

BROMSGROVE DISTRICT COUNCIL

CABINET

1ST AUGUST 2007

SUSTAINABLE COMMUNITY STRATEGY

Responsible Portfolio Holder	Councillor Roger Hollingworth, Leader of the Council
Responsible Head of Service	Hugh Bennett, Assistant Chief Executive

1. SUMMARY

- 1.1 To consult the Cabinet on the draft Sustainable Community Strategy (Appendix 1).

2. RECOMMENDATION

- 2.1 The Cabinet is requested to:-

1. Consider the draft Sustainable Community Strategy and its priorities.
2. Make a response to the draft Sustainable Community Strategy.

3. BACKGROUND

- 3.1 The Sustainable Community Strategy is the overarching strategic document for the future direction of the District. As such, the document is critical to shaping the strategic direction of the Council. The Council Plan (page 73) shows how the Strategy is at the pinnacle of the Council's performance management framework.

- 3.2 The original Community Strategy was published in 2003 and a number of key issues have taken place since that time. These include:

- The development of the Local Area Agreement (LAA).
- The requirement to rename the Community Strategy as the Sustainable Community Strategy.
- The importance of community cohesion as an integral part of the Sustainable Community Strategy.

It is therefore timely to review the plan to ensure that it becomes a sustainable strategy which aligns to the Worcestershire LAA. The Sustainable Community Strategy for Bromsgrove is the delivery

mechanism for the Bromsgrove Local Strategic Partnership (LSP), which fits with the District's needs and aspirations, and, in those parts which are relevant, contributes to the delivery of the LAA.

3.3 The draft Sustainable Community Strategy has 8 priorities, which reflect both national priorities and what is important to Bromsgrove District. The priorities are based on a combination of satisfying the District's local needs (as researched/evidenced by a recent analysis by Mott McDonald) as well as addressing national priorities that apply to the District. The priorities are: Fear of Crime; Environment; Town Centre redevelopment; Longbridge regeneration; Health & Well Being; Children & Young People; Older People; and Housing.

3.4 It is appropriate to consult on the draft Strategy to request the views of the District's residents. The consultation period commenced on 25th June and will end on 31st August 2007. The "glad or grumpy" postcard campaign was developed through the LSP Communications Group. To ensure that the consultation is as inclusive as possible, postcards have been sent out with a local newspaper, forms are available on the Council's website and at the street theatre during August, and there will be an article in the summer edition of "Together Bromsgrove". The Assistant Chief Executive and Senior Policy & Performance Officer will also be attending DMT's (Departmental Management Team) during July and August to consult with staff.

3.5 To ensure probity, the draft Strategy will be presented to the Equalities Forum, the Scrutiny Board, the Performance Management Board as well as Cabinet. Partner organisations will also take the Strategy through their own decision-making arrangements.

3.6 The results of the consultation will be collated during September and put to the LSP Board meeting on 26th September 2007, when the Strategy will be ratified. The completed Strategy will be taken to Cabinet and Full Council in November 2007 for approval.

4. FINANCIAL IMPLICATIONS

4.1 None.

5. LEGAL IMPLICATIONS

5.1 Although the LSP is a non-statutory partnership, under the Local Government Act 2000, the Council is obliged to convene one and develop a Sustainable Community Strategy. As stated in paragraph 3.1, the Sustainable Community Strategy for Bromsgrove is the delivery mechanism for the Bromsgrove Local Strategic Partnership.

6. CORPORATE OBJECTIVES

6.1 The Council's priorities are aligned to the draft Sustainable Community Strategy's objectives and priorities.

7.1 RISK MANAGEMENT

7.1 The Bromsgrove Partnership will not be able to contribute to the national agenda if the Strategy is not produced.

8 CUSTOMER IMPLICATIONS

8.1 The aim of the “grumpy or glad” consultation exercise is to ensure that we reach as many of the District’s residents as possible so that the final Strategy is based on the things that are important to our customers, as well as evidenced research.

9. OTHER IMPLICATIONS

Please include the following table and spell out any particular implications in the relevant box. If there are no implications under a particular heading, please state ‘None’:-

Procurement Issues - None
Personnel Issues - None
Governance/Performance Management – The LSP Terms of Reference and Governance has been revised to encompass the changes and the Strategy includes a performance management framework.
Community Safety including Section 17 of Crime & Disorder Act 1988 – None.
Policy – The Government’s White Paper “Strong and Prosperous Communities” and the Local Government Work Programme “Making it happen: The Implementation Plan” illustrate that partnerships are central to building on achievements of recent to embed them into lasting reform.
Environmental – None.
Equalities and Diversity – The Strategy will be tabled at the Equalities Forum on 2 nd August 2008.

10. OTHERS CONSULTED ON THE REPORT

Please include the following table and indicate ‘Yes’ or ‘No’ as appropriate. Delete the words in italics.

Portfolio Holder	Yes
Chief Executive	Yes
Corporate Director (Services)	Yes
Assistant Chief Executive	Yes
Head of Service	Yes

Head of Legal & Democratic Services	Yes
Head of Financial Services	Yes
Head of Organisational Development & HR	Yes
Corporate Procurement Team	No

11. APPENDICES

Appendix 1 Draft Sustainable Community Strategy

12. BACKGROUND PAPERS

Bromsgrove Evidence Report, Mott McDonald, February 2007.

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