





Broxtowe Borough Partnership A Better Broxtowe



OUR SUSTAINABLE COMMUNITY STRATEGY 2010 - 2020















Foreword by the Chair

The "Broxtowe Borough Sustainable Community Strategy" is a long term plan for the area covered by Broxtowe Borough Council. It guides the future activity of all public, private and voluntary sector agencies operating in the area. It aims to ensure good co-ordination, best possible outcomes for local people and the most effective use of resources. This is the first Broxtowe Borough Sustainable Community Strategy which has been drawn up in parallel with the development of the higher level Nottinghamshire Sustainable Community Strategy, a document which covers the area of the whole of Nottinghamshire. By working together we are aiming to ensure our plans are consistent with each other.

We are entering a period of spending constraint following a severe recession. There is bound to be a lot of change in the next decades, not least in how public services are best delivered to local people. One of the best ways we can prepare to face this challenge is by ensuring we work well with each other, understanding the needs of people in our local area and concentrating on those things which matter most and which will make the biggest difference to our communities.

It is important to have this long term focus for our efforts to enable us to plan ahead to cope with significant changes to demographics and climate change, building employment opportunities and enabling the skilled workforce of the future, exercising leadership in relation to the health challenges of the population as well as rebutting threats from crime and disorder.

Thank you to everyone who has contributed to the development of this document. I look forward to being part of its implementation and I hope you do too.

David Watts

Chair of Broxtowe Borough Local Strategic Partnership and Leader of Broxtowe Borough Council











What is the Broxtowe Borough Local Strategic Partnership and how is it organised? The Broxtowe Borough Partnership is a group of representatives of public sector institutions including

The Broxtowe Borough Partnership is a group of representatives of public sector institutions including Broxtowe Borough Council, Nottinghamshire County Council, NHS Nottinghamshire County, the Fire Authority, Police Constabulary, the Rural Community Council, further and higher education sector, representatives of the voluntary sector (the single infrastructure body for the area), the Citizens' Advice Bureau; and a representative of the private sector. This group seeks to co-ordinate the delivery of the Broxtowe Borough Sustainable Community Strategy, ensuring all the agencies represented reflect the shared priorities of the Nottinghamshire and Broxtowe Community Strategies. The Partnership meets on a quarterly basis.

There are a variety of task groups which report to the Partnership, covering the main themes and issues contained in the Strategy. These are:

- Environment task group
- Children and Young People's task group
- Positive Communities task group
- Health task group
- South Nottinghamshire Community Safety Partnership

It is proposed to set up a theme group to focus on employment issues, but one is not currently active.

The Partnership has an Operations Group to which it delegates various operational tasks.

At each meeting of the Partnership a performance report is given from each task group and performance management information, collated through the Covalent software system, helps the Partnership to see whether it remains on track to achieve its goals.

The partnership elects a chairman/vice-chairman every two years. The Broxtowe Borough Partnership is represented on the Nottinghamshire Partnership, which is the Local Strategic Partnership for the County of Nottinghamshire.









Achievements so far

There have been many significant achievements through partnership working under the first Broxtowe Borough Sustainable Community Strategy. Here are some examples:

- The formation of the South Nottinghamshire Community Safety Partnership has led to the reduction of crime by 30% over the last three years, during which time Broxtowe moved from 15th out of 15 in our most similar family group to 6th position.
- The Broxtowe Action Fund was formed using donations from partnership organisations and through this £164,000 has been distributed to local voluntary groups since 2000, in ways which advance the Sustainable Community Strategy's objectives.
- Recycling of household refuse has risen from 35% to 43% in 5 years
- Partners have worked together to identify ways of encouraging physical activity and healthy eating. Local health projects have been supported through choosing health funding to support creative ways of promoting health at a local level
- Ecoteams have worked with 546 households since August 2003, helping to reduce CO₂ emissions per capita in Broxtowe by an average of 18.1% or 681kg of participating households per year
- Young people in Broxtowe worked to produce a borough wide questionnaire and action plan for young people's issues, which was funded and implemented, providing more facilities for young people in the borough. Young people have gone on to launch peer education projects on subjects like homelessness and alcohol misuse which have received national
- Work done through the "positive communities" group to build relationships between people of different backgrounds has contributed led to a rise in the extent to which local people think recognition people in Broxtowe get on well with each other (from 67% to 82%)
- Investment in environmental improvements, particularly in the borough's town centres of Beeston, Kimberley, Stapleford and Eastwood, have helped to promote improvements in public satisfaction with these areas.











