

Basildon Borough Community Strategy 2012 - 2036

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Foreword

Welcome to the 'Basildon Borough Community Strategy 2012-2036', which replaces and builds upon the work of our previous Sustainable Community Strategy 'Securing the Future of Basildon'.

With the significant changes taking place in the external and political environments, it is timely and appropriate that the Basildon Renaissance Partnership take stock of its vision for the Borough. This document sets out what we are striving to achieve in order to improve the quality of life for our residents.

We recognise that we are operating in challenging times, particularly for the public and voluntary sectors but also for our businesses. In an era of tough economic conditions and spending cuts, we believe that partnership working is becoming even more important. It is a way of maximising the resources we have available and achieving the best outcomes for our local communities.

We want to build upon the Borough's strengths and successes achieved during the years of steady growth and use this as a platform to support future physical and social regeneration opportunities.

We have developed a collective vision for existing and future residents and have set out where, over the next 25 years, we will focus our efforts in order to achieve this. The key issues for the Basildon Borough can be summarised in the following themes:

- **Employment Prospects, Education and Skills**
- **Sustainable Regeneration and Housing**
- **Local Economy and Business**
- **Health and Wellbeing, and**
- **Crime, Anti-Social Behaviour and Community Safety.**

Alongside delivering an ambitious improvement programme, we want to attract more investment and help to foster greater pride in our Borough.

We want to improve the living environment for our residents to ensure that they have a safe, healthy and green place to live. Above all we want a Borough built on the foundation of a fairer and more inclusive society – a place where people want to live, work, learn and visit, now and in the future.

All organisations have a role to deliver their core services to the highest standard and many of these services have a key role in delivering the objectives of the Community Strategy, however we are also committed to working in partnership to help Basildon Borough to develop in a sustainable way and to improve the life of those living and working in the Borough. We will seek to bring about transformational change which will in turn deliver tangible benefits and outcomes for our communities, whilst safeguarding the prospects of future generations.

Councillor Tony Ball
Leader of Basildon Borough Council and
Chairman of Basildon Renaissance Partnership

Introduction - What is a Community Strategy?

Through discussions with partners and local people, the Basildon Renaissance Partnership has developed a clear, *shared* vision for the future of Basildon Borough. The overarching aim of the Basildon Renaissance Partnership is to deliver upon this.

The Basildon Borough Community Strategy is the document which all organisations will be required to take into account and consider how their individual organisations can contribute to achievement of the agreed objectives. The Strategy also demonstrates how our local organisations and agencies will supplement their own roles in the Basildon community by working together to improve the physical, economic, social and environmental well-being of our Borough. The Strategy sets out the long-term future vision - for the next 25 years – and captures the key priority areas of focus. The Strategy will be subject to regular review to ensure it remains fit for purpose and takes account of, and reflects, emerging issues, successes and future challenges.

This Community Strategy was prepared by the Basildon Renaissance Partnership which brings together organisations from the public, private and voluntary sectors.

The key objective of the Partnership is to address the most important issues affecting those who live and work here which have been identified through the themes and ambitions set out within this Strategy and provide a strategic co-ordinating role to ensure that the activities of the various partnerships that exist across the Borough contribute to delivery of the objectives set out in the strategy.

Our Community Strategy has been shaped by a range of influences and factors, including: the views of local people and a variety of organisations from the public, private and voluntary sectors, a review of our evidence base and key policy documents, as well as consideration of what will be happening in the Borough in the future. Further detail on the consultation processes undertaken is set out in Appendix A.

The first section of our Strategy sets out the vision and strategic aims for Basildon Borough. The second section of the document provides a useful summary of some of the major influences which have shaped our priorities.

The Strategy will be supplemented by a key document that will be developed by the Basildon Renaissance Partnership which will outline in more detail the key actions to begin to deliver the vision and objectives and also identify where we are now in relation to the challenges and opportunities and how future performance will be measured. This will enable the Basildon Renaissance Partnership to regularly assess where progress is being made and areas where it is not in order that efforts can be directed accordingly.

Delivering Our Vision

The benefits that partnership working can deliver are significant, particularly considering the challenging economic conditions. Joined up working will enable our organisations at all levels to respond to the impact of less resource.

The effective management of these resources will facilitate the successful delivery of our key objectives and strategic priorities.

It is recognised that the efforts of communities, businesses, voluntary and public organisations will all help to deliver our vision. Community engagement and action (civic

responsibility) is a crucial element of this future delivery. The importance of the community and voluntary sector contribution will be instrumental in shaping and implementing the outcomes of the Partnership for the Borough's communities.

It will be the job of the Basildon Renaissance Partnership to have an overview and co-ordinate activity in the achievement of improved quality of life for our communities.

Partnership Working – Past Success and Future Challenges

The Basildon Borough has seen improvements to the quality of life of its residents, which have been brought about by partners working together to solve local challenges. The Local Strategic Partnership and supporting partnership structures have been in operation since 2005 and have worked to deliver the priorities contained in the community strategy.

Over the last six years the Council and our partners have been successful in delivering reductions in crime across the borough and the teenage conception rate has dropped by the 2nd highest margin in Essex. A comprehensive programme of skills improvement has been undertaken, including utilising the construction and engineering apprenticeship centre opened in November 2007 to host over 200 unemployed young people to gain skills in bricklaying, electrical engineering and plumbing.

Whilst these successes are a real testament to the effectiveness of cross agency collaboration, there are a number of challenges facing the borough that are still to be addressed. Educational attainment at both primary and secondary school level falls below the Essex average. In 2010 Basildon was ranked 7th of the 12 Essex boroughs for secondary school children achieving 5 or more grades A*-C at GCSE. Basildon has the 2nd highest rate of NEET (not in education, employment or training) children (8.2%) in Essex (after Tendring). The number of NEETS have grown (526 as of May 2011), the highest proportion of young people with no declared destination & NEET are from Basildon, compared to an average of 6.2% for Essex - there are health inequalities within Basildon by location, gender, income and ethnicity. For example, men in the most affluent areas can expect to live 6.7 years longer than men in the most deprived areas.

