

Appendix 2 to CAB1417

**Winchester District Community Strategy
Update 2006**

Comments on Consultation Draft and Responses (October/November 2006)

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1. Winchester City Councillors

Comments made at Cabinet

At the invitation of the Chairman, Councillor Rees and Busher spoke regarding this item. Councillor Rees broadly supported the Report and raised a number of detailed comments and questions which are summarised below:

- The Local Strategic Partnership (LSP) should take clear ownership of the document;

Response: The City Council has a statutory duty to prepare the Community Strategy under the Local Government Act 2000 and it must be adopted at a meeting of the full Council. The document has been prepared with the involvement of the Board and the thematic partnerships of the LSP and has broad support.

- The intended outcomes should be clearer;

Response: The 'most important changes' have now been grouped together as appropriate to clarify the links between them.

- The document raised important implications regarding long term planning and allocation of resources;
- The relevant sections of the Strategy should be passed to the appropriate Scrutiny Panels and Principal Scrutiny Committee for comments.

Response: This was done

Councillor Busher requested that the effects of the various major development areas within the District and close by should be highlighted.

Response: Words have been added to draw out this point under the 'Current Issues' section

In addition, the impact of traffic congestion in the City Centre, both on the immediate area and its wider impact on roads in the rural parts of the District, should be considered.

Response: This has been included under the High Quality Environment outcome.

Cabinet noted that affordable housing had inadvertently been omitted from the section on Inclusive Society.

Response: This has now been included

The Chief Executive confirmed that comments on the consultation draft from various sources including Cabinet and the Scrutiny Panels would be reported back to Cabinet for approval before submission to the LSP. The final document would be prepared by the LSP but would be submitted to a meeting of Full Council for formal adoption.

Principal Scrutiny Committee

The Chief Executive explained that Cabinet had considered the Updated Community Strategy – Consultation Draft (Report CAB1332 refers) on 11 October 2006 and had approved the document as a consultation draft. Principal Scrutiny Committee was asked to consider this document and to review the overall benefit to the public from services provided by the Council and other relevant organisations.

The Chairman requested that the Committee focus on the broader strategic framework of the Strategy as the Scrutiny Panels had each been directed to look at more specific detail within their remits

The Leader advised that the updated Strategy had been prepared by the Local Strategic Partnership (LSP) who were seeking the approval of the City Council and other partners. Any comments would be considered in advance of the document's eventual adoption.

The Chief Executive confirmed that the Community Strategy had been drafted and would be consulted upon along side the Council's Corporate Strategy. It was confirmed that the evidence base would be presented on the Council's website in due course.

Resolved: That progress on the draft Community Strategy be noted and that a further report be brought back to the Committee, following the outcome of the consultation process and before the revised strategy was considered by Council.

Environment Scrutiny Panel

With regard to the High Quality Environment Section (Appendix 1 of Report CAB1332 refers), the Panel highlighted the following issues:

- To mitigate the effects of the Urban South Hampshire development

Response: The impact of MDAs on Winchester's communities has been drawn out under the Current Issues section.

- Over development and inappropriate development in villages
- Traffic issues arising from MDAs, traffic speeds, the need to improve the infrastructure and rat-runs

Response: These items are referred to and should be picked up through related action plans such as the Local Transport Plan, and the Local Development Framework

- The need to protect the character of areas through good design
- Street scene issues
- Climate change
- Improvement of public transport

Response: These items are included

- The need to protect the countryside

Response: The document currently states that 'Important natural habitats are protected and enhanced, and new ones are created'; that 'New developments make best use of brownfield

sites'; and that 'New communities are planned, designed and built to be sustainable and inclusive'. (Are Members referring to farming methods/diversification?)

At the conclusion of debate, the Panel agreed with Councillor Pearson's suggestion that the outcomes set out in Appendix 1 should be re-organised into related themes.

Response: The 'most important changes' lists have now been re-organised as suggested.

Local Economy Scrutiny Panel

The Chief Executive explained that Cabinet had considered the draft Community Strategy on 11 October 2006 (Report CAB1332 refers). The Panel were asked to focus on the outcomes listed under the 'Economic Prosperity' section of the Strategy and indicate whether it considered any should be accorded higher priority.

In response to questions, the Chief Executive clarified that Members should not just concentrate on issues over which the Council had direct influence, but also adopt a community leadership role with regard to the Strategy. However, in deciding which outcomes should be given greater priority, it should consider which required the most urgent attention.

During discussion, a number of Panel Members highlighted the importance of focusing on the rural economy, including rural transport links and post offices; the need for vibrant town and village centres, and the desire for people to have the opportunity to work nearer where they live.

Response: Noted as candidates for priority

In addition, the benefits of improving the Council's links with the University was mentioned.

Response: The University is well represented on the Winchester District Strategic Partnership with a seat on the Board, the Community Learning Forum, and the Cultural Consortium.

One Member commented that the links between the different outcomes listed could be stressed. For example, the relationships between economic prosperity and health and well-being.

Response: Words have been added to the 'Vision for the Future of Winchester District' section to reflect this point.

Councillor Stallard suggested that any references to historic buildings should be amended to historic environment to reflect the wider context.

Response: This has been changed as suggested.

Following further discussion, the Panel agreed that it was difficult to prioritise the outcomes without further information about how each area was performing at the current time. It was suggested that this additional information could be grouped into areas of the District to make it more meaningful.

Response: It is intended that the District Profile and Evidence Base will be organised on geographical areas as more detailed information becomes available, making use of GIS as appropriate.

Social Issues Scrutiny Panel

The Chief Executive explained that Cabinet had considered the draft Community Strategy on 11 October 2006 (Report CAB1332 refers). The Panel was asked to consider the proposals

and to review the overall benefit to the public from services provided by the Council and other relevant organisations.

