aims</b>	<ul style="list-style-type: none"> <li>• Facilitate and support the production of a plan for every Parish to identify needs and solutions</li> <li>• Develop the community &amp; voluntary sector to deliver key service outlines</li> <li>• Co-ordinate the support for the community and voluntary sector from key agencies</li> <li>• Increase the participation of Suffolk Coastal citizens in informal and formal volunteering</li> </ul>	<p>Empower local people to have a greater influence over services.</p> <p>Increase the number of people involved in volunteering activities</p> <p>Reduce number of days spent in acute hospital beds by people aged 75 and over as a result of emergency admission</p>
<b>Ambition</b>	<b>Ensure our community is as healthy as possible by encouraging them to live a healthy lifestyle</b>	
<b>Aims</b>	<ul style="list-style-type: none"> <li>• Encourage healthy eating in schools</li> <li>• Develop &amp; evaluate a care pathway for those with obesity</li> <li>• Reduce levels of smoking in the population</li> <li>• Increase smoke free public places</li> <li>• Encourage &amp; improve access to exercise in the community</li> <li>• Encourage and improve access to exercise programmes for high risk groups</li> </ul>	<p>Reduce under 18 conception rates.</p> <p>Halt the rise in obesity.</p> <p>Introduce smoke free places</p> <p>Increase the number of people who quit smoking</p> <p>Reduce harm drugs and alcohol cause to communities</p> <p>Improve mental health and well-being.</p> <p>Reduce child obesity. Reduce rate of new Sexually Transmitted Infections.</p>

<b>Ambition</b>	<b>Promote better access for every member of our community, particularly younger and older people and families to employment, services and facilities</b>	
<b>Aims</b>	<ul style="list-style-type: none"> <li>Identify needs and deficiencies in public, voluntary and commercial service provision and seek new approaches to meet those needs</li> <li>Support the provision of frequently used commercial and community services in our relatively deprived areas to meet the needs of their catchment areas</li> <li>Encourage the retention of appropriate local services including post offices and shops in villages and district centres</li> <li>Develop appropriate public transport services, including community transport, in market towns, linked to good public transport from the major towns and employment areas</li> <li>Develop good community transport services</li> <li>Promote selected mobile services</li> </ul>	<p>Empower local people to have a greater influence over services.</p> <p>Increase number of older people helped to live at home.</p>
<b>Key issue</b>	<b>Feeling Safe / Being Safe from Crime</b>	
<b>Aims</b>	<ul style="list-style-type: none"> <li>Work together to build a safer, stronger and more secure Suffolk</li> </ul>	<p>Reduce harm drugs and alcohol cause to communities</p> <p>Reduce crime.</p> <p>Reduce violence related to alcohol misuse</p> <p>Reduce number of people who perceive antisocial behaviour as a problem.</p>
<b>Key issue</b>	<b>Improve road safety through traffic management measures and education</b>	
<b>Aims</b>	<ul style="list-style-type: none"> <li>Reduce the number of people killed or seriously injured on the road.</li> </ul>	<p>Reduce the number of people killed or seriously injured on the road network.</p>

Suffolk Coastal 2021 - Housing

<b>Key issue</b>	Assist Older People to live in their own homes and Communities	
<b>Aims</b>	<ul style="list-style-type: none"> <li>Facilitate the opportunity for people to remain in their own home or community for as long as they are able</li> </ul>	<p>Increase the percentage of people aged over 60 claiming benefits to which they are entitled</p> <p>Increase the percentage of households receiving intensive home care</p> <p>Increase number of older people helped to live at home</p> <p>Reduce days spent in acute beds as a result of emergency admissions</p>
<b>Key issue</b>	Affordable housing	
<b>Aims</b>	<ul style="list-style-type: none"> <li>Increase the stock of social rented and low cost housing to meet local needs</li> <li>Develop support mechanisms for vulnerable groups, including young people moving out of the family home</li> <li>Increase and maintain the stock of small housing units</li> <li>Ensure the number and distribution of new houses reflects sustainable principles whilst respecting the character of settlements</li> </ul>	<p>Increase the percentage of affordable homes</p>

<b>Key issue</b>	Safeguard, enhance and manage the distinctive high quality of the environment of the district.	
<b>Aims</b>	<ul style="list-style-type: none"> <li>• Safeguard, enhance and manage biodiversity</li> <li>• Safeguard, enhance and manage landscape</li> <li>• Safeguard, enhance and manage heritage</li> <li>• Safeguard, enhance and manage town/villagescape</li> </ul>	<p>Ensure everyone has access to green space Enhance the quality of the Suffolk landscape and environment</p>
<b>Key issue</b>	Undertake practical measures to improve public awareness, understanding of and promoting the following	
<b>Aims</b>	<ul style="list-style-type: none"> <li>• Reduction – reuse – recycling waste</li> <li>• Energy conservation</li> <li>• Water conservation</li> <li>• Renewable energy</li> <li>• Pollution control</li> </ul>	<p>Increase the proportion of household waste recycled and composted.</p>
<b>Key issue</b>	Estuary and coastal management	
<b>Aims</b>	<ul style="list-style-type: none"> <li>• Key agencies work together to improve the process of estuary and coastal management incorporating and integrating social, recreational, economic and environmental issues and actions.</li> </ul>	<p>Enhance the quality of the Suffolk landscape and environment</p>

<b>Ambition</b>	<ul style="list-style-type: none"> <li>Maintain and enhance the prosperity of our rural areas and promote opportunities for people to develop the skills they need.</li> </ul>	
<b>Aims</b>	<ul style="list-style-type: none"> <li>Further small business growth, building on the assets of the area</li> <li>Develop the workforce to realise individual potential and meet employers needs</li> <li>Foster market towns as service employment centres</li> </ul>	<p>Improve standard of life for the most disadvantaged</p>
<b>Key issue</b>	<p>Develop tourism, maritime and high technology industries</p>	
<b>Aims</b>	<ul style="list-style-type: none"> <li>Realise, through partnership working, the economic potential of the hi-technology cluster centred around Martlesham and the port related industries centred on the Haven Ports</li> <li>Promote all year round tourism based on the attributes (environmental, cultural and people) of the area - which optimises the benefits of employment and value to the economy that is compatible with maintaining the quality of life in the area</li> </ul>	