

Herefordshire Sustainable Community Strategy 2010 - 2011

A Short Guide to the Plan for the Long Term Future of Herefordshire



Published May 2010

This Plan gives us an idea of the sort of place that
people would like Herefordshire to be in 2020

It is 5 years since the last Community Plan was written. This brings that
2005 plan up to date so that, together, we can continue to work
towards long term success, health and well being for all.

The Herefordshire Sustainable Community Strategy

What is it and why do we need it?

This plan gives us an idea of the sort of place that people would like Herefordshire to be in 2020. It looks at where Herefordshire is now and the problems we face and how we will work together to make the changes we want. The plan was written after finding out what local people, groups, organisations and businesses thought was important.

We have used the word sustainable in the title, because whatever we do must be long lasting and should not damage the world around us.



How the Community Strategy can be used?

This plan can be used in different ways:

- Local organisations will use the Community Strategy when planning their own services, now and in the future. This will help them to keep up to date with what is wanted and needed in Herefordshire.
- The Community Strategy will help regional and national organisations to understand the important issues in Herefordshire, so the funding they give to the county can provide what local people want and need.
- Local groups and organisations looking for funding can use this plan to show that they are up to date with what local people want and need.

Our vision for Herefordshire

We hope that in 2020 Herefordshire will be a place where people, organisations and businesses work together towards long term, sustainable success for all.

Our main areas for action are:

Children and young people

We want to improve the lives of children and their families. We want all children and young people to have the learning and skills they will need to lead full and happy lives.



Work, wealth and business

We want to improve business and employment opportunities in Herefordshire so everyone can enjoy long term success.



Environment

We want to protect Herefordshire's environment and take action on climate change.



Healthier communities and older people

We want to work with people and communities in Herefordshire to support them to live healthy and full lives.



Safer communities

We will work together to make Herefordshire an even safer place to live, work or visit.



Stronger communities

We will develop stronger communities where everyone is included, people enjoy a good quality of life and feel that they have a say in the decisions which affect them.



Working Together

As we updated this plan, 3 important ideas emerged that must be remembered and included in all parts of the plan:

Everyone is Someone:

- Everyone's contribution is valued.
- We will work together to challenge prejudice and discrimination.
- We will support and encourage equal opportunities for everyone who lives or works in Herefordshire.



Safeguard Our Future:

- We need to act now.
- We need to be creative and make the most of what we have got.
- The solutions we decide on must build long term sustainability for Herefordshire's people, places, environment and economy.



Work Together:

- We share responsibility for Herefordshire's future and must think, plan and act together to find solutions which will benefit all.
- To do this we must make new partnerships work and look beyond the obvious.



