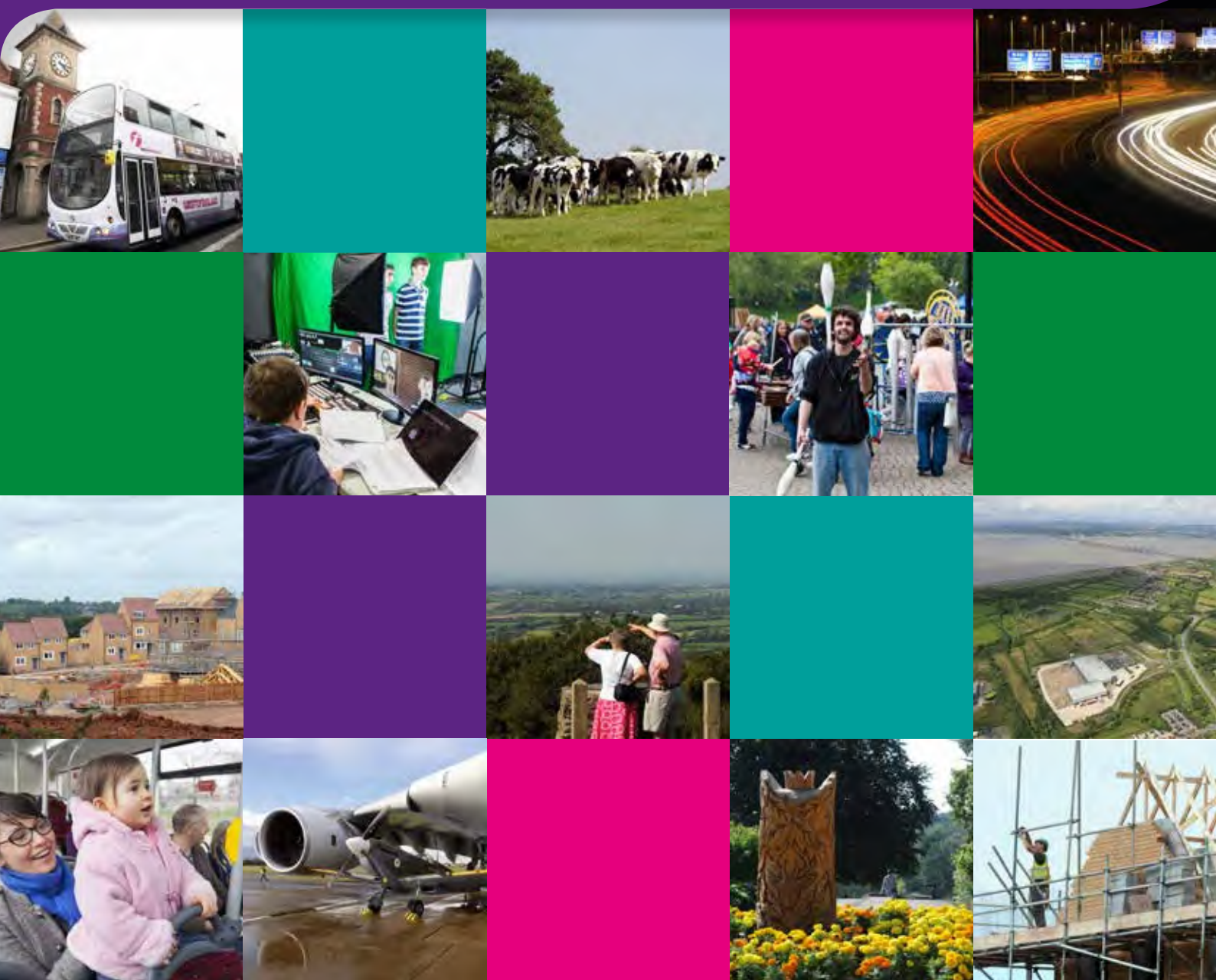


South Gloucestershire 2036

“A great place to live and work”

SOUTH GLOUCESTERSHIRE'S SUSTAINABLE COMMUNITY STRATEGY 2016

Developed by the South Gloucestershire Partnership



A great place to live and work

Times change but achieving the best for those who live, work and visit South Gloucestershire remains the cornerstone of the work of the South Gloucestershire Partnership.

