

WORKING DRAFT ONLY

**MEDWAY'S COMMUNITY PLAN
2007 – 2010**

Introduction

The Community Plan for Medway is the key strategic planning document for the area. It identifies the top priorities for the area as a whole that the key partners will work to address. The Medway Local Strategic Partnership led the development of this plan and the priorities were identified in consultation with local communities and partner agencies.

This is the third Community Plan for Medway. The priorities for action have changed - reflecting recent developments in Medway, including progress on the regeneration of key areas and changes to services for children and young people.

The vision for Medway

“Medway – city of learning, culture, tourism and enterprise.”

To work towards delivering this vision of Medway the Local Strategic Partnership have identified ten priorities for the next three years. These priorities are:

- 1. Ensure the safety and well being of children and young people so they can play a productive part in Medway's society**
- 2. Reduce anti social behaviour to increase people's feelings of safety**
- 3. Increase and improve local employment opportunities so more local people can work in Medway**
- 4. Increase vocational training opportunities available for all ages**
- 5. Realise Medway's cultural ambitions as the City for the Thames Gateway**
- 6. Deliver accessible and integrated transport options to support the regeneration of Medway**
- 7. Enable people to remain healthy and independent, especially older people and other vulnerable groups**
- 8. Empower local people to have greater participation and influence in local affairs**
- 9. Improve the quality of life for existing and new communities by ensuring that regeneration and development is matched to the natural resources and infrastructure available**
- 10. Cherish and enhance Medway's rural heritage and the important resources of open space, countryside, and wildlife habitats**

Medway Local Strategic Partnership

The Medway Local Strategic Partnership brings together all the main organisations representing the communities of Medway. These organisations include local businesses, voluntary and community organisations and public bodies like the police, the health service and council. The LSP is structured around 10 thematic partnerships. Lead partnerships are responsible for overseeing the delivery of specific aspects of this plan. Medway Renaissance Partnership is the partnership, which oversees the delivery of the regeneration of Medway and is working with the Local Strategic Partnership to realise the vision for Medway.

WORKING DRAFT ONLY

The Medway Local Strategic Partnership and its Board are responsible for overseeing the delivery of the community plan as a whole. It will monitor progress against the plan on a regular basis and have regular consultation meetings and events to ensure that key issues are debated and action taken.

Local Area Agreements

Local Area Agreements are new working arrangements intended to improve partnership working between councils and all local partner agencies with the aim of giving better, more co-ordinated services for local people. The local area agreement is drawn up and delivered by the Local Strategic Partnership. All council areas are required to have a local area agreement in place by April 2007.

The community plan and local area agreement are companion documents. This community plan sets the priorities for action and the results we want to achieve for local people. The local area agreement, signed by the council on behalf of the LSP and the government, takes key actions from the community plan as well as some things government requires all areas to include, to form a more detailed action plan for the next 3 years. The LAA will be reviewed and updated annually.

The context for the community plan

Medway - the place:

Map of Medway

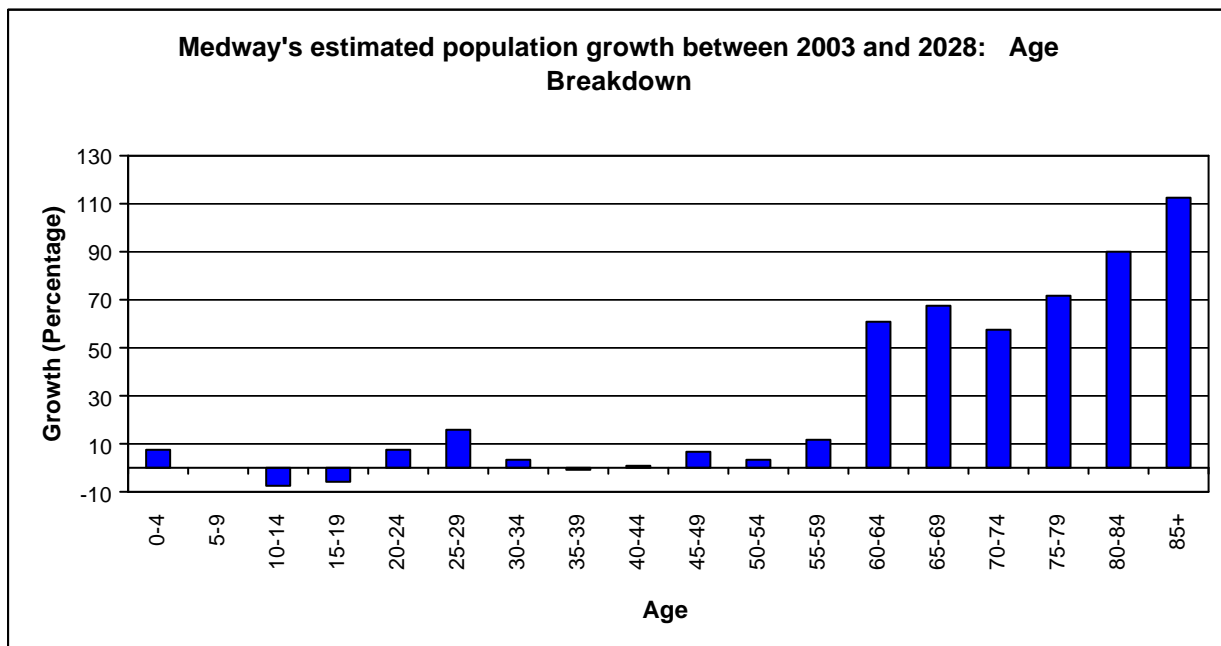
Medway is a city in the making. It is a unique urban area in the heart of the Thames Gateway, a national priority area for regeneration and growth. Today our population is 250,000; in 20 years it will be 300,000. Whilst Medway has a rich and diverse history it is also well placed to grasp the opportunities offered to develop into a city of learning, culture, tourism and enterprise - the city of the Thames Gateway.

Supported by more than £120 million of Sustainable Communities funding, Medway will be transformed over the next 20 years. This will see the regeneration of brownfield sites and the transformation of the central waterfront into the cultural and retail heart. The development will bring housing and jobs as well as improved transport infrastructure and investment in existing housing and community facilities

Whilst 88 per cent of Medway's population lives in the urban areas, half of the land is rural. This includes eight internationally or nationally designated areas of nature conservation.

Medway, the people:

Medway's population of 250,000 is younger than the average for England, but the profile is slowly changing. Our older population is increasing and the predicted growth in the over 60s between 2003 and 2028 is 75 per cent.



Single person homes now make up almost a third of total households in Medway, reflecting the changes in family structure and the numbers of older people living on their own. Conversely, the proportion of traditional family households has declined to 50%; although this is higher than the rest of the southeast.

5.4% of the population come from ethnic minority communities, compared with 8.7% nationally. The proportion in the school population is higher – 9% in primary and 8% in secondary schools. The Indian community is the single largest at 2% of the population.

WORKING DRAFT ONLY

In the 2001 census 37,497 people identified themselves as having a limiting long-term illness. This is a significant increase on the 1991 census where 24,435 people identified themselves as having a long term limiting illness. Despite this increase the incidence of people with a long term limiting illness in Medway at 15 per cent is still lower than the national average of 18 per cent.

Overall Medway is not a deprived area, but at ward level we have some of the most affluent and some of the most deprived areas in the country.

WORKING DRAFT ONLY

ENSURE THE SAFETY AND WELL BEING OF CHILDREN AND YOUNG PEOPLE SO THEY CAN PLAY A PRODUCTIVE PART IN MEDWAY'S SOCIETY

Why is this a priority?

- **Improving the life chances of looked after children**

There are 69,000 children in Medway –27% of the total population, of these, 353 are looked after by the council and 196 are on the Child Protection Register; these groups are among the most vulnerable children and young people in Medway.

In line with national figures, looked after children have lower levels of achievement in schools in comparison with their peer groups.

Add table that shows LAC achievement in comparison with Medway averages

Although Medway's figures are better than national averages, the offending rates of looked after children still show a higher rate than their peer groups.

Add table showing LAC offending and caution rates in relation to Medway young people as a whole

The council is not assessing the needs of children in need as quickly as it would like. Performance has improved significantly, but there is more to do to ensure vulnerable young people receive the best service from all agencies in Medway.