How we developed the Broxtowe Borough Sustainable Community Strategy 2010-2020 In developing our new Broxtowe Borough Sustainable Community Strategy, we have built on the

In developing our new Broxtowe Borough Sustainable Community Strategy, we have built on the foundations laid by our previous document, the Broxtowe Community Strategy 2006- 2012.

We took account of **evidence** derived from:

- The condition of Nottinghamshire (Jan 2009)
- Local futures data (Jan 2009)
- Joint strategic needs assessment and health profile for Broxtowe
- Nottinghamshire community safety strategic assessment and South Notts community safety strategic assessment
- Single economic assessment 2009.
- Updated borough profile (document 1)
- National and local context (document 2)

If you want to see the supporting evidence behind the strategy and more facts and figures, you should look at these documents.

We also **listened and consulted** – we collated, reflected on and analysed responses to consultation exercises conducted with local people the results of which, including detailed facts and figures, are contained in document 3.

The key messages we think local people want us to hear and see reflected in the strategy are:

- Community safety should be a high priority. Whilst crime rates are improving, people don't feel as safe as they should feel or want to feel.
- There is too much anti social behaviour: People don't respect each other enough and they
 need to be better informed about the way in which the police and local authorities work
 together to tackle anti social behaviour.
- Young people need more access to a range of activities to make the most of their free time.
- Local people want high levels of recycling and composting and good quality parks and open spaces.









- Whilst people are generally satisfied with local public services, there is scope to improve the extent to which people feel they can influence decision making.
- The extent to which people are satisfied with provision in town centres varies and could be improved in all areas.
- Local people want good provision in terms of street scene cleanliness and good road and pavement maintenance.

Nottinghamshire Sustainable Community Strategy

The members of the Local Strategic Partnership in Broxtowe have worked closely with Nottinghamshire County Council in the development of the Sustainable community strategy for the county. There is a paragraph about Broxtowe in that strategy which summarises the priorities that are set out in more detail in this document.

The County Council's strategy sets out six themes. These are:

- A greener Nottinghamshire
- A place where Nottinghamshire's children achieve their full potential
- A safer Nottinghamshire
- Health and well-being for all
- A more prosperous Nottinghamshire
- Making Nottinghamshire's communities stronger

Broxtowe's Sustainable Community Strategy echoes these themes exactly, with one additional theme of housing.

Links with other strategies and documents

The Broxtowe Borough Sustainable Community Strategy forms a strategic framework under which other documents sit. The Council's corporate plan is consistent with the Community Strategy and other partners' plans will also reflect the shared priorities. The Local Development Framework is the spatial expression of the Sustainable Community Strategy. Strategies like the Housing Strategy take their cue from the Sustainable Community strategy. Contracts with government, such as the Local Area Agreement, reflect the priorities of the Sustainable Community Strategy.











Broxtowe: Our History and Our Place

Background

The borough of Broxtowe is a very special place for those who live, work and visit here. Stretching up the Erewash valley and bordered by the River Trent with easy access to the cities of Nottingham and Derby, covering 8055 hectares in South Nottinghamshire. Our relatively small size makes us one of the most densely populated districts in the East Midlands. In Attenborough Nature Reserve we have a facility of international renown for wildlife. Green areas, such as Bramcote Park, Moorgreen Reservoir and Colliers Wood provide opportunities for recreation as well as nature conservation. We also have access to a beautiful rural landscape that our local, world famous author, DH Lawrence, referred to as "The country of my heart", not to mention the countryside of Derbyshire and the Erewash Valley. Our key towns, Beeston, Eastwood, Kimberley and Stapleford, each have a different identity.