This strategy is the shared, long-term, strategic vision for South Gloucestershire developed by the South Gloucestershire Partnership. The partnership is made up of private, public, voluntary, community and social enterprise organisations* who work with communities to identify and tackle key long, medium and short-term local issues to ensure South Gloucestershire remains a great place to live and work.

The strategy was first developed in 2002 and has undergone several revisions. It has been updated in response to the new opportunities and challenges presented by local and national policy, and socio-economic change.

Since the last version in 2012, new prospects have opened up not least around our role in the West of England success story. For a considerable time now we have been working with our neighbouring local authorities – and more recently with the West of England Local Enterprise Partnership – on cross border issues. This has led us to submit an ambitious Devolution proposal to government (Autumn 2015) which aims to increase our self-reliance, improve our delivery of housing and transport infrastructure, as well as access to employment and skills development. The devolution agenda will further evolve throughout the period of this strategy.

Over the coming years, our place in the West of England will become more consolidated with that of our neighbours; strengthening our ability to improve the lives of our residents by driving economic growth forward and sharing the benefits of that growth throughout the area.

**see inside back page for partner organisations*



As new trends emerge and old patterns change, the area will be less bound by geographical considerations. It will be more outward facing with a larger population in both new and established communities. Technology can be our ally but will also impact on every area of our lives, altering the patterns of how we are educated, where we work, and access to services. Partners will need to manage the consequences of these changes through timely and integrated strategic planning.

Localisation will play an increasingly important role in the area's future as partners change the way they work together and the services they deliver. Local governance and local funding for local services will enable decisions and delivery to be more attuned to the needs of the local community. Partners will continue to support our communities to make them safe, healthy and strong.

The South Gloucestershire Partnership works together to improve the quality of life for people in the area. It is committed to the following values which are embedded in all sections of this strategy and how we deliver it.