During debate, the following amendments to the Strategy were recommended to Cabinet:

- Page 12 (Outcome 1: Health and Wellbeing) and all subsequent references to include: “That there is a marked reduction in the numbers of people who have to wait to find homes in the District – especially affordable homes”
- To include a “strong base of Council houses at affordable rents”

Response: Awaiting comments from Simon

Following debate, the Panel agreed to submit any further comments Members may have on the Strategy to the Chief Executive following the meeting.

Cllr J Hammerton

Page 12 CAB 1332
Social Issues Scrutiny Panel

1. Health & Wellbeing
 2. Freedom from Fear
 3. Inclusive Society
- 5 or 6 detailed outcomes

(1)

- A full range of health & care services.....
- All housing is of a decent standard
- Rural transport services
- A wider range of leisure and cultural
- A wider range of non – vocational learning
- Mental well being

P 12 Indicators – (added) Homes especially affordable

P15 (2) – People are vigilant but

- Very little bullying
- Reduce domestic abuse
- Safe roads
- Good support services for the elderly
- New developments **are** designed

CAB 1332 P23

(5) Inclusive Society

p23 (5) – Equal opportunities are actively promoted

- Everyone is able to access
- Local voluntary organisations
- High quality, affordable childcare
- People feel accepted
- The needs of future generations

Response: All these ‘most important changes’ are retained in the final draft.

Cllr F Pearson

Page 18/19 - You mention Renewable energy encouraged in the outcomes - so should there be a reference to renewable energy in the indicators?

*Response: Yes, **HQE16 Renewable energy capacity installed by type** included (although no data for this currently it is included in the LDF Annual Monitoring Report and needs to be monitored for the future).*

We have DP9 and DP15 in the Local Plan. Energy is picked up on Page 23 and we are launching a Climate Change IMOG. We now have a Street Scene scrutiny working party, a biodiversity partnership, an Air Quality Action Plan, a local safety partnership as well as this new IMOG yet none are mentioned in the list of Partnerships or in the High Quality Environment section.

Response: Many actions from a huge range of partners will be needed to achieve the outcomes and it is not possible to list them all in the Community Strategy, however further information will be included on the website where action plans will be posted. The 'Biodiversity Partnership' is included as one of the thematic partnerships of the LSP under the title 'Natural Environment Forum'.

Cllr Peter Rees – Leader of The Labour Group

Very broad approval and agreement with the document.
Welcome the whole thrust to have more local knowledge and information.
Encouraged by the role of the LSP and WCC working together.
LSP and WCC need to be clearer and state what will happen to the outcomes.
LSP needs to take ownership, process, actions and outcome.
Document is forward thinking and reflects the need to have better and more accurate information about the community we serve.
It needs to be more than just a fact finding and data gathering exercise

More detailed information needed about what the outcomes might be.

Response: Agreed. The detail under the outcomes (ie 'what are the most important changes') may look different in individual communities depending on where they are at the moment in relation to sustainability. This will involve working much more closely with individual communities/neighbourhoods through community planning over time. In this respect later iterations of the Community Strategy will be much better as this detailed information about community needs becomes available.

Exactly what are the success criteria? Can conditions be measured and who will be held to account?

*Response: The answer to these questions is the reason we are approaching the Community Strategy in this new way. The problem with big cross-cutting issues such as climate change, and unsustainable lifestyles, is that no one agency is wholly accountable for addressing them but many agencies can contribute to solutions. What we need to develop, therefore, is **shared accountability** across agencies/sectors for moving in the right direction. The Local Government Act 2000 recognises that the people best placed to set out what needs to change in a given geographical area are its elected representatives. The Act gave principal Local Authorities the power of wellbeing and the duty to draw up Community Strategies with input from local people and organisations. The new Local Government White Paper seeks to strengthen the ability of Local Authorities to convene the right partners (through LSPs) to implement their community strategies, and to use their Scrutiny functions to call to account partnerships and other public services which are not delivering to expectations. Its really a mixture of carrot and stick but relies to a large extent on consensus about the outcomes we all want, the way we will measure our progress towards the outcomes (ie using carefully selected indicators), and the willingness of all to contribute what they can.*

More information necessary about what the process and mechanisms will be to determine information.

Response: The document sets out the need to develop a community planning process, and to populate a comprehensive District Profile and Evidence Base. The latter is already

underway as it is part of the Community Strategy process and also the Local Development Scheme. The idea is that we will have one Evidence Base for the district which our partners can contribute to and draw from. A programme for developing the community planning process will be developed by the Chief Executive's Unit in the New Year, alongside new guidance for communities on community planning in the Winchester District.

More information needed about significant timescales and how data will be interrogated/interpreted

Response: Agreed. More thinking is required by the Board of the LSP on these details which will be clarified in subsequent iterations of the Strategy (it will be refreshed annually and there is limit to what can be achieved in the timescale of this update). Action plans relating to the Strategy will be clear on the timing of specific programmes to achieve the outcomes.

Education data needs to show the number of children going into higher education, ward by ward

Response: We have not been able to source this data as yet

Funding and resource issues for exercise and outcome

Response: Awaiting clarification from Cllr Rees

Information should be presented ward by ward – overall WCC picture would hide true facts

Response: Agree that this would be ideal and will be attempted as the Evidence Base develops. The final draft draws out specific issues in the most deprived wards and makes a case for priority to be given to projects in these wards in line with thinking developing within the LSP.

Should more representative bodies be involved in the information gathering exercise?

Response: Awaiting clarification from Cllr Rees

Actions need determining before finding – otherwise what is the purpose?