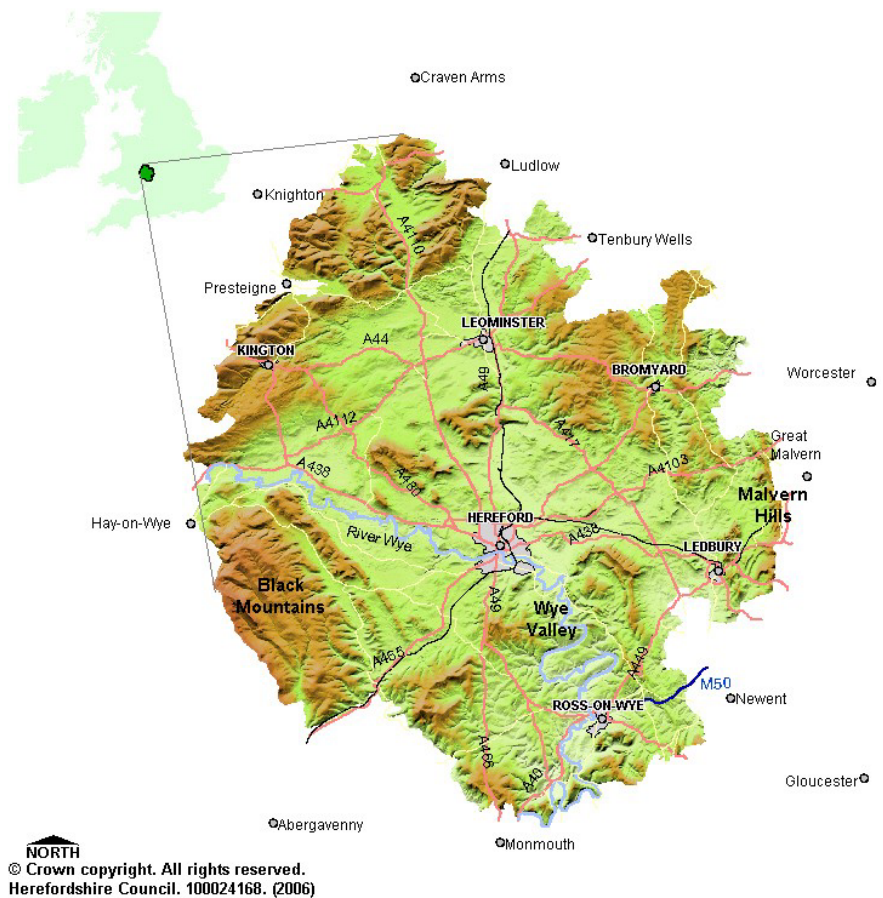
About Herefordshire

Herefordshire has a lot to offer people who live, work in or visit our county.

We have beautiful countryside and a wide range of arts, sports and leisure opportunities.

Our young people get a good education and we want to develop good job opportunities.

Our county is a safe place to live, with low crime rates.



Some important things to think about when writing this plan were:

- For its size, Herefordshire has a small population.
- The population is getting bigger, especially the numbers of older people.
- But the number of children is getting smaller.
- Herefordshire's black and ethnic minority population is small but growing.
- There has been a big increase in the number of people coming from other countries to work in Herefordshire.
- The value of business properties is low, which reduces the amount of tax companies pay.
- People use lots of different ways to travel to work.
- Lots of people who live in rural areas cannot get broadband.
- Our emissions of carbon dioxide are going down but more slowly than in other areas.
- We do not have enough affordable homes and the number of people needing low cost housing is rising.

Children and Young People

We want to improve the lives of children and their families. We want all children and young people to have the learning and skills they will need to lead a full and happy life.



How are we doing?

- The standard of children's education is improving with good GCSE and A level results. But action is needed to reduce the gap between the achievements of the highest and lowest performing groups of children, and between different parts of the county.
- School leavers generally do well in moving on to employment, further education or training.
- Our children are generally healthier, eat more fruit and vegetables, and do more sport than in other areas. But more work is needed as weight is still a problem for many young people.
- We also need to reduce smoking and drinking amongst young people, and improve the ways we try to prevent teenage pregnancies and sexually transmitted infections in young people.
- We are continuing to work to find better ways to reduce bullying in primary schools and to ensure the safety of children who are at risk.

We will be working towards our children and young people:

- Being healthy and living healthy lives.
- Being safe and living secure lives.
- Doing well at school and in their personal and social lives.
- Behaving well both in and out of school.
- Going on to further education, employment or training when they leave school.

Work, Wealth and Business

We want to improve business and employment opportunities in Herefordshire so everyone can enjoy long term success.

How are we doing?

- The state of the economy has increased unemployment and personal debt in Herefordshire.
- We are working to attract new investment and businesses to the county to create more jobs.
- Although wages have gone up, Herefordshire wages are still less than in other parts of the Midlands.
- Income levels are very low in some parts of Leominster and Hereford.
- The numbers of people of working age 16-64 is declining.
- Lots of skilled people move to Herefordshire to set up businesses and work.
- We are looking for funding to create a university in Herefordshire.
- Broadband services in rural areas are poor.



We will be working towards:

- Helping to support existing businesses and jobs.
- Supporting better paid and more interesting jobs.
- Having a high quality workforce who can learn new skills when needed.
- Less traffic, better public transport, and more people walking and cycling to work.
- Better broadband services.
- More land available for building high quality business premises.
- Encouraging businesses to think about the environment.
- Promoting Herefordshire as a good place for business.

Environment

We want to protect Herefordshire's environment and take action on climate change.

How are we doing?

- Herefordshire is a beautiful, rural county. It is clean and well kept.
- There is an increasing number of Sites of Special Scientific Interest in Herefordshire being properly managed.
- The amount of waste going into landfill is going down and the new wheelie bin system has improved recycling. But we still need to reduce the amount of waste which goes to landfill as Herefordshire still produces more waste than other areas.
- Our total carbon dioxide emissions are high, mainly because we use cars a lot; we have limited public transport and increased emissions from businesses. However, overall, our emissions have reduced.
- Extreme weather conditions can have a major impact on the area.