shared vision – shared values – collective action

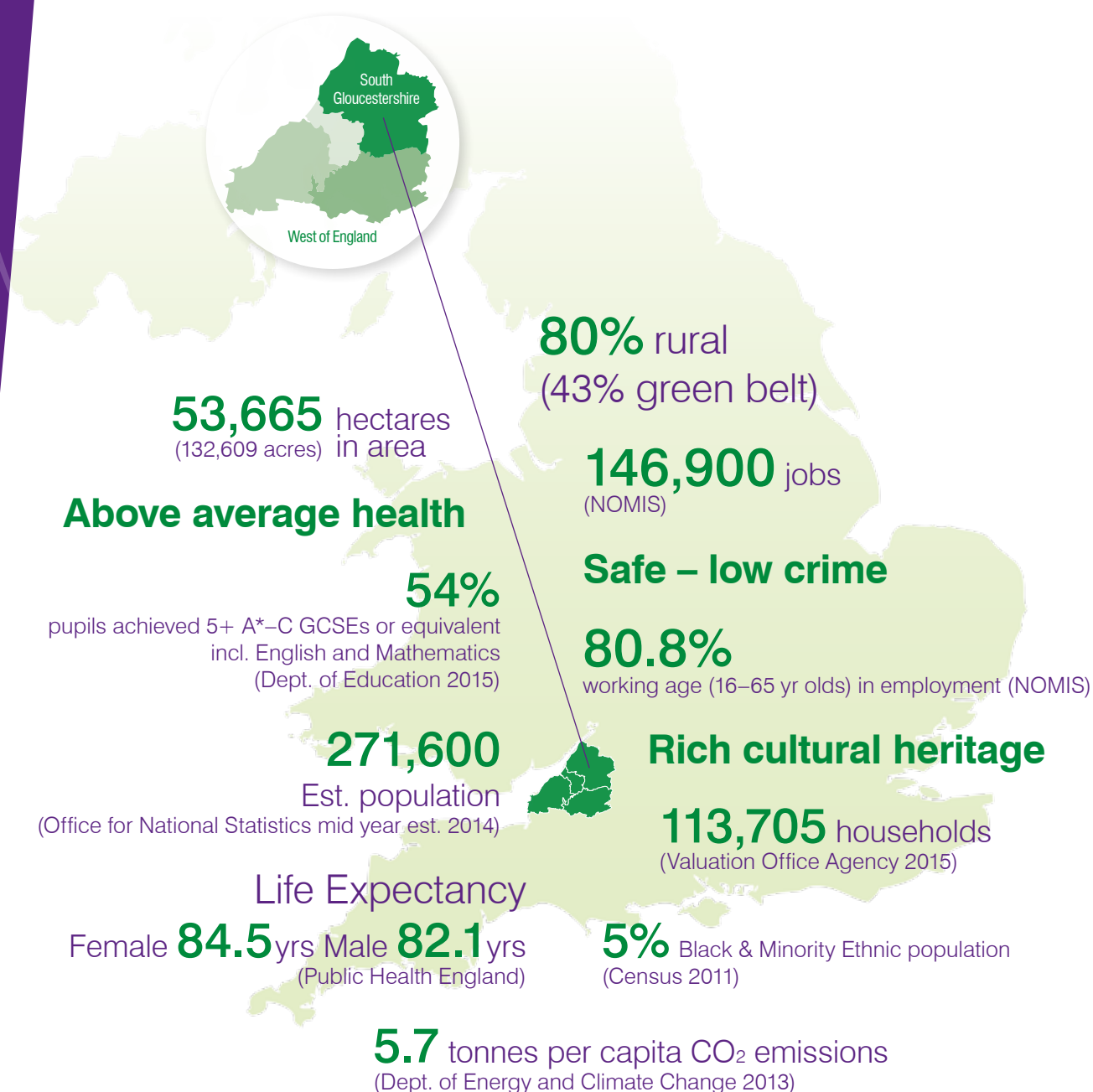
- find simple and effective ways of working together that improve efficiency, make the most of resources and ensure value for money
- ensure social, economic and environmental well-being is embedded in all decisions
- promote a greater understanding and mutual respect between different sectors and sections of the community; empower all people to participate and become involved in decisions which affect the area
- ensure resources are used wisely, become carbon neutral, prevent pollution and waste, and conserve and enhance the environment for future generations



South Gloucestershire

South Gloucestershire is in the west of England between Gloucester and Bristol, the Severn Estuary and the Cotswolds. The West of England is the most strategically significant sub-region in the south west and one of the key centres for future growth. South Gloucestershire's location and its proximity to the city of Bristol present a number of cross boundary opportunities and challenges which are dealt with by working in partnership with the neighbouring authorities of Bristol, Bath and North East Somerset and North Somerset.

South Gloucestershire is a mix of long established urban communities, market towns, small villages and substantial new development. Characterised by very differing communities with individual needs and aspirations, the diversity of its landscapes and neighbourhoods contribute to a high quality of life.



Challenges

Planning for **growth in housing, employment and infrastructure** in a way that protects the quality of the area

Targeting services and resources in areas with the greatest need

Technological and digital changes

Greater demands caused by **changing demographics** e.g. ageing population, more young children and growing cultural diversity

Improving **travel and transport systems** through innovative, smart, integrated and appropriate solutions

Identifying, understanding and reducing **health inequalities**

Responding to the **increase in housing need**

Proportion of 75+ and 85+ years-old, age groups in the population

Addressing **child poverty**, improving achievement and **closing education gap**; raising aspirations of all

Improving **educational outcomes** through cohesion and engagement of the education community

Changing dynamics of public sector roles, West of England and **devolution impacts** on cross boundary working

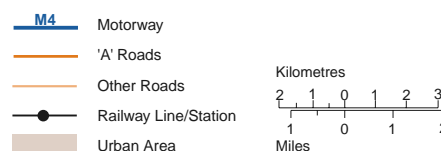
Significant **financial and resource reductions** in the public sector