- **Young people's feelings of safety**

Consultation with young people for the children and young people's plan showed 'feeling safe' as the most important issue for them. The Young People's Lifestyle Survey 2004 showed 40% of young people do not feel safe and school, rising to 47% in the local neighbourhoods.

In the same survey 53% of young people who responded indicated that they had been bullied at school. 16% of young people had been bullied within the last month, 30% had been bullied within the last six months. 41 people (5%) claimed they were bullied on the day of the survey. Young people who reported being bullied also showed low levels of self esteem which is likely to have a negative impact on their achievement and participation.

Progress so far

- The council is working hard to improve performance in children's social care. Integrated children's teams have been established for 3 areas across Medway that bring together professionals from a range of disciplines to give a full service for children and their families
- *Add update on LAC progress*

What are we going to do?

THIS SECTION TO BE CONFIRMED ONCE DETAILED LAA WORK COMPLETED TO ENSURE CONSISTENCY

Improving life chances for looked after children

- Increase the number of children placed with relatives and the number placed locally to x% by 2010.
- Reduce the proportion of looked after children not in employment, education and training from 60-40% by 2010
- Increase the stability of placements of looked after children from x to x by 2010
- Improve joint planning, care, and review process across all agencies to safely reduce the number of children who are taken into care
- *Add action on reducing LAC offending rate*

Young people feeling safe

- *Add action on bullying*
- *Add action on increasing young people's perceptions of safety*

How will we know we have been successful?

To measure the impact of the partnership work we will monitor a series of indicators, which will include:

- Number of looked after children not in employment, education and training
- Number of looked after children
- Number of placements in Medway
- Stability of placements of looked after children
- Young people's feelings of safety
- Incidence of bullying

Where to find further information

- Children and Young People's Plan
- Joint area review action plan

Lead Partnership – Children and Young People's Partnership

WORKING DRAFT ONLY

REDUCE ANTI SOCIAL BEHAVIOUR TO INCREASE PEOPLE'S FEELINGS OF SAFETY

Why is this a priority?

- **Feeling Safe:**

Fear of crime in Medway exceeds the actual level of crime. People's feelings of safety are influenced by their own experiences and what they hear from others, including the media. Antisocial behaviour, the levels of less common violent crime and the quality of the environment they live in affect people's feelings of safety.

The Residents Opinion Poll (2005) asked residents how safe they felt being out and about during the day and in the dark. Comparing the results of the 2004 and the 2005 Opinion Polls show that the proportion of residents feeling safe outside during the day reduced from 88% in 2004 to 81% in 2005. The proportion of residents feeling safe in the evening also showed a significant decrease from 43% in 2004 to 34% in 2005. This demonstrates that at least 1 in five people do not feel safe during the day in Medway and an even higher proportion (1 in 3) do not feel safe in the evening. *(update once 2006 are confirmed)*

How safe do you feel in Medway during the day and after dark?

	During the day			After dark		
	2002	2004	2005	2002	2004	2005
Very safe	23	37	32	7	12	11
Fairly safe	61	51	49	26	31	23
Neither	6	5	10	9	15	17
Fairly unsafe	6	5	5	28	18	22
Very unsafe	3	1	4	27	17	24
Don't know	1	1	1	3	7	4
	100	100	100	100	100	100
N=	1043	1156	1297	1043	1156	1291

Women were more likely to report feeling unsafe than men, particularly after dark. More than half of all women (54%) said that they felt fairly or very unsafe after dark compared with 37% of men. Older people were also more likely to report feeling unsafe. 54% of those aged 65 or over said they felt fairly or very unsafe after dark whereas 44% of 16 to 24 year old felt unsafe.

- **Anti social Behaviour:** Anti Social behaviour is often a key factor in people's feelings of safety. In 2005 Medway Council Residents' Opinion Poll asked residents for their view on quality of life in Medway. 61% of residents surveyed felt that maintaining a low level of crime was the most important aspect of creating a good quality of life. The main problems of anti-social behaviour were perceived to be using/dealing drugs, vandalism, teenagers 'hanging about', and drunks in public places. These reflect the findings of the national British Crime Survey.
- **Reducing violent crime, particularly alcohol related violent crime in the evening:** Crime and disorder within Medway reflects national patterns with reductions in car crime whilst other crimes show increases: Violent crime is increasing nationally and locally. These include incidents of domestic violence and hate crime. Table 1 below shows some of the types of incidents that are included in violent crime definition.