These challenges are reflected in the objectives and priorities contained in this community strategy.

Snap-Shot of Basildon Borough

Basildon is an area of contrast; the New Town has significant levels of deprivation and the borough is ranked as the 3rd most deprived of the Essex boroughs. Whereas Billericay and Wickford are comparably less deprived, Basildon New Town has 4 local areas within the 10% most deprived within England and 21 local areas within the 10% least deprived within England.

The regeneration and rate of growth planned for the Borough will bring significant challenges – and opportunities – over the next 25 years as we work to meet the needs of an increasingly diverse population. By working in partnership we plan to address the issues and maximise the opportunities presented to deliver real improvements for the people who live, work and visit the Borough.

Our Vision and Objectives

Our Vision

The following is our collective vision for Basildon Borough:

“To make Basildon Borough a fair and inclusive place, where the community have a healthy, safe place to live and work and to improve the quality of life now and for future generations”

Objectives

Through the work of the Partnership, our Vision has been divided into five objectives, capturing the key issues faced by Basildon Borough.

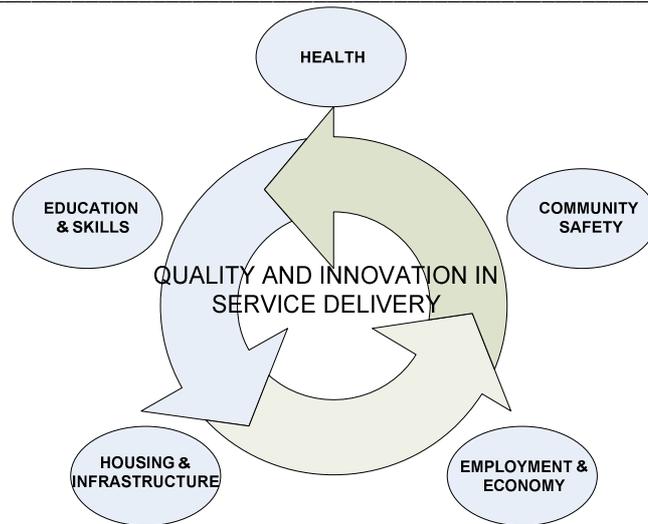
Our key areas of focus are:

- I. To improve the employment prospects, education and skills of local people.**
- II. To promote sustainable regeneration and deliver housing growth through high quality, locally distinctive, sustainable developments and supporting infrastructure.**
- III. To support and promote the growth in local economies and businesses to benefit local people.**
- IV. To support local people to improve their health and well-being.**
- V. To treat the cause of crime, anti-social behaviour and disorder and improve community safety.**

It is important at this point to recognise the cross-cutting nature of the above objectives and how each factor is intrinsically interlinked. Community engagement and action (civic responsibility) is also crucial to the successful delivery of the objectives; particularly in light of the current economic conditions and Government agenda in respect of the Big Society concept.

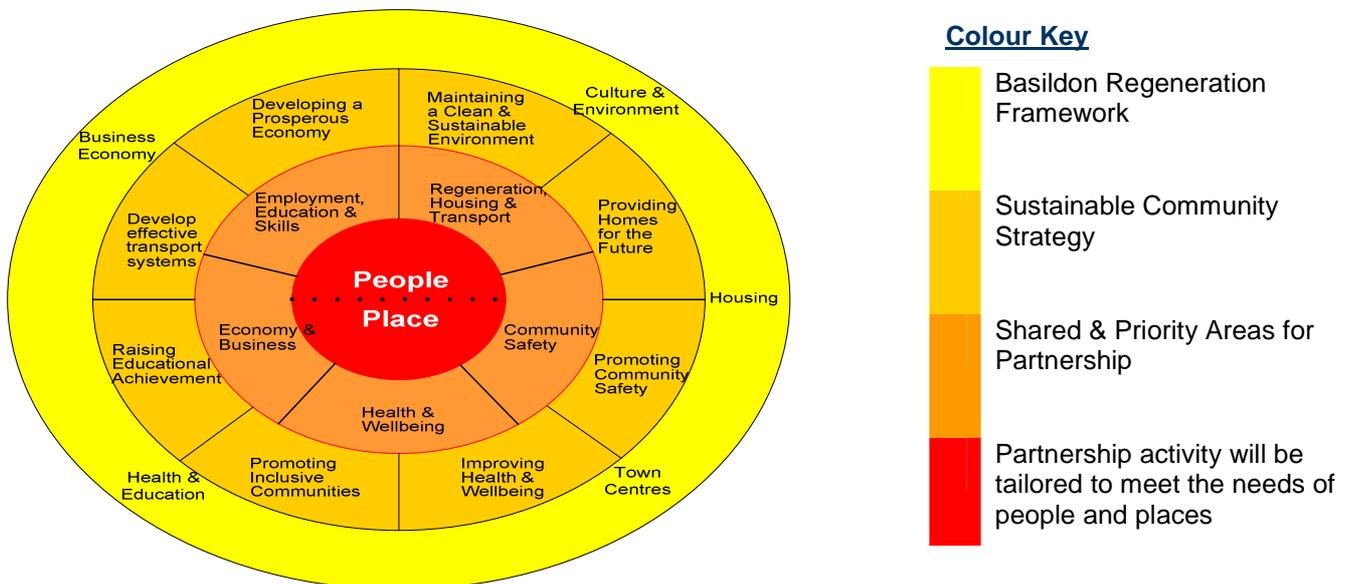
The issue of community enablement – encompassing both collective or individual action - is an intrinsic element of these objectives and will be encompassed under the emerging themes and future identified projects which will be taken forward.