As a borough, we are ideally placed in the heart of England, with good connectivity to the core city of Nottingham with all the opportunities that presents, including access to world class universities. In the north we have a strong mining heritage. Employment in the coal industry has long since diminished, bringing the need for the economy to diversify into different areas. Jesse Boot (1850 – 1931) was born and established Boots The Chemist in Nottingham. The company, with its headquarters based in Beeston, has continued to take a leading role in the community. Companies such as Plessey and Siemens also have a long and important association with the borough, while more recently Ikea, Sainsbury and Tesco have all become important retailers within our area.

The Broxtowe Borough Partnership serves a diverse modern community. The area has a tradition of independent free thinkers. Henry Ireton, son in law to Oliver Cromwell, born in Attenborough, was the person chiefly entrusted with the drawing up of proposals for a constitutional monarchy which moved this country from an absolute monarchy to its modern system of governance. The Carthusian monks of Beauvale Priory were martyred rather than accept the supremacy of King Henry VIII as head of the church in England. D H Lawrence, poet and novelist, born in Eastwood, risked prosecution and shocked twentieth century society by pushing the boundaries of sexual propriety to create many memorable works of literature.









Today, a mix of suburban towns, villages and former mining communities has in recent times been enriched by migrants bringing with them different cultures, many of them students. Chinese, Asian and now new European communities are changing the shape of our community life. Of our 110,900 population (mid 2007 estimate), with its 48,889 households, 6.8% are of ethnic origin, with the largest BME groups being Indian and Chinese. Although our BME population is generally well integrated across the whole community, the Chinese population tends to be concentrated in the Beeston area due to its proximity to the University of Nottingham which has an established campus in China and Castle College with many international links.











Broxtowe's challenges – 2009 to 2020

Broxtowe faces a number of challenges and these are summarised below:

- Employment like all areas, Broxtowe has been hit by greater levels of unemployment due to the recession. Following the decline of the mining industry, the economy has to some extent diversified and restructured, but there is scope for further employment growth to cater for the needs of the population. Unemployment is greater in some areas of the borough than others for example Eastwood South, some areas of Stapleford and Chilwell west are all parts of the borough where unemployment has remained higher than elsewhere. The length of time people over 50 and under 24 spend seeking work is rising and above the regional average. Unemployment problems in the "hotspot" areas are accompanied by lower levels of educational achievement and high numbers of lone parents and claimants on income support. The number of jobs we have available within the area to cater for the population of working age available for work is lower than the British and East Midlands average.
- Community safety Broxtowe has had a high crime rate in the past, relative to other similar areas in the country, but that has fallen substantially over the past five years. Although overall crime rates continue to fall, public confidence is relatively low, especially in the extent to which people think public agencies work well together to tackle anti social behaviour. The prevalence of crime varies throughout the borough depending on the crime category, but levels of serious acquisitive crime and levels of assault, violence and anti social behaviour are all matters of concern which are the subject of particular targeted action.
- Healthy Living The health of people in Broxtowe is generally better than the England average. There are health inequalities within Broxtowe by gender, level of deprivation and ethnicity. Social and economic circumstances influence health and there is a close correlation between patterns of deprivation and poor health. For example Eastwood South ward is relatively deprived, and men from the most deprived areas have 10 years shorter life expectancy than those from the least deprived areas. Over the last ten years deaths from all causes have decreased for men and women in Broxtowe, and have remained close the average for England. The death rate from smoking is lower than average, however









smoking still kills about 170 people in Broxtowe each year. The role of mental health and wellbeing is increasingly recognised as an area for increased support, across the age range. Teenage pregnancy rates, although lower than national average, are increasing, and there is variation between wards. Beeston Central, Chilwell West and Stapleford North have been identified as having high rates. Along with England as a whole, increasing obesity and increasing alcohol use are a concern for the population's health in the future.