WORKING DRAFT ONLY

A Breakdown Of Violent Crime By Category April 2001 to March 2004	
Actual Bodily Harm	39.6%
Common Assault	33.6%
Harassment -	17.6%
Threat or Conspiracy to Murder	2.8%
Murder	0.1%
Attempted Murder	0.1%
Manslaughter	0.1%
Other	6.2%

Add graph to show trends on nighttime economy violent crime

Progress so far

- Following the introduction of an alcohol control zone in Rochester, a reduction in alcohol related offences was achieved. A feasibility study has been conducted on six further areas to expand this initiative.
- The community safety partnership has introduced pub watch schemes in each town centre. All the town centre partnerships have achieved safer shopping and safer socialising awards as a result.
- Using new powers under the Anti Social Behaviour Act 2003 the Police and the council have set up dispersal areas in Rainham, Strood and Lordswood.
- A programme has been introduced to support young people at risk of involvement in anti social behaviour and crime. X young people have been supported.
- Environmental improvements as part of the Liveability Programme for example CCTV installations, lighting improvements and introduction of street guardian schemes in 3 areas
- Reorganisation of the council's community safety and street warden teams to provide more effective street based service, with stronger coordination with the police to deal with anti social behaviour.

What are we going to do?

THIS SECTION TO BE CONFIRMED ONCE DETAILED LAA WORK COMPLETED TO ENSURE CONSISTENCY

Anti social Behaviour:

- Introduce x further dispersal areas to reduce anti social behaviour
- Reduce arson and deliberate fires by x% by 2010 by
- Reduce the number of young people cautioned for anti social behaviour by x by introducing more diversionary activities and things to do
- Increase police attendance to calls about anti social behaviour from 45-60% by 2008

Reducing violent crime:

- Improve detections of hate crime by the police through a dedicated hate crime investigator.
- Reduce violent crime in the night time economy by x% by 2010 by
- Reduce the incidence of domestic violence by x% by appointing a worker to work with repeat offenders.

Feeling safe:

- Increase people's feelings of safety at night by 5% by 2010 by reducing night time crime and promoting safety measures and giving balanced publicity on on the reality of crime levels in Medway and achievements of the police and other agencies in making Medway a safer place
- *Add MAARA action to appoint a co-ordinator responsible for drawing together key agencies to respond to incidents of racial harassment and violence.*

How will we know we have been successful?

To measure the impact of the partnership work we will monitor a series of indicators, which will include:

- Incidents of violent crime including domestic violence and hate crime,
- Number of incidents of violent crime in the evening
- The number of incidents of criminal damage and anti social behaviour
- Numbers of young people involved in anti social behaviour
- The number of deliberate fires
- Fear of crime as measured by the Kent victim survey and Medway's residents opinion poll

Where to find further information

- Community Safety Plan
- Youth Justice Plan

Lead Partnership – Community Safety Partnership

WORKING DRAFT ONLY

INCREASE AND IMPROVE LOCAL EMPLOYMENT OPPORTUNITIES SO MORE LOCAL PEOPLE CAN WORK IN MEDWAY

Why is this a priority?

- **Attracting new businesses**

Medway has a disproportionate number of small businesses, with few large employers – there are only 65 businesses in Medway with over 200 employees, compared with 75 for Brighton and Hove, Milton Keynes has 90 large businesses and Reading 92 large business. Medway needs to attract more large businesses and employers to relocate here.