Recognising the importance of a **sustainable countryside** to quality of life

Conserving and enhancing the **natural environment** and **rich cultural heritage**

Addressing rural economic needs and **access to services**

Encouraging **active travel** (cycling, walking) to improve health and reduce dependency on the car



Plan – Connect – Enhance

Enhance our natural and built environment, develop low-carbon, health promoting, integrated communities with a strong sense of place connected by well planned transport networks

Managing development: deliver well designed and sustainable new development which delivers physical and social benefits to both new and existing communities

Communities: ensure the social, cultural, health and education needs of all residents are met

Open spaces: conserve and enhance our green spaces, networks and countryside for the benefit of people, wildlife and the wider environment

Low carbon South Gloucestershire: encourage the transition to a more sustainable lifestyle

Our homes: enable everyone living in South Gloucestershire to access a home they can afford

At a West of England level we are working with neighbouring local authorities and other partners to plan for sustainable economic growth through jobs and housing. We are producing a Joint Spatial Plan (JSP) to determine where new housing and employment development will go to meet identified needs up to 2036. The JSP will also form the starting point for a review of our Core Strategy from 2016 resulting in a new Local Plan setting out detailed proposals and a framework for locating new development. This process will require continued close collaboration between the council, developers, local communities and stakeholders. We will strive to work together to achieve this in a way that minimises impact on our valued places and open spaces and brings in resources and opportunities to improve access to local facilities, services, broadband and infrastructure.

The West of England devolution submission (Autumn 2015) has been designed specifically around themes of 'people and place'. Delivering the JSP through enhanced infrastructure funding is at the heart of the 'place' theme but an agreed environmental balance measure has been included to make sure devolution is meeting both community and place values.

One of the things people most value about living in South Gloucestershire is the high quality and diversity of their local environment; and easy access to parks, open spaces and the countryside. These provide important resources for sustaining wildlife, community wellbeing and healthy lifestyles and we recognise the need to protect them.

People also value a good transport network to enable them to access jobs and services. Rapid growth over recent years however has resulted in a significant increase in traffic and some areas are still heavily congested. The Joint Local Transport Plan includes a major scheme which will improve links between the north and east fringes and Bristol city centre.

Investment in the sub-regional rail, bus, cycling and walking network will provide more travel choice for our communities. A strategic transport study, commissioned jointly with our West of England partners will identify a programme of transport schemes to support housing and economic growth to 2036. It will also aim to balance appropriate infrastructure and the built and natural environment.

We need to manage the risks posed by climate change and reduce our currently high greenhouse gas emissions. We are committed to promoting and enabling a shift to more sustainable and low carbon travel, homes, businesses and communities.

Getting around: connect people to places through transport networks that make it safe and easy for people to walk, cycle and use affordable public and shared transport

Local pride: work with our communities to care for our villages, towns and neighbourhoods and our countryside to retain and enhance their appearance, sense of place, civic pride and historic connection

Employment land and premises: meet land, premises and infrastructure requirements of businesses where that is sustainable and consistent with strategic employment and regeneration objectives

Achieve – Sustain – Maximise

Maximise opportunities to access first class education; reduce attainment gap and prosper through a balanced economy, a well-trained workforce and sustainable jobs for all

Support local business growth:
improve productivity and competitiveness

Help new business to form:
increase the number, survival and growth rates of starter and small and medium enterprises

Education in our schools:
improve standards so young people realise their aspirations and are well prepared for the future

Improve training, skills and workforce development:
raise aspirations and skill levels through our education and training providers; involving local employers to ensure their workforce needs are met

South Gloucestershire has a diverse economy ranging from rural and home grown small and medium enterprises to world leading companies in key high growth sectors. These include aerospace, advanced engineering, defence, and high tech industries alongside micro-electronics and robotics. It also has large local economic drivers such as the University of West of England which plays a key part in supporting high standards of education and training for these cutting edge industries, and the Mall at Cribbs Causeway which provides extensive retail and commercial services. Both of these major employers attract investment and help create a vibrant economic environment which benefits both businesses and communities.