- Children and Young People There is some disparity in the levels of educational achievement between different parts of the borough and between people from different ethnic groups. Educational achievement levels generally in the borough are not as good as they could be. There is a need to ensure that young people have the best possible start in life and are supported to take advantage of the opportunities that are afforded to them. It is important that their social, emotional and mental health needs are provided for as well as their physical and educational needs.
- Housing There are growing differences between the "decency" of private and public sector housing due to big investment in recent years in the public sector stock. The affordability gap, whilst reduced somewhat due to the recession, continues to prevent many young and older people owning their own home. The number of households is predicted to increase over the plan period. There is an urgent need for more affordable housing to meet this need.
- The Environment a high percentage of people in Broxtowe think clean streets should be
 a priority. Local people value the parks and green spaces and they are challenging us to
 increase recycling and composting. We need to respond to national concerns about
 climate change by putting greater emphasis on energy conservation and better environmental
 management and making greater efforts to improve our public transport system to reduce
 reliance on the car.
- Community relations Our ethnic population is the 8th highest in the East Midlands. There is a greater proportion of people from minority ethnic communities living in the Beeston area. Immigration has changed the ethnic make up of the borough over time. 81% of people in Broxtowe think this is a place where people get on well. Although this places us above the average for district council areas, we are not complacent and would want to see our performance continue to improve because we believe it is important that people living in the borough get on well together. It is also important that there are good relationships between people of different ages. The percentage of people who think they can influence decision making in Broxtowe, and who want to be involved in decision making, is particularly low and we would like to see that improve.











Broxtowe's opportunities - looking forward to 2020

- **Employment** We have big opportunities to create more employment, and create economic impact, with the regeneration of Beeston Town centre and redevelopment of important employment sites at Boots and Beeston Business Park. Working with our local schools, further education establishments and other providers will be of vital importance if we are to raise the skill levels of our local population to meet the economic challenges over the next 20 years.
- Community Safety The 3 Crime and Disorder Reduction Partnerships in South Nottinghamshire have merged into a single body for the area to capitalise on the advantages of sharing expertise and resources across the locality. This has worked particularly well and has proved to be an effective way of reducing crime and disorder. We need to capitalise on progress made and accelerate our efforts to make Broxtowe a safe place to live in.
- **Healthy Living** Broxtowe is fortunate to benefit from a range of good quality recreational facilities. These include green flag parks, a range of out-door pitches and play parks and high quality countryside such as the Attenborough Nature Reserve and the planned Erewash Valley trail. We have great opportunities to improve these facilities still further by recognising in particular the value of green space to our local population. We also have an excellent opportunity to work with partners such as local schools, community groups and local organisations to involve and support communities in improving health.









- Children and Young People The Broxtowe Borough Partnership has taken particular care to ensure that children and young people have been involved and consulted on their needs, what they like and dislike about the place where they live and so what needs to improve. Having started this conversation with children and young people, we have a great opportunity to ensure that their voice continues to be heard and their needs are built into the way we routinely operate as a Partnership. We must also ensure that we listen and respond to these conversations, for example by continuing to make improvements to recreational facilities for young people. Specifically, as part of our commitment to the Notts Children and Young People's Plan we want to ensure that children and young people are healthy, stay safe and are protected from abuse, that they can make a positive contribution to society through greater participation in out of school learning, community engagement and citizen activities and finally can achieve economic well-being through the promotion of enterprise initiatives and increasing business involvement in local schools.
- Housing Greater Nottingham is required to allocate land for a substantial number of
 dwellings over the next 20 years, reflecting projected future demand. Broxtowe will, of course,
 need to take its share of this development which will be a huge challenge, but it also presents
 an opportunity to work with partners in the public and private sector to ensure that any new
 housing is of a high quality in terms of design and energy efficiency, with surrounding facilities
 which enhance quality of life.
- Environment Our residents place green issues as one of their top priorities when asked, so it is important that Broxtowe rises to the challenges it faces in delivering real improvements in the quality of the public realm, green open spaces and even better recycling performances. We have a number of opportunities we can foster to help achieve these goals including: building on the success of Attenborough Nature Reserve through the Trent River Park partnership to improve the area still further as an important wildlife haven and linear park for the benefit of all conurbation residents; working with partners in Derbyshire creating a linear park along the Erewash Valley; raising the awareness of and exploring the potential for renewable technologies to be installed; improving public transport to reduce the reliance on car travel through schemes such as the NET line 2 extension and Quality Bus Partnerships; and awareness raising; working in partnership delivering projects such as low carbon communities and the greening campaign and impacting positively on our carbon footprint by pursuing a target of planting 100,000 trees in the borough over the next 5 years.