Industry	Businesses by number of employees			
	1-10	11-49	50-199	200+
Agriculture/Fishing	-	-	0	-
Utilities	-	-	-	-
Manufacturing	443	111	30	-
Construction	1003	45	-	-
Retail/Leisure	1868	318	49	-
Transport/Communications	377	34	-	-
Finance/Business Services	1698	156	37	-
Public Administration/Health	305	232	88	-
Other Services	515	65	-	-
Total	6230	967	238	65

- **Increasing number and quality of jobs**

Nearly half of the jobs in Medway are within the public or retail sectors with a relatively low percentage of jobs in the other sectors with greatest wealth generation capacity, with the result that average income in Medway is 10% less than the national average

Jobs by sector

Public sector administration and health	27.4%
Retail and distribution	26.2%
Finance and business services	17.9%
Manufacturing and engineering	11.6%
Leisure and tourism	7.2%
Construction	4.9%

Medway has a comparatively low number of jobs to the proportion economically active people. A high proportion of the workforce – 26% (net) commute out of the area with workers in Medway travelling further to work than any other area of the South East. To encourage more local people to work in Medway we need more and better paid local jobs.

Progress so far

- The Medway economy is worth £2.6bn per year, and has grown at a rate above the national average (+22.8%) since 1998.
- There has been a 25% increase in the number of businesses in Medway since 2000, and there are now an estimated 13,000.
- The Medway Enterprise Gateway has been established to support the set up of new businesses. It achieved six business start-ups, supported nine businesses to improve their performance. It is in contact with 650 people and businesses. 97% survival rate for new businesses supported
- Funding has been secured to establish the £3.5 million Innovation Centre around BAE Systems to create 2000 jobs targeted at high technology industries

What are we going to do?

THIS SECTION TO BE CONFIRMED ONCE DETAILED LAA WORK COMPLETED TO ENSURE CONSISTENCY

Attracting new businesses

- The Creative Agents project with UCCA is looking to adopt the following targets, Pre-start Creative Businesses directly assisted – 50, Creative Businesses starting-up – 10, Established Creative Businesses assisted – 10 Jobs created
- Promote Medway and the benefits regeneration is bringing to inward investors and employers to increase the number of businesses relocating to Medway
- Increase the number of new jobs created by businesses relocating to Medway to 320 per year by 2008 by

Increasing number and quality of jobs

- Complete the Innovation Centre by x leading to the creation of 2000 jobs
- Focus on sector development in specialist health sector and construction to expand these businesses this will be taken forward through establishing sector groups to identify the issues and develop an action plan.

Identifying employment land opportunities

- To plan effectively for the type of employment space that will be required over the long term we will commission an employment land use study. *Be more specific*

How will we know we have been successful?

To measure the impact of the partnership work we will monitor a series of indicators, which will include: Indicators used to monitor the success of this priority will include:

- Increase in the number of new businesses in Medway
- Increase in the number of jobs
- Increase in average incomes
- Increase in the amount of designated employment land in Medway.

Where to find further information

- Economic Statement

- South east Regional Economic Strategy

Lead partnership – Economic Partnership

WORKING DRAFT ONLY

INCREASE VOCATIONAL TRAINING OPPORTUNITIES AVAILABLE FOR ALL AGES

Why is this a priority?

- **Improve skills of the workforce to match job opportunities**

Medway's population has a lower skill level than elsewhere in the southeast. While the proportion of people with no qualifications in Medway is consistent with the national average, only 8.6% of people in Medway are educated to degree level or higher, compared to 14.4% nationally. In Medway adult participation in skills training is below the average for the southeast. In 2004 20% of all vacancies in Medway were due to skills shortages.

Indicator from 2001 census	Value	National Average	Latest National Quartile
% of the population whose highest qualification is a first degree (or equivalent)	6.9%	7.9%	3
% of the population whose highest qualification is 5 GCSE's Grade A*-C (or equivalent)	21.4%	17.0%	1
% of the population with no or low qualifications	30.0%	28.5%	2
% of the population holding other qualifications	12.0%	19.3%	4

- **Improving adult literacy and numeracy**

19% of working age population of Kent & Medway residents do not have basic literacy levels and in deprived / disadvantaged wards in parts of Medway these percentages are higher still.