Response: Awaiting clarification from Cllr Rees

Suggest that each paper or each section goes to the appropriate Scrutiny committee for comment and suggestions.

Response: This was done

2. Parish Councils

Dr Geoff Sharman, Oliver's Battery Parish Council

The document is easy to understand

Significant change in the way in which goals are expressed as outcomes, rather than processes, and this should be highlighted even more clearly.

Agree with the 'changes' listed under the outcomes but there are probably still too many changes listed. It would be helpful to group these into fewer key goals.

E.g. "Healthy lifestyles are the norm. These are encouraged by the availability of facilities for sports and other physical activities and are not prejudiced by unavailability of care services or poor accommodation."

This change would make it clear that the achievement of "Healthy lifestyles" is a primary goal.

Response: This has been attempted for the final draft

Too many indicators. These should be grouped to make them easier to understand. E.g. Offences against adults, including anti-social behaviour, religious/racial/sexual harassment, violence including domestic violence. (Offences against children or older people might be separate categories.) This would make it easier to understand overall trends and the areas of maximum risk, as well as ensuring that measurement actually happens. A detailed breakdown could be given as supporting information where appropriate.

Response: Agree – the large number of indicators included in the consultation draft was intended to communicate the suggestions put forward during various consultation events and by thematic leads. These have now been reduced down to the ‘most important’ but others will be monitored nonetheless and reported to the LSP Board on a regular basis to obtain a meaningful overview.

I'm responding in my role as Chairman of Olivers Battery Parish Council. We are well aware that this community may prioritise some outcomes (eg "freedom from fear", high quality environment") differently from other communities. It would be helpful to have some indication of local priorities on a ward-by-ward basis (perhaps derived from surveys) and measurements which relate the achievement of outcomes to local priorities. Otherwise, achievements may be very uneven in their distribution.

Response: Agree –this will take time to achieve as it relies on a new approach to community planning in partnership with local people, and the setting of local indicators for individual communities. It is anticipated that this will be achieved through community-led parish/urban neighbourhood plans etc with a potential role for parish and town councils in monitoring their local indicators over time. This approach would empower local communities with sound evidence as to whether particular policies/services are working well in their areas.

Itchen Valley Parish Council

The document is easy to understand in parts. Parish Councillors, who might be more familiar than others with this type of document, found a lot of it to be full of jargon.

Response: Some terminology such as ‘sustainability’, ‘outcome’ etc is inevitable and the document attempts to define the terms both within the text and in the glossary.

Do not agree with the ‘changes’ listed under each outcome and request the following amendments:

Outcome 1

Rural transport should serve needs of all not just those who have no car or can't drive. Good rural transport would reduce city centre congestion and need for car parks.

Response: Agree – this has been changed in the final draft to ‘Rural transport services connect communities to other towns and villages’.

Outcome 2

Repetition re accidents in the home
Add to first bullet point "visible policing and high rate of "clear up" for crimes

Response: Additional bullet added ‘Policing is ‘visible’

Outcome 3

Amend first bullet point by substituting "to relevant targets" for "well"

Response: Agree – this has been changed

See comment on 1 above re rural transport

Response: Changed as above

Commuting times are probably more relevant than distances

Response: Not changed. In terms of sustainability distance is more important than time as it determines the amount of carbon released into the atmosphere as a result of the journey.

Outcome 4

Bullet point 5 the elderly do not use the internet much

Response: This may be true at present. Use of the Internet is increasing all the time. Because the Strategy looks forward 20 years it is vital to anticipate future use of technology for information and communication.

Bullet point 11 Local authority needs to negotiate contracts for recycling widest possible range of goods

Response: Agreed – changed to 'Households and businesses produce less waste and are able to recycle most of their waste'. This takes account of the fact that people require excellent waste services in order to make good choices. How this is to be achieved (eg through developing new markets for recycled materials etc) will appear in action plans rather than the Community Strategy itself.

Bullet point no 14 There is nothing here about the current major problem of inappropriately high density housing detracting from quality of life of existing residents

Development in gardens has a very adverse effect on this and on wildlife.

Response: It is considered that other bullet points cover this point. Eg

- *New developments make best use of brownfield sites*
- *New communities are planned, designed and built to be sustainable and inclusive*
- *The historic environment is well-maintained*
- *Local distinctiveness is valued*
- *Important natural habitats are protected and enhanced, and new ones are created*
- *Endangered species are protected*

Outcome 5

Bullet point 6 this does not face up to the shortage of volunteers in many Fields

Response: The Strategy is setting out where we want to be not where we are now. A strong voluntary sector is recognised as essential for sustainability. The action planning to achieve these outcomes needs to tackle the current issue of dwindling numbers of volunteers.

Bullet point 9 why is "fuel poverty" singled out

Response: Fuel poverty has been considered important to draw out by many consultees because of its link to seasonally related deaths and the wellbeing of older people in particular.

Bullet point 11 surely you mean "recognised" not "perceived"

Response: Agreed – this wording has been changed

Last bullet point add "at reasonable prices"

On Indicators

Generally we were surprised at how frequently "no data" appeared

Response: This is because most of the indicators we have identified as necessary in order to gain a proper overview of the wellbeing of the District have not been monitored on these boundaries in the past. Under the Local Government Act 2000 principal authorities such as the City Council were given the power of wellbeing and a duty to prepare community strategies. However, it is only now that the implications of this in respect of the data requirements are really being recognised.

Outcome 5

EP1 events like Homelands and motocross distort visitor numbers. Large numbers of people come here but how much do they spend and how much do they deter others, who might spend more, from coming here
EP3 and 12 the numbers of liquidations/closures should be deducted

Other comments from Itchen Valley Parish Councillors included:

1. lack of supporting data and documents referred to in the introduction invalidated the exercise
2. too patronising and simplistic
3. an unrealistic wish list
4. fails to address things which really concern people
5. cost to council tax payers??