We host the Science Park, a recognised asset of national importance, providing a world class environment for businesses in science and advanced technology. It incorporates the National Composites Centre, the national leader on research and design. We are also a centre of excellence for green and environmental technologies, animation and IT solutions.

In order to maximise outcomes for individuals and employers, a locally responsive skills system with sustainable routes into higher level skills is essential to the delivery of economic growth. Engaging skills and employment partners across the West of England is crucial to the development of a robust skills system.

Working with partners across the West of England and the Local Enterprise Partnership (LEP), we signed up to one of the largest City Region Deals in 2012 aimed at delivering an additional 40,000 jobs and over £1 billion investment to support local growth over the next 30 years. South Gloucestershire hosts three of the sub-region's five Enterprise Areas.

It is important that the high level of carbon emissions are reduced and that the local economy benefits from the opportunities associated with the transition to a low carbon economy. Local production and consumption and services close to where people live are an important part of this.

The area continues to develop and grow but pockets of social and economic disadvantage still exist. Helping people back into work as well as raising young people's aspirations through top class educational and vocational experiences will improve personal achievement, social and economic wellbeing and reduce the gap between prosperity and deprivation. Excellent educational provision underpins a healthy economy which is the bedrock of future success.

Share the benefits of economic growth:
ensure that all parts of South Gloucestershire and all groups share the benefits of economic development

Promote South Gloucestershire to inward investors:
generate new job opportunities for South Gloucestershire residents

Support major employers to stay in the area:
safeguard and increase jobs in key sectors and strengthen the local supply chain

Our Communities

Support – Contribute – Engage

Engage people of all ages so they feel they belong and can help provide local solutions; support communities so they are safe and feel safe and have access to services of an optimum quality

In the main South Gloucestershire is an area dominated by middle-income families with vibrant towns and parishes and a good range of community infrastructure in place. Sixty percent of residents live in urban fringe suburbs, the remainder either in rural villages or small market towns. However, alongside areas of relative prosperity, there are areas of deprivation defined as priority neighbourhoods.

In the priority neighbourhoods there are pockets of inequality in terms of educational achievement, isolation from transport, access to housing, income, crime and health. Awareness of the needs of these communities remain at the forefront of the council and its partners, and the sub-region's strategic planning in a variety of ways (e.g. Joint Spatial Plan, devolution, the SportsPound).

Crime levels are low and there is a thriving community and voluntary sector and an active older population who help strengthen community cohesion. More people have taken on decision-making roles, especially from equalities groups, which has helped create a fairer and more inclusive place to live. Communities will have even more opportunities to be involved in local determination and delivery of services.

By enabling the development of strong, vibrant communities we can improve their sustainability and ability to thrive. One way of doing this is to involve people in finding and helping deliver solutions in their own communities. Parish and Town Councils play a vital role in this engagement, support and delivery but there needs to be greater local involvement through the devolution of power. Also, better mechanisms are required to release capital into the communities so they can address their own needs and aspirations.

Rural parts of the district also have particular challenges of isolation due mainly to access to services and transport.

Focusing resources:
provide most help in areas where the need is greatest

Promoting equality and improving cohesion in our communities:
help vulnerable people; tackle inequality and bring people and communities together

Engaging communities in decision making:
increase the extent to which local people understand and influence decisions in their locality

Encouraging initiative:
work with and support communities to help themselves and each other

Participation of young people:
encourage young people to make a positive contribution to their communities and enable their views and voices to be heard

Be safe and feel safe:
reduce the level and impact of crime and disorder on our communities and improve public confidence

Building a stronger community and voluntary sector:
build strong voluntary organisations, community groups and social enterprises by stimulating the sector and strengthening resilience and robustness

Prevent – Deliver – Promote

Promote personal wellbeing, reduce health inequalities and deliver high quality physical and mental health and social care services which protect our most vulnerable and offer people greater choice and control within strong, self-supporting communities

Reduce inequalities:

address the needs of our communities through positive prevention and early intervention; protect the vulnerable and provide extra help and support to those who need it most