- **Identifying broader range of opportunities for young people**

Achievement in school is an important factor in enabling young people to go on to play a productive part in Medway's society. Medway children have a relatively low attainment on entry to primary school, particularly in communication skills and the development of language. Achievement at key stage 1 and 2 has historically been below national average too, but by key stage 3 and GCSE Medway pupils perform at or above the average. The challenge is to improve performance particularly at the foundation stage for 4-5 year olds – for all Medway's children but particularly in our most disadvantaged areas where achievements levels are lower still. We are also seeking to increase the numbers of pupils achieving A*-C at GCSE level, to give our young people the best possible opportunity to move on to further or higher education. 78% of 16 year olds are in employment; education or training falling to 67% at 17.

In 2004 gap between the percentage of Medway students progressing to higher education and the percentage of the southeast was 8.4%.

WORKING DRAFT ONLY

Indicator	Period	Value	National Average	Latest National Quartile
% of 15 year old pupils in local authority schools achieving five or more GCSEs at Grade A*-C or equivalent	2004 academic year results	49.6%%	51.19	3

Add foundation stage profile results comparisons with national averages

Progress so far

- Key stage results show improvement in 2005 at all levels above national improvement trend
- Intensive support to the poorest performing schools at key stage 2 has led to an average increase of 23 per cent for KS2 English
- New Universities at Medway campus has 4,500 students already enrolled. The £46m million groundbreaking project sees a joint campus of three universities while Mid Kent College, the local FE provider, is relocating to a site next door.
- Increased the staying on rate by 7% in last year
- Developed a programme of reskilling and refresher training for older workers from the engineering / manufacturing industries using EU funding – how many supported

What are we going to do?

THIS SECTION TO BE CONFIRMED ONCE DETAILED LAA WORK COMPLETED TO ENSURE CONSISTENCY

Improve skills of the workforce to match job opportunities

- Carry out a skills audit to identify the skills required by existing and target sector companies in comparison to skills in Medway's population, as basis for local skills development plan
- Establishing a framework for transfer of knowledge between universities and businesses and a skills marketing campaign through the establishment of a partnership to take this work forward.
- Continuing Jobsmatch to support people into work
- Support adults over 45 to re-enter the workplace or retrain by expanding the Train to Gain programme
- Increase the staying on rate to higher education and narrow the gap between Medway's staying on rate and the south east average

Improving adult literacy and numeracy

- Deliver an increase in the number of adults from deprived areas, working towards and gaining Skills for Life qualifications at Level 1 and level 2.
- Improving support for disadvantaged groups to take advantage of learning opportunities.
- Reduce by at least 40% the number of adults in the workforce who lack an NVQ Level 2 or equivalent by 2010

Identifying broader range of opportunities for young people

- Specific actions on foundation stage and GCSE improvement
- Help families support their children's learning through opening more Sure Start centres reaching 68% of children between birth and four.
- Increase the participation of young people in post 16 and higher education

WORKING DRAFT ONLY

- Implementing and monitoring the Medway 14-19 Learner Entitlement – *outcome measure?*
- Reduce the percentage of 16-18 year olds who are not in Education, Employment or Training (NEET)

How will we know we have been successful?

To measure the impact of the partnership work we will monitor a series of indicators, which will include: Indicators used to monitor the success of this priority will include:

- The skill level of the workforce
- Number of adults with poor literacy skills
- Number of adults with poor numeracy skills
- Number of 16-24 year olds in full time employment, education or training

Where to find further information

- 14-19 Strategy
- Children's Plan
- Kent and Medway Learning Partnership Annual Plan
- Economic statement