Kingsworthy Parish Council

Document is easy to understand

Agree with most important changes listed under the outcomes

Bishops Waltham Parish Council

The Council considers that the document is easy to understand.

The Council agrees with the 'most important changes' listed under each outcome

The Council's top 5 indicators for each outcome would be:

Health and Wellbeing - HW2, HW5, HW6, HW7, HW8

Freedom from Fear – FF5, FF7, FF10, FF13

Economic Prosperity – EP2, EP7, EP9, EP13 (only 4 selected)

High Quality Environment – HQE3, HQE5, HQE9, HQE 15, HQE16

Inclusive Society – IS1, IS2, IS4, IS6, IS11

The Parish Council would ask how you anticipate Parish implementation of the strategy.

Response: Parish Councils can help implement the Strategy by comparing the 'most important changes' listed under each outcome to the specific situation in their individual communities. There will be much variation across the District and this needs to be reflected in the Community Strategy, and associated action plans. This might best be done as part of a parish or town plan process with community involvement. It would also be helpful for Parish Councils to develop their own local indicators which can be monitored locally. This would empower them to hold the LSP, Councils, and other service providers to account if there is insufficient progress being made towards the outcomes within a specific parish. Guidance for communities undertaking parish plans in the Winchester District, and how this fits with the Community Strategy, will be issued in the New Year. Parish Councils have a representative on the Board of the Local Strategic Partnership – this is currently Cllr Ken Yeldham, Chairman of the Winchester District Association of Parish and Town Councils. Action plans contributing

to the delivery of the Community Strategy (including parish, town and neighbourhood plans, as well as thematic partnership action plans) will be placed on the WCC website where parishes can view what is being planned for their area.

3. LSP Board/Thematic Partnerships/Partnership Managers

Winchester District Strategic Partnership Board

The document is accessible. A document that people will read and understand – a good step forward.

Priorities need to be based on solid evidence and must also reflect local opinion. The 'changes' under each outcome seek to reflect what people say they want for the future.

The document should demonstrate a more overt connection with the Hampshire Local Area Agreement (HLAA), although it is acknowledged that HLAA has to incorporate all the priorities across Hampshire and these may not be relevant for all parts of the county. There will be different priorities for Winchester district as compared to say Gosport or other districts. Our Community Strategy must reflect our local situation. However, links with HLAA should be more explicit.

Response: Many of the indicators have been chosen in order to cross-reference with the LAA. Hampshire County Council has stated that it will produce performance profiles against the LAA indicators on district-wide boundaries in due course. Subsequent updates of the Community Strategy will therefore be much better informed and able to identify where Winchester District priorities might not be the same as those for the whole County.

The Strategy should be cross referenced with existing parish plans – alternatively these links might be better made with partnership action plans.

Response: Agreed - The poor coverage of community planning across the District will be addressed as part of the Community Strategy Action Plan. Existing parish plans will inform the Evidence Base and thematic action plans. No current parish plans contain local community indicators and this will be encouraged in future and these highlighted in future Community Strategy updates.

There is a need to compare regionally and nationally to help people understand that in many ways they are relatively well off.

Response: Agreed - regional/national comparisons will be made in the Evidence Base with links from the Community Strategy when it is designed for the web and published following Council approval.

Winchester District Community Learning Forum

Health and Wellbeing Outcome:

- 'Affordable sports and physical activities' - Need to check what is available including schools and **Colleges** in the area

Response: Agree. This information should be sought and included in the Evidence Base.

- 'A wide range of non-vocational learning is available and affordable' etc - difficult as funding will increase to full cost so the **perception will be they are not affordable** and likely to be concentrated in central locations as a more cost efficient way of offering provision. There is a need to find current data to monitor loss of provision including HCC and the Colleges.

Response: Agree. This information should be sought and included in the Evidence Base.

Economic prosperity Outcome:

-Local schools, Further Education and HE **performs well** - What does this mean?

Response: This has been changed to 'perform to relevant targets'

No mention of new Government Scheme - Train to Gain encouraging work force to be upskilled to level 2 and 3 in order to increase productivity and prosperity of SE Region
No mention of number of business start ups and failure rates which we could measure

Response: The Community Strategy must be concise and readable if it is to be effective. This level of detail is more appropriate for underpinning thematic action plans.

No link to SE Regional Economic Strategy

Response: This should form part of the Evidence Base. A hyperlink from the Community Strategy to the SERES will be included when the document is published on the Internet.

No mention of volunteers as part of our economic prosperity

Response: Agree – additional bullet added as follows; 'Social enterprises and voluntary organisations make a substantial contribution to economic wellbeing'

No mention of Eastern Europeans

Response: Diversity and equality issues are mentioned often throughout the document and this includes those of ethnic minorities/migrants. Detailed action planning around the needs of particular groups should form part of thematic action plans.

No mention of skills with regard to local businesses - what do they need, shortage skills, hard to fill vacancies

Response: This information has not been identified in detail through the LSP. If the information currently exists we will be pleased to include it in the Evidence Base. A business survey is due to be carried out in 2007 which should provide baseline data for the future.

The Government are tasking FE Colleges to be an active partner in driving up skills levels that employers want and need. The Government is re-focusing non-vocational funding and low priority funding into high priority skills, so essential to map in some way. NR felt a Lifestyle Survey would be worthwhile to include uptake of facilities by people working in an area rather than living in an area.

Response: There are currently many gaps in the Evidence Base for the District. A priority for the LSP Board next year will be to identify, prioritise and enable essential research in relation to the Community Strategy. Thematic partnerships and other organisations with an interest in this area could approach the LSP Board with proposals as to how best to establish key baselines.