The Basildon Renaissance Partnership have come together with a view to ensuring that services and facilities are designed for the future in a coordinated way - to meet the needs of local people, whilst demonstrating innovation and value for money.



How have we arrived at our objectives?

The existing strategic priorities from the previous Sustainable Community Strategy and the Basildon District Regeneration Framework 2007-2021 have been refocused utilising the most current consultation and needs analysis data available. The diagram below demonstrates the transition from separate (but complimentary) priorities through to the development of a set of shared objectives:



Strategic Priorities

As illustrated above, the Regeneration Framework for the Borough and the 2008 / 11 Community Strategy priorities have informed this strategy.

A number of strategic priorities for the Basildon Borough are detailed within each of these five objectives, which describe more specifically the areas where our Partnership is seeking to focus attention and resources to turn our vision into reality.

OBJECTIVE: To improve the employment prospects, education and skills of local people.

Why this objective is important

Evidence clearly demonstrates that educational attainment at both primary and secondary school level within Basildon Borough falls below the Essex average.

The population of the Borough is expected to increase, which will put pressure on current school provision in the Basildon New Town area, growth in Billericay and Wickford is not expected to be significant in the medium term and secondary schools have sufficient places for local need. High demand for school places at Billericay and Wickford reflects league table results, compared to Basildon schools that are below the national average.

Within Essex, Basildon has one of the largest volumes of 16-18 year olds, but some of the lowest destinations into learning post 16.

Compared to adjoining Boroughs, the population of Basildon has a poor skills profile and a shortage of suitably skilled residents to meet the needs of local employment. Whilst largely prosperous with a thriving financial and IT sector, the recent decline of manufacturing employment has led to a significant proportion of the population therefore being reliant on low skilled, low income jobs.

Given this, Basildon has become reliant on workers from outside the Borough leading to unsustainable forms of inward commuting and exclusion of some of our resident workforce from a range of high quality employment opportunities the Borough provides.

Therefore the proportion of the resident working age population who are in employment in Basildon is low, with the area ranking in the bottom 40% of districts nationally. In Basildon, 71.90% of the resident working age population are in employment, compared with 75.40% in Essex and 73.49% nationally.

Basildon's unemployment rate is 8%, which is higher than the regional and national rates (6.5% and 7.7% respectively). A number of families within the borough are second or third generation unemployed and benefit dependent.

With high expectations for growth, Basildon will need to improve the opportunities for young people in education in order to meet the increasing demand for employment.

The availability of A-Level and higher education tuition in the Borough is limited. The range and offer of Further Education provision is not always set into the context of the local employment offer and the needs of local employers.

The Borough will need to raise aspirations and diversify the skills of the workforce in order to continue to strengthen the economy and ensure local people can make the most of any new job opportunities that arise.

Priority Action Areas

- Supporting parents to fulfill their role in the education of children
- Improve school and college performance raising standards of achievement for all age groups.
- Strengthen connections between local job opportunities and apprenticeship schemes with local schools and colleges.

- Raise the ambitions and aspirations of the Borough's young people, ensuring they have the knowledge and skills to be 'work ready' to facilitate entry into work.
- Influence and facilitate the delivery of appropriate training schemes for young people – matching qualifications and skills to local jobs and to growing market sectors.
- Link apprenticeships with future procurement activity and maximise the opportunity of placements through the Borough's key regeneration schemes.

Measures of Progress

In the next 1 to 3 years

- Parents, the community and volunteers engaged to support the learning of young people.
- A modern and dynamic volunteering infrastructure, able to carry out a high quality service in promoting volunteering locally to meet the needs of the growing number and diversity of volunteers.
- An increase in the level of skills and qualifications achieved by young people, with a reduction in the number of young people that are not in education, employment or training.
- A co-ordinated and tailored provision of Further and Higher education in the borough to meet the current and future needs of local people and employers.

In 5 years

- A range of employment opportunities identified to support the regeneration of the Borough and increase the aspirations of local residents and businesses.
- Clear examples of work underway to ensure a match between the supply of local jobs and a suitably skilled workforce.
- An increased number of young people studying science, technology, engineering and maths and business led engineering/technology apprenticeships available to develop careers in these fields that exist in the borough.
- An increase in the number of high value jobs that exist in the borough being filled by local people and an improvement in the adult attainment and skills levels arising from further and higher education.
- Local business involvement in volunteering to deliver key skills development for school leavers, NEET's and the long-term unemployed to increase employability and reduce unemployment.

Beyond 2017

- Basildon acknowledged as a dynamic Borough, with global recognition of its growing and diverse economy, which provides excellent employment opportunities for local people.
- A reduction in the disparity in the economic, education and social indicators between the two halves of the Borough providing greater choice and mitigating against the need to travel across and outside the Borough.

OBJECTIVE: To promote sustainable regeneration and deliver housing growth through high quality, locally distinctive, sustainable developments and supporting infrastructure.

Why this objective is important

A key challenge in delivering development in the Borough will be ensuring that the urban and natural environment is not compromised. Future development must improve quality of life, and the necessary infrastructure must be in place in order to ensure development is sustainable.

Town Centre regeneration is a top priority because of the commercial and cultural opportunities they bring to an area. Town Centres are the most visited places and act as gateways providing a hub for employment, leisure, civic and community facilities. The regeneration plans will help to revitalise the Borough and benefit local communities.

Recent economic trends have meant that affordability remains a significant barrier, particularly for first time buyers and young households wanting to get a step on the housing ladder.

The Borough has a high proportion of terraced property and estates developed using experimental building techniques during the creation of the New Town. The delivery of quality housing and estate renewal schemes within Basildon Borough is therefore vital to ensure that the right balance of housing type and tenure is provided to meet the current and future needs of residents.

Reducing the number of people living in 'non-decent' housing is another key issue and the benefits of improvements to a person's environment and the contribution this can have to the wider health, crime and poverty agendas should not be under-estimated.