We will be working towards:

- Reducing waste and increasing recycling.
- Helping people to have a better understanding of climate change and how to look after our environment.
- Taking action to reduce the effects of climate change.
- Protecting and enhancing biodiversity within the County
- Protecting and managing Herefordshire's landscape and environment.
- Investing in our public spaces, buildings and history.
- Helping to maintain and develop the character of local communities.
- Encouraging people to use water responsibly.
- Managing and protecting our rivers, lakes and streams.
- Promoting sustainability in the way land is managed.

Healthier Communities and Older People

We want to work with the people and communities in Herefordshire to support them to live healthy and full lives.

How are we doing?

- People in Herefordshire are generally healthier and live longer than elsewhere.
- Deaths from cancer and heart disease in the over 75's are lower than the national average.
- By 2020 there will be a large increase in the numbers of older people, and the number of people with dementia who need social care in Herefordshire.
- In some areas of Bromyard, Leominster and Hereford there are a lot of older people on low incomes.
- The number of adults with disabilities is also likely to increase.
- The number of people with physical disabilities who receive help to live at home has decreased over the last 10 years.
- Money from the Playbuilders Fund is making schools more accessible and helping people to be more active.
- The new Herefordshire Health Improvement Plan is helping us to work towards reducing the number of people who are overweight.



We will be working towards:

- Helping people to be a healthy weight.
- Supporting people to stop smoking.
- Reducing harmful drinking levels amongst young people.
- Reducing the number of suicides, accidents, and injuries.
- A happier and healthier population both physically and mentally.
- Helping more people who need social care to live in their own homes.
- Faster and more reliable services to ensure that vulnerable adults are safe.

Safer Communities

We will work together to make Herefordshire an even safer place to live, work or visit.

How are we doing?

- Herefordshire is a safe place with low levels of crime.
- The police force in Herefordshire is good at talking to and working with small communities to help solve local problems.
- Safer Herefordshire campaigns have helped to remind us that crime rates are already low, and still falling.
- Less people are frightened of being a victim of crime than in other parts of the country.
- Herefordshire's Road Safety Group is making good progress towards reducing the number of deaths and injuries on our roads.



We will be working towards:

- Reducing crime through working with offenders and other actions.
- Reducing Domestic Abuse.
- Reducing harm from the use of drugs and alcohol.
- Making our roads safer.
- Reducing the amount of anti-social behaviour.
- Dealing with local concerns about anti-social behaviour and crime.

Stronger Communities

We will develop stronger communities where everyone is included, people enjoy a good quality of life and feel they have a say in the decisions which affect them.

How are we doing?

- Housing in Herefordshire is expensive and one third of homes are in poor condition.
- There has been an increase in homeless prevention activity.
- There is a need to build more affordable homes to meet demand, especially in Hereford City.
- The increasing number of older people means that we may need more homes suitable for this age group.
- Herefordshire is seen as a good place to live and work.
- Museums, galleries, theatres, and sport and leisure facilities are an important part of the community but in rural areas it can be difficult to access key services.
- People's use of libraries is changing, due to lifestyle changes.
- There is improved cross community engagement.
- More people volunteer to help in their local communities than in many other parts of the country.



We will be working towards:

- Having more affordable homes to rent and fewer homeless people.
- Making sure vulnerable people have a choice of housing and support to live independently.
- Providing accessible, high quality arts, leisure and sports facilities.
- More people knowing about and using Herefordshire's libraries. Developing alternative ways for people to access libraries, particularly in rural areas.
- Fair access to the services people need.
- Helping people and communities to understand the benefits of volunteering both to themselves and their area.
- A county where people feel accepted, confident and able to take part in local decisions which affect them.
- Supporting stronger communities which recover from emergencies by planning and working together.

How Will We Make This Plan Work?

To help us put this plan into action lots of local people, groups, organisations and businesses will work together in the Herefordshire Partnership.

By working together we should be able to spend our money wisely on high quality services which work for the people of Herefordshire.

Different groups or organisations will be asked to take the lead in making each part of the plan happen, but the Herefordshire Partnership will be responsible for making sure things are done.



Herefordshire Partnership

P.O. Box 4, Plough Lane, Hereford, HR4 0XH

Email: hfdpartnership@herefordshire.gov.uk

Website: www.herefordshirepartnership.com

Telephone: 01432 261792

This easy read guide has been produced in partnership with
ECHO for Extra Choices in Herefordshire