• Community relations – Broxtowe has a good record of people feeling they get on well together. We wish to build on these community relations and ensure we prevent any future threat from extremist views which could fracture these relations. We can do this by building on our grass roots community development work and our thriving voluntary sector, including encouraging volunteering to provide people with a wide experience of community life in Broxtowe. We have good links with local community leaders of all faiths, and the local university, and will continue to bring people together from different backgrounds to share their experiences and foster an understanding of the diverse population which makes up our borough. A key opportunity is to ensure that young people from all backgrounds are brought together to develop a common understanding, which will help cement future community relations in Broxtowe still further.









Broxtowe's Community Strategy vision and priorities

Our Vision

Our 2020 vision for Broxtowe is that it will be a thriving place, where people enjoy living, working and spending their leisure time.

Under the following thematic headings are set out an "Objective" statement which states what we would like to achieve and two key ways under each theme in which we will measure our success.

Every year we will produce a detailed action plan for each theme which will be available on our website. There will be more detailed performance measures developed around each theme, which we will regularly collect information about, and a report on performance to each board meeting (as we do at present) .

We will produce an "annual report" each year detailing what we have achieved.











Employment

Broxtowe will be a thriving and vibrant place with access to services, jobs and opportunities for all

Priorities

- Development and investment
- Enterprise and business support
- Employment, learning and skills
- Promotion and marketing
- Town Centre management

Key ways in which we will measure success in this area will be:

- Increase in skill levels of the local community
- Reductions in the number of young people not in employment, education or training

What you can do to help

- Offer work experience/apprenticeships to young people if you run a business
- Improve your skills to improve your prospects by accessing available training
- Consider self employment: if you need help to set up your own business get some free advice
- Don't give up if you haven't got a job and want one, get some work experience to put on your CV by looking for opportunities for voluntary work
- Use your local retailers in your local town centre to encourage local trade









Community Safety

Broxtowe will be a safe place, where crime is under control, people don't have to live in fear of
it and there are fewer accidents on the road and at home

Priorities

- Serious aquisitive crime
- ASB
- Youth issues
- Violence including domestic violence
- Drug related crime and alcohol
- Safer neighbourhoods and community engagement

Key ways in which we will measure success in this area will be:

- Reduction in the overall crime rate per 100,000 population
- Resident perceptions of crime and anti-social behaviour reduced

What you can do to help

- Keep your property secure: lock doors, windows and vehicles
- Keep your alcohol consumption within safe limits and don't drink and drive
- Be aware of your neighbourhood policing arrangements so you can give feedback and raise issues
- Report information which may be of use to the police, if necessary anonymously through Crimestoppers Tel: 0800 555 111
- Bring your children up to be respectful citizens











Healthy Living

Broxtowe will be a healthy place, where improving health enhances people's quality of life

Priorities

- Reduce health inequalities
- Reduce harm caused by alcohol and tobacco
- Halt the rising trend of obesity
- Improve mental health
- Promote independence of older people and vulnerable groups

Key ways in which we will measure success in this area will be:

- Reductions in fuel poverty
- Rate of adult participation in sport increased
- Reduction in alcohol related hospital admissions

What you can do to help

- Get involved in voluntary or community groups that strengthen the community
- Have a voice in how health services develop by joining LINK or commenting through the PALS service
- Put forward ideas of how your community could become a healthier place to live
- Get to know which services are available to you, such as NHS Direct, local GP, local Pharmacy, NHS walk in centres
- Find out how you can make healthy choices by accessing the NHS choices website









Children & Young People

• Broxtowe will be a place where children grow personally and socially outside of poverty, are aspirational and are respected for participating in the community

Priorities

- Emotional health of children and young people (including Child Protection and Safeguarding)
- Positive activities for young people
- Supporting the teenage pregnancy strategy
- Supporting the childhood obesity strategy
- Support for young people to achieve through education, employment or training (reducing NEET)
- Child poverty