With longer life expectancy and an ageing population, there is a need to ensure homes meet the needs of residents now and in the future and that adequate consideration is given to the type of accommodation and supporting infrastructure services they require.

The Borough will be expected to accommodate growth over the next 25 years. High levels of development will put increased pressure on existing infrastructure and future development will need to contribute towards the maintenance and delivery of new and enhanced resources and facilities (including transport, health and education).

Priority Action Areas

- To undertake comprehensive Town Centre regeneration schemes.
- Create a new sense of pride for all, tackling the poor image of some areas of the New Town, which can affect the opportunities of residents and discourage new households and businesses from moving here.
- Provide quality housing to ensure that all residents of the Borough have access to a suitable home in a range of sustainable locations, tenures and house types. This housing should comprise high quality homes to meet the needs of the local community and our economy.
- To promote inclusion, renew disadvantaged neighbourhoods, protect the vulnerable and ensure equal access for all members of the community to services and opportunities.

- To produce a safe and effective transport system that balances the needs of all users and supports the regeneration of the Borough.

Measures of Progress

In the next 1 to 3 years

- The community empowered to identify, shape and design development for their local area.
- A programme of improvements to housing estates in Five Links, Fryerns & Craylands & Royal Court delivered to breathe new life into these neighbourhoods and provide 703 homes across a range of tenures
- Regeneration of Basildon Town Centre underway with a comprehensive Master Plan in place guiding the development.
- Borough able to benefit from development opportunities and high quality housing through effective marketing of available land and efficient planning processes.
- Programmes developed through a partnership approach to improve inclusion and the protection of the vulnerable, which also involve residents and emphasise the promotion of volunteering

In 5 years

- To continue to identify issues relating to inclusion and the protection of the most vulnerable and accordingly develop programmes and partnerships aimed at tackling such issues especially through involving residents and promoting volunteering
- Balance the emerging need in the housing market with more mid-market and aspirational housing, but also housing those in greatest need.
- More homes being built because we have taken the right steps to galvanise the market. These homes will reflect the needs of local people and aspire them to make firm roots within the Borough.
- Access and infrastructure projects will improve the quality of land previously unsuitable for development and improve the future supply of land.
- A partnership approach to supporting residents in community-led estate regeneration will be developed, building on lessons learnt from Neighbourhood Management and the Guide Neighbourhoods programme.

Beyond 2017

- The regeneration of the Borough's Town Centre's will provide a range of benefits including new homes, improved retail centre's and the creation of new job opportunities.
- Deprived neighborhoods in Basildon transformed improving the quality of life for our residents, in particular our children and young people, older people and those who suffer the effects of poverty.
- High quality public transport will be the main way of getting around the Borough, reducing congestion and giving people easy access to schools, jobs, shops, health facilities and other key services.

OBJECTIVE: To support and promote the growth in local economies and businesses to benefit local people.

Why this objective is important

Basildon is recognised as the business and economic hub of South Essex and our economy is supported by a number of large multi-national companies, such as Ford Motor Company, Selex and Case New Holland.

Basildon has a strong but disparate Small and Medium Enterprise (SME) base and low levels of self-employed people. The main employment sectors are banking, finance and insurance (30%), wholesale / retail distribution (25%) and construction (16%).

Maintaining high and stable levels of economic growth and business retention is crucial to the future success of the Borough and to enable Basildon to strengthen and build upon its identity as an important business hub.

The need to support economic growth goes hand in hand with the need to improve the skills and education of local residents - recognising that economic success should benefit local businesses and local people.

Priority Action Areas

- Provide for business growth and development, maximising the opportunities presented through large scale regeneration plans.
- Reduce the dependency on large multi-nationals by supporting SME and enterprise growth and new business opportunities to develop and provide a more evenly balanced business mix across the Borough.
- Assist small businesses to understand local supply chains and OEMs and provide support to compete for local procurement opportunities.
- Develop a strategic view and co-ordinate future development land opportunities for business expansion / growth in partnership with the private sector.
- Engage with our private sector partners to promote local economic development, agree local interventions and identify ways to influence the priorities of the Local Enterprise Partnership.

Measures of Progress

In the next 1 to 3 years

- Local Development Framework and procedures in place to manage and enhance the built and natural environment within the Borough.
- Links with the sub region and regional Local Enterprise Partnerships established to co-ordinate and deliver activity to promote business and economic development.
- Sustainable engagement and partnerships with private sector partners established and links to the sub region and regional Local Enterprise Partnerships

in place in order to coordinate and deliver activity to promote business and economic development.

- Local business collaboration, inter-trading and networking supported.
- Work underway to offer further assistance to local companies to access and realise procurement opportunities.
- Local companies aware of new market opportunities and receiving support to diversify.
- Sustainable global links established with companies in India and China.

In 5 years

- Work underway to support the expansion of Small and Medium Enterprises (SMEs), improving their viability and prospects through locally available business support.
- Initiatives identified to assist local businesses to reduce waste, become more energy efficient and take advantage of developments within the Green Economy.
- Local businesses supported to promote growth and improvement.
- Development of the business mix for the Borough by exploring opportunities to introduce other industry sectors and supporting existing businesses within the Borough to diversify.

Beyond 2017

- Our economy will be more resilient to external forces by achieving a balanced business sector mix with a lower carbon footprint.
- The Borough's businesses will be able to source a high proportion of their workforce requirements locally.

OBJECTIVE: To support local people to improve their health and well-being

Why this objective is important

There are health inequalities across the Borough. Men from the most disadvantaged areas have a life expectancy that is 6.7 years lower than men from the least disadvantaged areas of the Borough. Early death rates in the Borough for cancer, heart disease and stroke have fallen over the last 10 years and are similar to national rates. Much of this may be due to improvements in health services and early detection of disease. There are however, lifestyle related factors in the Borough that will adversely impact on these outcome measures.