Support independence:

make sure information and advice is available and accessible to help people with the big changes in life, help them regain life skills and to remain independent

Healthy lifestyle:

help people make healthy choices and enjoy a healthy lifestyle; ensure the design of communities encourages active travel, play, recreation and active lifestyles

Overall people in South Gloucestershire experience better than average health with a narrowing gap in life expectancy between men and women. Over the next two decades it is anticipated that life expectancy will improve, although there is a risk that improvements will be reduced by increasing levels of obesity. There are marked inequalities in health, with people living in poorer areas, particularly the priority neighbourhoods, having lower life expectancy and higher rates of heart disease and lung cancer.

Health inequalities are apparent at an early age. Tackling child poverty is a priority. Children who grow up in poverty are four times as likely to become poor adults becoming the parents of the next generation of children living in poverty.

Improvements in life expectancy will lead to the number of people in the over 65 age group increasing by 60% and a doubling in those over the age of 85 years-old. Many older people will remain in good health and continue to live independent lives. However, because illness and chronic medical conditions such as dementia and diabetes, are more common in older people there will be an increased need for health and social care support to help people retain independence and manage their conditions. Local community health and social care services need to continue to develop and integrate and meet the needs of local people, particularly those with complex and long-term conditions.

Good health is not just about health and care services. Many social and environmental factors impact on health including housing, employment, education and the built environment. We need to encourage people to be responsible for all aspects of their own health and support them to help themselves.

Area-wide strategic support of specifically targeted groups including those with health issues and/or caring responsibilities is being built into the growth agenda as it is recognised that this is needed to help people into work and to tackle social and economic inclusion.

Choice and quality:

enable access to high quality and effective services, and support people to help themselves

Care close to home:

bring health care closer to local people by developing community services

Suitable housing:

ensure everyone has high quality homes suitable to their needs

Best start:

give children the best start in life and help them achieve their full potential; protect them from harm and neglect

Our Health

Implementation and monitoring

This strategy sets the direction for South Gloucestershire over the next twenty years to 2036. It is a living document which is reviewed regularly to ensure it continues to respond to the area's needs and aspirations.

Each year the Economy and Skills Strategic Partnership, Health and Wellbeing Board and Safer and Stronger Communities Strategic Partnership measure progress against outcomes set out in their individual strategies which are then reported to the Board. The Sustainable Community Strategy is monitored through the Quality of Life Report – an annual report which measures and communicates important facts about South Gloucestershire and aims to demonstrate whether quality of life is getting better, worse or staying the same. The South Gloucestershire Partnership Board also makes sure the governance framework fits the strategy by reviewing the measures currently used and capturing the most meaningful and useful data to monitor South Gloucestershire's quality of life.

The South Gloucestershire Partnership Board and the three strategic partnerships work together to develop action plans so the strategy is delivered. The strategy is also delivered through other area-wide and organisational strategies which include the:

- Child Poverty Improvement Plan
- Children and Young People's Plan
- Climate Change Strategy
- Core Strategy
- Economic Development Strategy
- Early Years Strategy
- Joint Health and Wellbeing Strategy
- Joint Local Transport Plan
- Joint Spatial Plan
- Local Enterprise Partnership Strategy
- Local Flood Management Risk Plan
- LEP Strategic Economic Plan
- Avon and Somerset Police Crime and Commissioner's Plan
- Safer and Stronger Communities Strategic Partnership Plan.



Member organisations of the South Gloucestershire Partnership Board



Town and Parish Councils
(non-ALCA members)



Avon Wildlife Trust



Economy and Skills Strategic Partnership
Health and Wellbeing Board
Safer and Stronger Communities Strategic Partnership

Corporate Strategy and Partnerships
South Gloucestershire Council
PO Box 299
Civic Centre
High Street
Kingswood
Bristol BS15 0DR



Tel: 01454 863868
Email: strategy&partnerships@southglos.gov.uk

Developed by the South Gloucestershire Partnership

This information can be made available in other languages, in large print, Braille or on audio tape. Please phone 01454 868009 if you need any of these or any other help to access council services.