Winchester Health Improvement Management Group (Health For All)

Comments on the Health and Wellbeing section:

First paragraph – “What do we mean by this?” Recommend as a new third sentence “Inequalities in health have been eliminated”.

Response: Agree – This sentence has been included.

Indicators : Recommend separate the outcome indicators from the process indicators.

Suggest the following : -

1. OBESITY

Outcome indicator : Overweight and obesity levels are reduced to x% for children aged 10 and 11 and y% of 15 – 75 year olds for those who are obese (LAA)

Process indicators

a) Children

- Number of pupils (age 5 – 16) who participate in at least two hours of high quality PE and out of hours school sport in a typical week.
- % schools achieving the National Healthy Schools Status (LAA)

b) Adults

- Adults (16+) participating in at least 30 minutes of moderate intensity sport an physical activity on 5 or more days a week.
- % population within 20 minutes travel time (urban by foot, rural by car) of a range of 3 different sports facility types of which one has achieved a quality assured status.

2. SMOKING

Outcome indicator : Smoking rate among the district population aged 16 – 75 falls by x%.

Process indicators

- Level of under-age sales of cigarettes in the district
- Public spaces become smoke free areas

3. TEENAGE PREGNANCY

Outcome indicator: Teenage pregnancies per 1000 young women aged 15 – 17 in the district reduced by

Process indicators

- Sex education using participatory and inclusive teaching methods linked to contraceptive services used in all schools
- Community based education, development and contraceptive services active in areas with higher rates of teenage pregnancy
- Youth development programmes available in and out of schools that support and teach confidence, self-esteem, negotiation and refusal skills, and allowing young people to practise these skills

4. INEQUALITIES IN HEALTH

Outcome indicator : There is a reduction in the differences between population groups in the determinants of health, both social and lifestyle, by 15%.

Process indicators

- Practitioners working with deprived groups or in areas of higher deprivation have co-ordinated their work to tackle both the social and lifestyle determinants of health most prevalent in these areas

- The communities in areas of higher deprivation have been empowered through community development approaches to take ownership of local issues and there are structures in place to enable local agencies to respond to the issues raised.

5. MENTAL HEALTH

Outcome indicator : A reduction in admission rates for preventable mental health problems.

Process Indicators

Interagency plans have been constructed and are being implemented which

- promote mental health and wellbeing by promoting and developing the resilience factors in individuals, families and communities
- reduce the risk factors for poor mental health
- target those at greatest risk

And for children

- Focus on the relationship of the parent and infant, these being offered at an early stage when relationships are still being formed
- Provide support to parents to build their confidence and skills
- Address the wider environmental circumstances of the family
- Provide early treatment for parental mental illness

Response: Outcome indicators are appropriate for the Community Strategy, and process indicators and targets should be included in thematic action plans. Further work was undertaken by the Winchester Health Improvement Management Group and their suggestions have been included in the final draft.

Suggestions for ‘what we mean by “Inclusive Society”’

Could include the words

“People have a sense of “belonging” to the community, interact with others in the community, are able to use community resources and are in touch with networks within the community”.

The reason for this suggestion is that these are features of social capital, which itself has a beneficial effect on health and wellbeing.

Response: Agree – This has been added.

Stuart Barlow (Chairman, Winchester District Sports and Physical Activity Alliance)

The document is easy to understand.

Within health and well-being there is a need to work to ensure that the community are able to access healthier lifestyles. Promotion is easy, it is actually getting people to change that is more difficult i.e. addressing the socio-economic barriers, rather than simple promoting the benefits and providing opportunities to participate in leisure.

It is not clear throughout the document that the strategy seeks to empower the community to take responsibility for making their lives better. There is some mention within crime prevention but I would wish to see this more explicitly identified throughout - this is a key to developing a sustainable future for the city.

Response: Agree – A further paragraph has been added to the ‘Crosscutting Themes and Issues’ section which sets out strands running through the document as follows;

‘Community Empowerment – *It is now recognised that both individuals and whole communities can and should take responsibility for improving quality of life. This requires action, especially through Local Government and other public services, to empower local communities so that they develop skills and access resources to achieve this’.*

4. Organisations

Friends of the Earth

The document is easy to understand.

Comments: Winchester Friends of the Earth welcomes the recognition that climate change is an important factor to consider within the community strategy and that Outcome 4 'High Quality Environment' includes within its stated meaning 'low emissions of greenhouse gases'. These are indeed essential ingredients in the community strategy. Winchester Friends of the Earth calls upon the LSP to recognise the primacy of the climate change issue as the single most important issue facing modern society, including the residents of the Winchester district.

Response: The paragraph on climate change in the ‘Crosscutting Themes and Issues’ section has been altered in response to these comments.

Inclusion of indicators which can successfully measure either the output of greenhouse gases in the area, or failing that, contributory and alleviating factors on climate change must be included within the strategy. Can I therefore suggest the strategy includes the following 'important changes':

‘Winchester's carbon footprint reduces’

Response: Agreed – to avoid jargon this has been changed to ‘Overall greenhouse gas emissions have been significantly reduced in line with, or better than, national targets’

‘On site renewable energy production increases significantly within the Borough, both in domestic and non-domestic settings’

Response: Included

‘New developments meet high energy efficiency specifications above the minimum required by building regulations and incorporate renewable energy technologies’

Response: Included

‘The number of private vehicle journey's falls in line with national carbon emission reduction targets’

Response: Included

‘Journey's on public transport significantly increase’

Response: Already covered

‘Recycling rates are high compared to performance in other English local authority areas’

Response: Included

‘Overall levels of waste significantly reduced’

Response: Included

Comments on the indicators:

Your current indicators listed which are to some degree related to the 'important changes' I mention above include HQE5, 6, 7, 8, 11 and 16.