It is estimated that Basildon has a significantly higher proportion of obese adults when compared to the national average, and this correlates to only 1 in 10 adults participating in the recommended physical activity levels and 1 in 4 healthy eating adults. Smoking related deaths are similar to the national average; however, it has been shown that smoking is more prevalent in deprived areas of the Borough.

Supporting local residents to improve their own health and wellbeing is integral to providing a step change for the regeneration of the Borough and is a key challenge over the next 25 years, more so within a local health economy with significant financial challenges at present. Whilst NHS services have a key role to play in improving the health of the local population, such improvements are not exclusively within the gift of the NHS. In addition to the priorities and vision below, the other objectives within this strategy (particularly around education, employment and community safety) have a more crucial role to play in preventing poor health and wellbeing in the first instance.

Work programmes will need to meet the needs of changing demography within the context of an ageing population and population growth. Whilst everyone in the Borough has access to initiatives and services that will support them to improve their own health and wellbeing, there is a need to target and provide services differently for those groups within and areas of the Borough where health inequality exists.

Priority Action Areas

- Work with the local NHS economy to support the delivery of a System QIPP (Quality Innovation Productivity Prevention) Plan. Within the context of significant financial challenges, this will improve quality and productivity and secure high quality patient care and financial balance within the local health economy.
- Support people to improve their health and wellbeing through:
 - The development and maintenance of a life course map that describes different services and options available to people;
 - Ensuring that the life course map is available to a full range of service providers in order to support the population with their choices;
 - Considering and where feasible, supporting the development of integrated health and social care programmes that focus on delivering personalised care which allows people to live independently in their own home;

- Increase awareness of the wider public health agenda across the BRP partner organisations, ensuring that all partners consider the impact and contribution that their service delivery can have on health and wellbeing of the population.
- Facilitate regeneration and changes in the delivery of services to ensure that those disadvantaged areas where life expectancy is significantly lower have appropriate opportunities to improve their health and wellbeing.

Measures of Progress

In the next 1 to 3 years

- We will have capitalised on the Sporting Village and the enthusiasm generated by the London 2012 Olympic Games to encourage the local population to improve their own health and wellbeing.
- Through joint commissioning strategies and plans emanating from full engagement with Clinical Commissioning Consortia and the Essex Health and Wellbeing Board, the public health, clinical, mental health, primary care and social needs of the local population are addressed.
- A reduction in the need for hospital care, observed by the local population, as a result of :
 - Demand more effectively managed
 - Care delivered and accessed appropriately;
 - Reliance on emergency admissions reduced as patients managed in the community in alternative settings to hospital care.
- Health improvement programmes accessible from within the borough, but delivered within areas of disadvantage in a way that meets local needs and reduces health inequalities.
- We will have explored different integrated models and as a result of health and social care providers sharing information and services, more people will be living independently in their own home.
- A life course map developed that describes different services and options available to people and in use by a wide range of service providers.
- All partners within BRP fully conversant with regards their responsibility for public health, having taken action to promote and safeguard the population's health.

In 5 years

- There will be a halt to the increasing gap in life expectancy between the most and least disadvantage groups in the Borough.
- The local health economy will be in financial balance and patients will see significant improvements to the quality of patient care within NHS services in Basildon.

- The local population will feel able to make the right choices with regards to their health and wellbeing and all BRP partners will be making every contact count with regards to supporting the local population to improve their health and wellbeing.

Beyond 2017

- The gap in life expectancy between the most and least disadvantaged groups in the Borough will be significantly lower than the gap at a national level.
- Basildon will be a centre for clinical and public health excellence, medical research and education. The local population will:
 - Have access to information and support that allows them to make the right lifestyle choices.
 - Facilities and services that are primarily focused on enabling the local population to take responsibility for their own health and wellbeing in order to enable them to live life to the full.
- The Borough will have an environment that includes world class leisure facilities, high housing, quality parks and open spaces that promote and protects the public's health.

OBJECTIVE: Treating the cause of crime, anti-social behaviour and disorder and improving community safety.

Why this objective is important

The level of crime is an important factor in making a place good to live for local residents but also for attracting future businesses and people to the Borough.

Crime levels across the Borough have fallen consistently over recent years, however the severity and frequency of offences varies from ward to ward, with the majority of offences being property related, including burglary. Basildon has one of the highest crime rates in Essex when compared to its Iqunta most similar family grouping performs well.

The estimated yearly cost of crime in the Borough is over £50 million (costs are estimated in terms of insurance administration, victim loss and police and criminal justice costs) and victims of crime are often disadvantaged to begin with - likely to be young, unemployed or living in the more deprived neighbourhoods.

The disparity of experience of crime between the different areas in the Borough needs to be addressed in order to ensure residents feel secure in their homes and within the Borough's neighbourhoods.

Priority Action Areas

- Reduce Anti-Social Behaviour.
- Reduce Crime and Re-offending.
- Reduce the Negative Effects on the Night Time Economy.
- Engage the Community to Tackle Crime.

(These have been defined by the Borough's Community Safety Partnership and are reflected in their Strategy)

Measures of Progress

In the next 1 to 3 years

- Community Action Zones enhanced to address a greater variety of challenges and deliver improved outcomes through the engagement of local people to tackle crime.
- Promotion and support of the Neighbourhood Watch scheme, high visibility patrols, including the Neighbourhood Policing Team and Community Wardens assisting to drive down crime and anti-social behaviour.
- Education programmes delivered to young people, raising awareness of the

implications of anti-social behaviour and crime.