Key ways in which we will measure success in this area will be:

- Reductions in obesity levels in children
- Improvements in the physical and emotional well-being of children through the provision of play facilities
- Rate of teenage pregnancy

What you can do to help

- Encourage young people and be positive about them they are an asset to our community
- Get involved in helping to run youth clubs so young people have useful things to do with their time
- Encourage young people to take healthy exercise and to eat healthily
- Show young people the importance of active citizenship











Housing

 Broxtowe will be a place where everyone has access to a good quality affordable home, with access to excellent community facilities

Priorities

- Delivering decent homes
- Providing new and affordable homes
- Delivering safe and inclusive communities
- Special and supported housing need

Key ways in which we will measure success in this area will be:

- An increase in the proportion of private sector housing in a decent condition
- Improvements in the rate of managed new build and the proportion of affordable housing units

What you can do to help

- Keep your home and garden well maintained so we can all be proud of our neighbourhoods
- Don't suffer in silence. If you need help with a neighbour dispute consider mediation and report anti social behaviour
- Consider your housing options get advice from Broxtowe Borough Council
- If you're a landlord join the Broxtowe private landlord's forum to keep up with best practice
- If you're a tenant know your rights about protection from eviction, rights to repair and quiet enjoyment of your property









The Environment

Broxtowe will be a clean and green place; an attractive area in which to live, work and play
and where the environment is cared for and respected both today and for future
generations to come

Priorities

- Tackle issues relating to climate change
- Reduce per capita CO₂ emissions
- Reduce car usage, road congestion and pollution
- Improve the condition of the local environment
- Reduce waste and increase recycling

Key ways in which we will measure success in this area will be:

- Retain Green Flag and green pennant parks and openspaces
- Higher rates of recycling
- To declare one new local nature reserve a year

What you can do to help

- Recycle your rubbish and try to minimise what you throw away
- Participate in community clean-ups and discourage litter
- Investigate how you can minimise energy consumption eg improve insulation in your property, use low energy lightbulbs, install energy efficient boilers, turn off your lights and don't keep electrical appliances on standby
- Use public transport more often instead of travelling by car
- Plant trees, feed the birds and join "Friends of" your local parks groups











Community Relations

 Broxtowe will be a place where everyone is treated fairly, a caring community where people feel they belong

Priorities

- Support to new Communities
- Challenge racism/hate crime
- PREVENT agenda
- Promote and celebrate diversity in the borough
- Bringing people together

Key ways in which we will measure success in this area will be:

- An increase in the percentage of people who feel they can influence decision-making in Broxtowe
- A higher percentage of people who think Broxtowe is a place where people from different backgrounds get on well together

What you can do to help

- Get to know your neighbours
- Contact your volunteer centre to explore opportunities for volunteering
- Attend your local Community Action Team meeting
- Take an interest in what's going on in your area read the local newspaper or Broxtowe Matters publication
- Give constructive feedback it helps public services to improve

The Borough of Broxtowe



This document is available in large print or in audio format by request and can be downloaded at www.broxtowepartnership.org.uk

ਜੇਕਰ ਤੁਸੀਂ ਇਹ ਲੀਫਲੇੲਟ ਕਿਸੀ ਹੋਰ ਭਾਸ਼ਾ ਜਾਂ ਫੌਰਮੈਟ ਵਿੱਚ ਲੈਣਾ ਚਾਹੁੰਦੇ ਹੋ ਤਾਂ ਕ੍ਰਿਪਾ ਕਰਕੇ 0115 9177777 ਤੇ ਸਾਡੇ ਨਾਲ ਸੰਪਰਕ ਕਰੋ।

如果你需要此傳單用其他的形式或文字寫成, 請撥電話 0115 917 7777 與我們 聯絡.

اگرآ پ چاہتے ہیں کرید لیف لیف آپ کوأردوزبان میں مہیا کیا جائے تو براہ مہریانی فون نمبر:۔ 0115917777 پردابط کریں۔

If you need this leaflet in other formats or languages contact us on 0115 917 7777

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