Further indicators are required however to reflect the output of greenhouse gases in the area, or failing that, contributory and alleviating factors on climate change.

Response: Agree - A climate change action plan for the District is under development and will cross-reference with the Community Strategy. This will identify specific baselines which are necessary to monitor progress but where no data exists at present, and how this data will be obtained.. The next update of the Community Strategy will reflect this work.

The strategy or associated plan should hold quantifiable targets, negotiated across responsible bodies and departments? This would provide a clear statement of intent to which the community could sign up to. It would also enable us all to chart progress and identify slippage and thereby hold the LSP to account.

Response: Agreed – the climate change action plan will contain these elements

Diana Wooldridge (Chief Executive, Winchester Area Community Action)

If the grants criteria are to be set on the community strategy basis that would be fine - but will that be the original or the refreshed version? If it is the latter then it would be hard to prioritise on the basis of very broad aspirational statements of what we would like long term, and the very specific indicators. I think somehow we have to have at least broad headline objectives, on the lines of the LAA objectives or the original community strategy chapter aims, that partners can focus on in their strategic planning and voluntary organisations in grant applications.

Response: This requires further discussion between Winchester City Council and Winchester Area Community Action. The final draft Community Strategy does contain priorities for action but grants criteria may need to be based on a specific set of criteria drawn from the Strategy itself and from more detailed priorities within thematic action plans.

Some of the most important areas are set out as factors to consider on p10 - I think they are more than that and deserve to be headed in some way as cross-cutting objectives. And we need to explain (and list?) that there are supporting partnerships developing the specific action plans that will be on the website.

Response: Agreed - This section is now entitled 'Crosscutting Themes and Issues'. The first paragraph has a new sentence as follows; 'These issues must be addressed through all action plans relating to the Community Strategy'.

5. City Council Officers

WCC Revenues and Benefits

Under 'The Long View' – add pockets of deprivation (including relative poverty)

Response: This has been added

P10 (cost of housing) – mention people who live here (in social housing etc)

Response: This has been added

Inclusive Society – get rid of list of 'specific groups'

Response: Do not agree. The Council has a statutory duty to promote equality of opportunity for specific groups and further duties towards other groups are due to be added. With this in mind it is important to use the opportunity offered by the publication of the Community

Strategy to highlight that these specific groups have particular needs which everyone should be aware of.

WCC Strategic Planning

General comments :-

The document whilst written with the aim of reaching a wider audience still uses a number of expressions that could benefit from further clarification/explanation e.g vision, outcome – perhaps this will be dealt with in the glossary?

Response: Yes

There are many references throughout the document to the evidence base and district profile – these should already be in place to inform the content and approach taken in the strategy, rather than being presented as an afterthought.

Response: As much as possible is being done to shore up the District Profile and Evidence Base in the short term so that the Community Strategy has a sound basis. The shortage of data on Winchester District boundaries has been exposed by the Community Strategy process thus giving us the opportunity to understand better the kind of research which is needed to support action planning and future updates of the Strategy itself.

Gathering evidence, particularly at a local level is a massive task and the resources required in terms of staff expertise and time should not be overlooked.

Response: Agreed – the resources to do the job properly can only be obtained by a shared approach across the LSP. This is the intention of the Board.

There is also much reliance on the evidence base etc being available on the web site and updated regularly– whilst this is an appropriate mechanism, the range and complexity of the data could result in lengthy complex reports that may be better portrayed via other mechanisms ie paper copies bearing in mind that not everyone has access to the web.

Result: Comment noted for the future

There is also the issue here of ownership who will take responsibility for producing the evidence base and keeping it updated on the web – so that it stays up-to-date and meaningful?

Response: This is a question being asked across the country. There is scope for a county-wide approach and work is underway to develop a 'Hampshire Observatory' which would collate and hold data from many sources and make it available via the Internet. In the shorter term it should be seen as part of the co-ordinating role of district councils (on behalf of their LSPs) and dovetails with other functions such as the Local Development Framework.

When the outcomes are explained in more detail there needs to be greater linkage between the various sections – the matters listed under 'what do we mean by this' should be expressed in more detail under 'what changes will we notice...' with specific eg's relating to Winchester and then the indicators can relate back to the anticipated changes and a series of targets/monitoring mechanisms developed. These can then lead onto the proposed action plan.

Response: Agreed – This detail can be added in future updates as community planning develops across the district and we have a better understanding of what is needed in to achieve the outcomes in specific communities.

Page 7 (2nd para)– the LDF will be produced over a number of years and then reviewed as required and is a key component in the delivery of the community strategy.

Response: Wording changed to reflect this

Page 8 – diagram – a) it may be worth emphasising here statutory vs non statutory requirements to give emphasis to the LDF and b) under delivery plans is it worth adding community action/delivery and then listing parish plans etc as the coverage/content of the these can vary across a district.

Response: The diagram will be amended in response to these comments when the document is properly designed for publication.

Page 10 (3rd para) delete 'national' before plans for the South East – could use 'regional', replace bureaucratic with administrative.

Response: Wording changed to reflect this

Last para how does this link with the rest? –perhaps a sub-regional heading would be of use?

Response: This section has now been re-organised with SD National Park included under 'national'

Page 12 – there needs to be more linkage between the various sections for example – the phrases used under 'what do we mean by this ..e.g 'they can easily access good quality health and care services...' here it would be useful to monitor transport systems, location of services and frequency of opening – waiting lists for appointment etc. the results of this will determine if this aspect is improving or deteriorating etc, also 'people participate in voluntary organisations, sports etc...' – need an audit of existing facilities together with attendance records again so a time series of data can be collated and analysed and local targets developed. Indicators should where possible be expressed locally. (this observation applies to all the outcomes)

Response: This is an example of the scarcity of data on our district boundaries. Hampshire County Council's 'Accession' software package can be used to develop baselines as to accessibility of individual communities to various categories of facility/service which should help us in due course. Ideally this work needs to be reflected back to local communities to see that it corresponds with their experience of access.