- Approach established to secure a safer physical environment, adopting 'Secure by Design' principles for new and existing developments to identify improvements to community safety, including the design and location of licensed premises.
- There will be fewer crimes which have the most serious impact on victims.
- Building on lessons learnt from the Basildon Family and Family Intervention projects, practice within services and interventions will deliver targeted intervention and provide support to families with complex needs.
- The DfE Exemplar Project is being piloted in Basildon to look at working to prevent children being taken into care where parental substance misuse is a contributory factor.
- Building on the existing PPO Scheme, continue the development of the Basildon Engaging Integrated Offender Management (IOM) programme to support a sustained reduction in reoffending rates.
- The Basildon Community Safety Partnership will work in collaboration on joint priorities with the new Police and Crime Commissioner (when elected).
- Work taking place with communities to identify community safety priorities and empower local people to develop solutions to ensure that these are tackled responsibly and effectively within the community.
- A reduction in fear of crime and anti-social behaviour through effective communication and engagement with communities.
- High quality and consistent advice on crime prevention measures is being delivered.

In 5 years

- A reduction in re-offending by all offenders by ensuring offenders have support and opportunities to enable them to make a positive contribution to society, and through working in partnership to tackle issues together.

Beyond 2017

- All members of the community will have equal access to services and opportunities. People will feel safer in their homes, on the streets of their neighbourhoods and in the town centres, at any time of day or night.

Basildon Borough – In Context

This section summarises the important factors which are shaping and influencing our vision for improved quality of life in Basildon Borough.

Location and Nature of Basildon Borough

Basildon Borough is located in the South of Essex, just 30 miles east of London. The Borough covers an area of some 42.5 square miles (11,000 hectares), and is home to a resident population of approximately 172,000 people. The Borough includes the towns of Basildon, Billericay and Wickford.

The largest of these towns is Basildon which is a first generation New Town consisting of a planned community and infrastructure built on previously undeveloped land during the 1940s/50s.

In contrast, Billericay and Wickford are older settlements that have evolved organically over time: Billericay is a semi-rural town with combinations of a historic and modern feel. It retains some of its old world charm, yet has a thriving industrial estate and modern shopping facilities and services.

Wickford has expanded rapidly in recent years with several new industrial estates being created and new homes built in the Wick and Shotgate.

The remaining 70% of the Borough is open space, a considerable amount of which is protected Green Belt and Nature sites.

Basildon within Essex



Strategic Context

Basildon Local Development Framework

An increasing focus on ‘place’ lies at the heart of the modern vision of local public services. This means creating safer, cleaner and greener places where people want to live and work - now and in the future.

The Basildon Borough Local Development Framework provides that focus on 'place' and articulates the physical expression of our Community Strategy's Vision and objectives - by identifying the type, location and purpose of future development.

The Local Development Framework is the plan which sets out the Council's planning policy for an area focusing on the control of land use and development throughout the Borough up until 2021; replacing the 'Local Plan' of 1998.

Work is currently underway to produce the Framework.

'Big Society' and the Localism Agenda

Part of the Coalition Government's manifesto involves proposals to ensure the strengthening of 'society' (i.e. families, networks, neighbourhoods and communities). The vision around the 'Big Society' concept involves people and communities having more power and responsibility to respond to the social, political and economic challenges.

The Localism Act 2011 makes provisions to help deliver the objectives of the 'Big Society' concept. This includes giving local people and organisations the right to buy community assets and allowing them to question how services are being run. The concept and Act has the potential to have a fundamental impact on what local services are available and who delivers them in the Borough. It also includes more power to influence planning decisions, which could significantly affect the future delivery of housing and supporting infrastructure.

Changes to Partnership Landscape

The landscape in which partnerships operate has changed significantly over the last couple of years with the introduction of some new partnerships:

Health and Wellbeing Boards - Linked to the re-organisation of the National Health Service, the White Paper on health outlines plans to build on the wellbeing power of local authorities through new arrangements for Health and Wellbeing Boards. The Boards will join-up commissioning of NHS services, social care and health improvement. These boards will be at top-tier local authority level and as yet, we are still working out how BRP will link with the developing Board at Essex County Council. A local health and wellbeing group a part of this structure would be one way to ensure delivery of the health and wellbeing objective within this strategy and would also ensure an important relationship between partners and local clinical commissioning consortia gets developed.

Local Enterprise Partnerships - A Local Enterprise Partnership (LEP) is the coming together of the public and private sector to determine the economic priorities of the local area. It is a key change in the approach to how local economic development takes place – with the business community being placed in the driving seat.

The South East LEP encompasses East Sussex, Essex, Kent, Medway, Southend and Thurrock. The LEP recognises that business and entrepreneurs will create growth, with a mission to: 'Create the most enterprising economy in England'.

The Basildon Renaissance Partnership

Basildon Renaissance Partnership and the former Basildon Local Strategic Partnership formally joined on the 1st April 2011 to create a new overarching body comprising representatives from the public, private and voluntary sectors. The new Basildon Renaissance Partners have agreed to work collectively and collaboratively to deliver a range of initiatives that will directly contribute to the delivery of community and partnership objectives.

The Partnership will focus on both physical and social regeneration issues: providing a clear long-term strategic direction supported by the delivery of short-term shared priorities, where appropriate.

The Basildon Renaissance Partnership Board is chaired by the Leader of the Council, Cllr Tony Ball, and comprises the following organisations:

Public Sector

- Basildon Borough Council
- Essex Police
- Essex County Fire & Rescue
- NHS South West Essex Primary Care Trust
- Essex County Council
- Homes & Communities Agency
- Thames Gateway South Essex
- South West Essex Children's Commissioning and Delivery Board

Private Sector

- Business – Chair of the Basildon Business Group and other business representatives.

Voluntary Sector

- Basildon, Billericay, Wickford Council for Voluntary Services

Education & Skills Sector

- HE / FE Representative – Seevic College

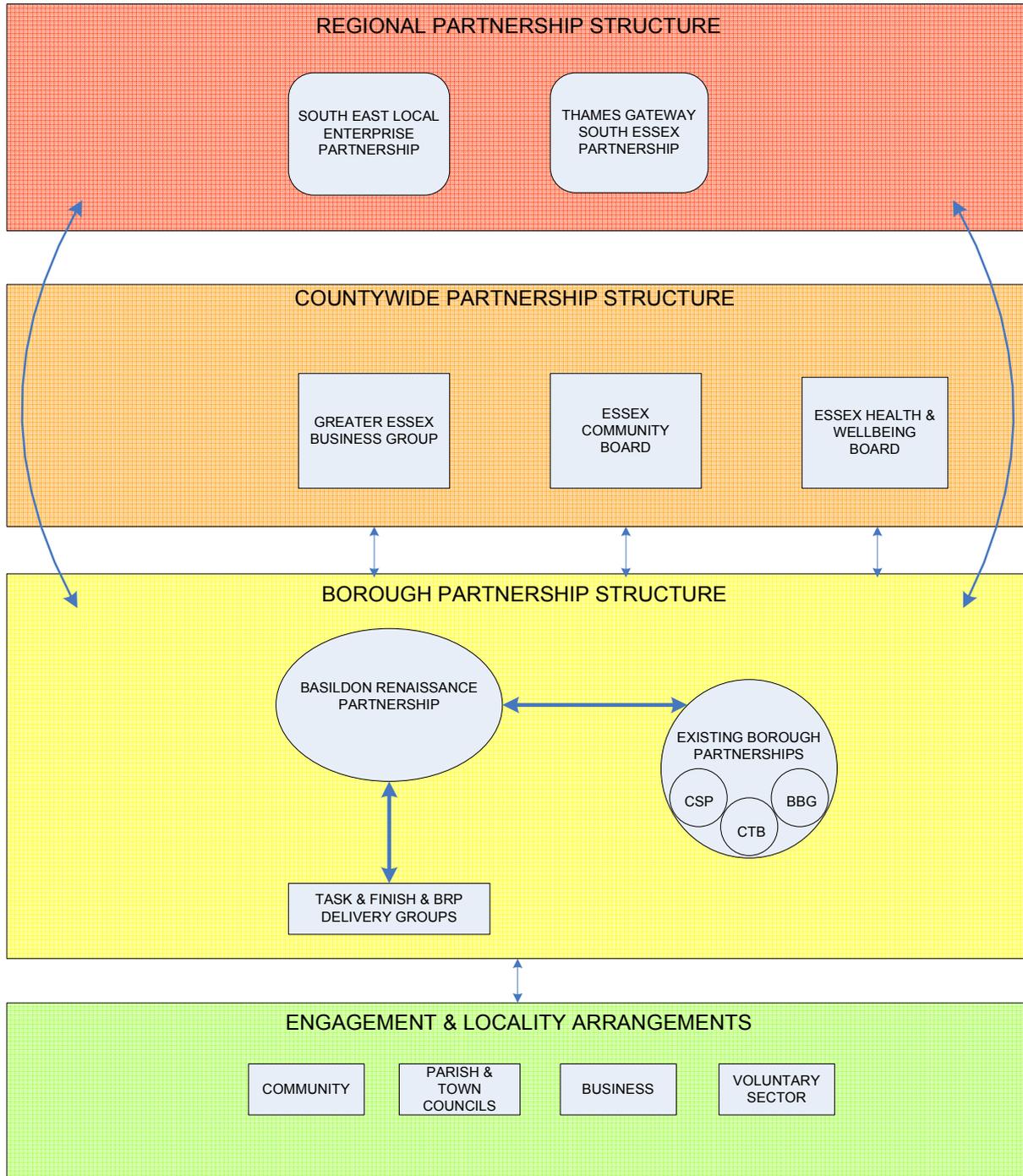
The Board has responsibility for the strategic overview of the Borough's partnerships and promoting a joined up approach to service delivery.

The Basildon Renaissance Partnership aims to:

- Develop the vision and strategic priorities for the Borough, encapsulating these within the Basildon Borough Community Strategy.
- Coordinate partnership activity, improve focus and deliver the strategic partnership priorities.
- Work together to find solutions for the challenges the Borough faces.
- Provide a Borough link to countywide and sub regional partnerships.

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- Take overall responsibility to ensure the effective delivery of the Basildon Borough Community Strategy priorities.

Supporting Partnerships and Delivery Arrangements



KEY:

CSP – Community Safety Partnership

CTB – South West Essex Children's Commissioning and Delivery Board

BBG – Basildon Business Group

The Partnership will use existing channels and develop appropriate supporting structures and delivery groups to ensure that the priorities for the Basildon Borough influence activity at a neighbourhood, borough, county, regional and national level.

The Basildon Renaissance Partnership's objectives and priorities around employment prospects, education and skills, regeneration and housing and the economy, inform and compliment those of the South East Local Enterprise and Thames Gateway South Essex Partnerships. Whilst the Health and Wellbeing objective will support the work of the emerging Health and Well Being Board.

The remit of Basildon Renaissance Partnership enables capacity for a lobbying role and for partners to work together to have 'big' conversations with wider partners and stakeholders - helping to influence and shape regional and national policy.

An important element of this work is the ability of the Partnership to feed into and maximise opportunities presented by these new and wider partnership forums - for the benefit of our local communities.

The Partnership is built on a foundation of engagement and partnership working with a range of key stakeholders including Local Council's, business partners and the Voluntary Sector. All efforts will be taken to engage these partners to define priorities and influence service delivery at a borough and local neighbourhood level.

How has the Basildon Borough Community Strategy been developed?

This strategy was built on an understanding of the current and future challenges facing Basildon Borough alongside public consultation on the aspirations and priorities of those who live and work in the area.

These priorities have been placed at the heart of our Community Strategy.