Page 16 – economic prosperity – this raises a number of issues about the aspirational nature of the changes expressed, some may benefit from rewording so that they do not unrealistically raise expectations of the reader.

Response: The Community Strategy must set out what we want for our communities over the next 20 years. It is by definition aspirational setting out a vision for a better future behind which resources can be aligned to create actual improvements on the ground. Hope for a better future is what inspires people and organisations to try harder.

Page 18 high quality environment – as above some of the phrases used may need revisiting so that they are realistically expressed e.g essential services are provided locally – what's essential? – this is a relative phrase and will mean different things to different people; noise levels are acceptable – to whom?- traffic congestion is very rare – relative to what?

Response: See above response. Some wording has been changed in line with comments from other sources. The difficulty here is that we are looking 20 years ahead - what is acceptable now may be unacceptable then (and perhaps rightly so). The LSP Board will be asked to comment on what other changes to wording are desirable.

WCC Economic Development

Economic Prosperity Outcome:

Under 'what do we mean by this?' add "The vision of economic development for Winchester is creative and competitive employment and entrepreneurship."

Response: Not changed. This contains jargon and is not sufficiently meaningful.

Under 'What changes will we notice?'

- add 'Everyone is given the opportunity and support to start their own business'

Response: New bullet point included as follows; 'Support is available to assist people to start and run their own business'

- change to 'Rural transport services are preferable to using the private car'

Response: This bullet changed to; 'Rural public transport services support the local economy by connecting communities to other towns and villages'

Inclusive Society Outcome:

Under 'What changes will we notice?'

- add 'Everyone has the opportunity of employment or starting their own business'

Response: Added

- change to 'People feel accepted as themselves without discrimination on grounds of race, disability or sexual orientation'

Response: Already covered.

What Can You Do? Section – Public services can...

- change to 'Work collaboratively with the voluntary and business sectors'

Response: Added

WCC, Head of Cultural Services

Much of the same terminology about 'built heritage' and 'historic buildings' etc is used in the community strategy as the corporate strategy and the same comments apply.

Response: Amended in both documents

The Health and Wellbeing section starts by cross-referring to others, but the targets all relate specifically to health or social 'problems'. It would be so nice to see something about enhancing wellbeing through, for example, the learning opportunities provided through local cultural provision. What about the role of the discovery centre, which will be a key development in the city at least in the coming 3 years? It would have been good to see some kind of commitment to getting the most out of this in the community strategy - and, come to that, maximising the impact of other cultural opportunities provided by sports, museums, galleries, theatres, rural arts schemes etc. This might seem 'frivolous' to serious health professionals, but it is what makes the district a happy place to live for very many people.

Response: A few tweaks made to emphasise this angle..

National and international factors (p9)

I think it's important to acknowledge the effect of globalisation in terms of people's expectations for life - aspirations to ownership, travel etc, but also ever-increasing levels of understanding about world issues and affairs. This affects everything from leisure and travel

habits to unsustainable supermarket practices to spiralling levels of debt where it can least well be managed (too many high tech purchases on the credit card). I think it can contribute to quality of life in terms of opening up new interests and creating opportunities for learning and exchange.. but at the same time it must lead to higher levels of dissatisfaction among those who 'have not'. So globalisation is a double-edged sword - a force for good and bad in our community. The reason I think it needs to be in here is not for one identifiable outcome or impact, but because of the multiple and confusing impacts it has across every area of our life.

Response: Agree – additional paragraph added under 'Crosscutting Themes and Issues'

I guess I'd expect to find something about ICT in this section too - the numbers of people now using the internet and the upsides (access to new information; support for learning; opportunities to buy and sell; opportunities to socialise in new ways; opportunities to engage with our community in new ways - text, phone, web, kiosk; convenience - home shopping for working parents etc) and downsides (sedentary lifestyles arising from home gaming; debt from online gambling; pornography; shopping and social life of communities moving away from the traditional town centre).

Response: Agree - additional paragraph added under 'Crosscutting Themes and Issues'

Local factors

Under local factors I wonder if it's possible to say something about Winchester falling behind other areas - lack of innovative development or iconic projects (cf Spinnaker Tower); the struggle by independent retailers at difficult time which could lead to the loss of Winchester's city centre character if it goes on and we lose these shops; the ongoing lack of investment by HCC in our highways and footpaths (High Street in Winchester to Rights of Way in countryside and even footpaths in villages like Sparsholt). We've essentially stood still for too long. On the up side, Silver Hill has potential (if done right) to address some of these concerns in city centre. And Market Towns Health Check may help to find practical actions/solutions for our rural communities. Basically, we have to avoid becoming 'all housing and no heart' over the next 20 years.

Did you want to refer to Winchester being named as best place to live in the UK in 2006 and say why? Think this is important in terms of the factors which went to make us no 1.

Response: Agree - additional paragraph added under 'Crosscutting Themes and Issues'

Health and Wellbeing

Having mentioned cultural opportunities we ought to follow through. Easiest indicator I can think of is to do with number of adults over school leaving age who are accessing lifelong learning via community education, further education or employer provision. But I admit it's not great. Alternatively, could do something about percentage of community taking part in cultural events or visits each year - have to assess this via regular Citizens' Panel question.

Response: Noted and this will be explored as an additional indicator

Economic Prosperity

Am assuming the intro will look different now following earlier comments on 'high value' jobs.