Consultation Process

A range of community consultation has been undertaken from 2009 through to 2011 including: the Place Survey in autumn 2009, consultation on resident attitudes to crime and community safety (autumn 2010), budget and priorities consultation (winter 2010) and most recently the Basildon Community Strategy Citizen's Panel survey (July 2011), along with an exhibition stand at the 'Together Against Crime' event (July 2011).

This research has been used to identify resident priorities and local challenges in order to influence the priorities of the Basildon Renaissance Partnership.

During the early development of the Partnership, a range of partner organisations participated in discussions to determine a set of key overarching objectives. These discussions were supported by the previous resident consultation, detailed needs analysis and a substantive evidence base.

Further to resident and partner consultation, businesses and voluntary groups have also been consulted to ensure the vision and themes accurately reflect current issues.

Identification of Priorities

Following the drafting of our overarching objectives, a significant amount of work has taken place to formulate the key priorities under each area.

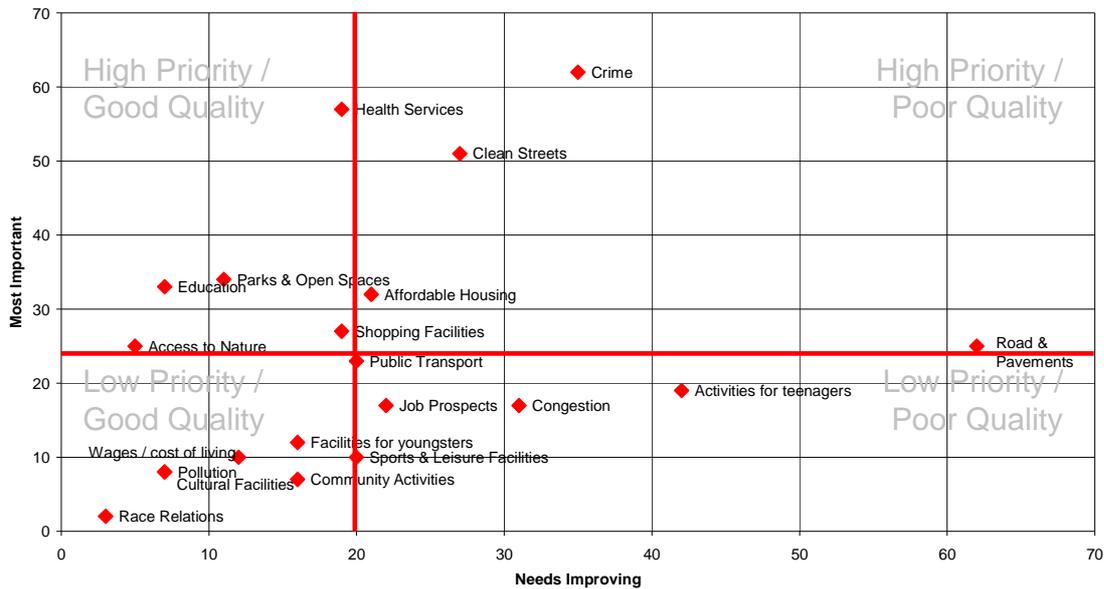
The first stage of this activity has consisted of a series of 'Priority Visioning' workshops attended by current Basildon Renaissance partners and select key stakeholders. Partners were given specific guidance to identify gaps in current service provision and to explore opportunities for where the Partnership could add value when identifying the key priorities for focus.

To supplement this work, a large-scale workshop was organised for the former thematic based partnerships. Delegates were encouraged, through smaller working groups, to identify a set of issues for each of the objectives. This data was then used to test the original priorities established above to capture any omissions and provide further understanding of the objectives.

This activity has been supported by the presentation of the shortlisted objectives and priorities to key Council meetings to enable Member and Officer comment on the direction of the Basildon Borough Community Strategy at an early stage.

Consultation Findings

Community Priorities and Areas for Improvement



Employment prospects, education and skills

Around a third of residents say that improving the educational attainment of people in the Borough is important and the priorities are raising education standards and increasing the number of young people in education or training.

Sustainable Regeneration and Housing

A number of residents are attracted to the Borough because of the location to London and because property prices were cheaper than areas nearer the Capital. The provision of affordable decent housing is the 6th highest priority on the list of things that make somewhere a good place to live, and one in five people feel the current provision needs improving. Making local services accessible to all members of the community is very important for residents. The main causes of isolation in the Borough include irregular or unconnected public transport networks, lack of own transport and having no friends or social networks.

Local Economy and Business

Wage levels and the local cost of living feature relatively low on the list of things that are important and make somewhere a good place to live. However residents have identified an increased disparity between pay and living costs over the last 5 years. Residents would like to see town centres maximising their potential for job creation, the promotion of trade schools, business sponsorship of training schemes for employees and the community, and improving adult numeracy / literacy skills training.

Health and Well being

Good health services are the second most important factor in making somewhere a good place to live. When considering the development of new services, residents would like health facilities concentrated in accessible locations with a broad range of provision and distributed throughout the built up areas. Support facilities for home based care should be provided where possible. The community priority for improving health and wellbeing is: equal access to health facilities for all members of the community.

Crime, anti-social behaviour and community safety

The level of crime is the most important factor in making a place good to live and it is recognised that in most areas crime levels have improved. There is still some disparity of experience between different areas in the Borough and crime and drugs are included in the main reasons for people leaving the Borough. People feel secure in their homes, but less safe on the streets, especially at night. Those renting privately and from housing associations feel particularly vulnerable. Anti-Social behaviour is an issue with parents not taking responsibility for their children and teenagers hanging around on the street. The community priorities for promoting community safety include – tackling anti-social behaviour, crime prevention activity and providing safer physical environments.

Residents feedback identifies that community activities are important to promote community cohesion and a sense of belonging and that the number of activities and community spirit has declined in the last 5 years. The community priorities for promoting inclusive communities include children’s centres, support for carers and tackling child poverty.