Response: Point about high value jobs resulted in these amended words in the 'what do we mean by this' section; 'The district offers high value jobs, and service sector jobs (eg in the tourist industry) offer good wages and benefits to workers.'

I'd like to see something in there about people being able to take up jobs which give high levels of personal satisfaction *and* enable them to make the most of living or working in the Winchester district.

Response: Agree – this has been added

Under 'changes' I wonder if we should say something about 'Local producers work to high standards and are the suppliers of choice for those who live or work in the district' (not good wording, but I hope you can see what I mean).

Response: Agree – this has been added

Also something about 'businesses and developers make a positive contribution to the local community and their surroundings' ?

Response: Agree – this has been added

Indicators could include developer contributions to Open Space Fund and to S106 agreements for public art projects etc. It would be good to have more public awareness of these contributions, although there's lots more we'd like to see - traineeships, sponsorship, schools links etc

EP2 - rural towns also concerned about empty premises (eg Denmead) and some (eg West Meon) have taken huge steps to prevent closure of local shops and services. Think you could widen this to 'our city and market towns'.

EP4 - am not sure that it's just food producers in Hampshire Fare. I'd say 'local producers' and leave it as that. But is membership of Hampshire Fare a particular useful indicator? I mean, it will benefit the producers but it won't influence prosperity significantly I'd have thought. I'd be minded to leave that out. More important might be some measurement of the expansion of local producers - and keeping that within the district, which we've failed to do with Cresson Creative who have expanded to Ropley. And we may yet fail to do for Cine Wessex (not really a producer, but same idea).

EP11 - think this will be impossible to measure.

Do you think we should have the LPSA2 target in here about new businesses registering for VAT since it's a target we've signed up to as part of the LAA?

Response: Included

And we ought to have one about % increase in provision of affordable housing in the district, I'm pretty sure.

Response: Comments on indicators noted. Will need further investigation.

High Quality Environment

Again, I assume intro has changed since comments on corporate strategy wording. I'd also say the 'local distinctiveness is protected and enhanced' as we don't do as much as we should do bring this out as yet.

Response: Changed as suggested

Change last of 'important changes' to something like:
Our historic environment is protected and its special qualities understood by residents and visitors to the district

Then
Local distinctiveness is valued and enhanced

Response: Changed as suggested

Indicators should include
* number of buildings on Buildings at Risk register (reported annually)

* number of management plans in place for our designation conservation areas (this is now a BVPI in any case)

I'm probably not best placed to choose top 5/6 indicators but these should at a minimum include BAR indicator.

Response: Comments on indicators noted. Will need further investigation.

Inclusive Society

Should we refer to the new requirement for schools to extend into the community (can't remember the name of the paper). Something like 'Our schools and colleges play a greater role in providing leisure, learning and social opportunities for the wider community'. I'm kicking myself because it's a big deal at the moment - schools being required to play a part after school hours. And one local impact could be that Winchester schools take on the running of the Tower Arts Centre in future.

Response: Changed as suggested

Fair Trade goods - shouldn't we be a bit more positive and say something like 'We strive to become a Fair Trade district, where FT goods are readily available' or something?

Response: Changed as suggested

What can you do?

When you put the final version on line, I'm assuming that every relevant word will link to other strategies etc. But in the 'what can you do' section it will be important to connect 'volunteering' with relevant volunteer association website, or 'get involved in events to play your future' to list of parish councils or LDF events or similar.

Response: This is intended

Also needs to be a link to 'how to produce a green travel plan' - I wonder if HCC has something on their site?

Response: This is intended

Under 'businesses can also' can you also refer them to the tourism and the arts strategies which are also about businesses and which Kate's strategy deliberately avoids duplicating?

Response: Added

You've got 'voluntary organisations' but what about arts and cultural organisations? They could log on to arts web pages, find out about cultural consortium, get involved and network via Cafe Culture etc.

Response: Amended as suggested

Somewhere in here you might need to say a word about finding funding for projects which support this strategy - the examples you quote (eg about setting up an wildlife garden) might well be more possible if people knew there was money out there and help at hand. I'd put in a line about Communities and the grants schemes for arts, sports, heritage and community projects. Also about the website which helps people to find other kinds of grants.

Response: Words added to this effect. We will be able to do a lot with hyperlinks once the Strategy is online.

Do any of the LSP partners (eg NHS) offer grants for community projects?

Response: Not sure. If they do, we will add them in

Lead bodies

The High Quality Environment chapter has a 'natural' environment group as lead body. I'd have thought the City of Winchester Trust might be a good choice, even if they are city-based. I can't think of a group that works across the district - apart from Hampshire Historic Buildings Trust, perhaps. You do really need both sides of the equation in here.

Response: For some time it has been intended to set up a 'built environment forum' but this is still in the pipeline

WCC Community Development Team

Preferences for the most important indicators to include would be:

Inclusive Society

- IS1: % of people that can influence decisions affecting their area
- IS4: % of people surveyed involved in formal volunteering
- IS5: % of parishes / neighbourhoods with parish / neighbourhood plans
- IS7 & 8 (I hoped we could combine them as one?): % of homes meeting Decent Homes Standard

Freedom from Fear (to fit with CSS strategic aims)

- FF5: % people feeling safe in the neighbourhood
- FF7: Violent crime per 1000 population
- FF15: No. of people attending A&E as a result of alcohol related assault
- Something about ASB, but I'm not convinced that FF3 is measurable

One thing that I guess will need to be done once preferred indicators are identified for each of the five outcomes is to ensure that there is also a fair representation of indicators relating to the drivers (young people, old people, transport, leisure & culture etc.).

Response: Priority indicators noted.