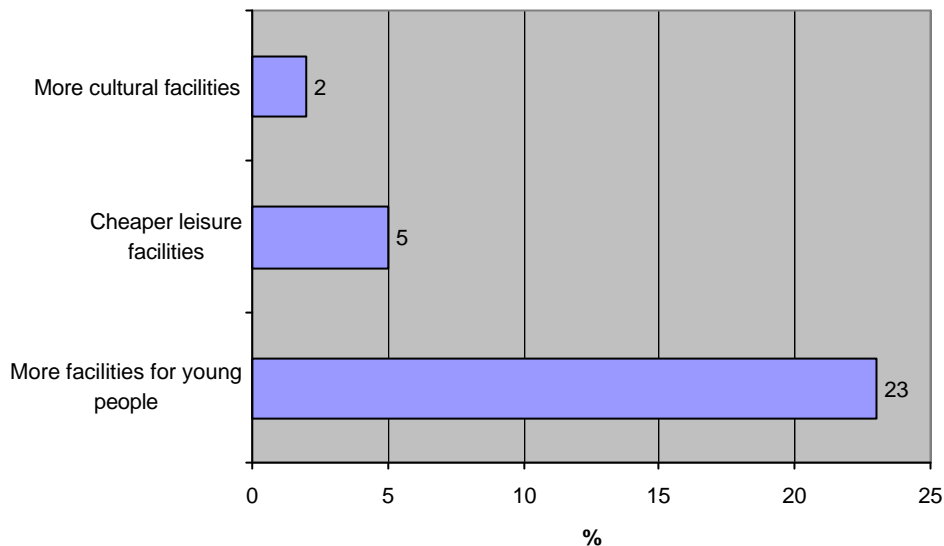
Lead partnership – Learning Partnership

REALISE MEDWAY'S CULTURAL AMBITIONS AS THE CITY CENTRE FOR THE THAMES GATEWAY

Why is this a priority?

- **Increase the range and quality of cultural facilities**

Medway has relatively poor cultural facilities when compared with other urban areas of its size. A cultural needs analysis was carried out in 2005, with wide spread consultation that established the local need for a wider range of cultural facilities.



When asked to consider cultural and leisure facilities, nearly one quarter of all residents suggested that more facilities for young people would improve their quality of life

The growing student population has particular demands – students are attracted to Universities not only because of the courses on offer but also to the city and the local amenities offered. Once at University a high proportion of students are likely to stay in that area if jobs and opportunities are available. Delivery on the cultural priorities will also support the economic priorities

- **Take advantage of the opportunities the Olympics bring**

The 2012 Olympics offers an ideal opportunity to further the cultural and leisure facilities for Medway. As the largest urban area in the southeast Medway is well placed to host visiting athletic teams and make all the sporting facilities available. Medway will also be able to offer a base for visiting spectators given its proximity to London. New hotels, roads, entertainment will be available by 2012 as well as many of the existing attractions. This will bring lasting benefits and improvements to facilities for local people.

Progress so far

- Though the £50 million bid submitted to the Big Lottery Fund to deliver our cultural ambitions for the development of a cultural quarter in Chatham was unsuccessful, we continue to see partnership and other sources of funding to deliver these plans.
- Dickens World attraction will be the second largest in Kent – due to open 2006
- Tour of Britain running through Medway in 2006 Tour de France key stage in Medway in 2007
- National Museums at Chatham - ODPM, DCMS SEEDA, Heritage Lottery Fund and Medway Council have secured funding and work has commenced.

What are we going to do?

THIS SECTION TO BE CONFIRMED ONCE DETAILED LAA WORK COMPLETED TO ENSURE CONSISTENCY

Increase the range and quality of cultural facilities

- Action to support increasing jobs in creative and cultural industries
- Take forward and secure funding for the 8 projects agreed following the cultural needs assessment
- Take forward the Lottery Bids for Chatham Reach and the Great Lines to build a cultural quarter in Chatham and an urban park.
- Work to obtain World Heritage Status for the Chatham Dockyard, Fort Amherst and related sites in Medway
- *Student focused cultural activities?*

Promote the Olympics (to be further developed)

- Develop and implement the Medway Olympic Action Plan
- Develop facilities based on the Black Lion

How will we know we have been successful?

To measure the impact of the partnership work we will monitor a series of indicators, which will include:

- Number of jobs in the tourism and creative sector
- Number of tourists visiting Medway
- Residents satisfaction with cultural facilities in Medway

Where to find further information

- Medway's Cultural Statement
- Medway Reach Action Plan
- Great Lines City Park Action Plan
- Regeneration Strategy

Lead partnership – Culture Partnership

What are we going to do?

THIS SECTION TO BE CONFIRMED ONCE DETAILED LAA WORK COMPLETED TO ENSURE CONSISTENCY

Support the regeneration of Medway

- Developing bus priority measures across Medway
- Improving the image and appeal of public transport
- Increase road safety to reduce the number of people killed or seriously injured on Medway's roads
- Provide effective alternatives to the car to limit the growth of traffic on Medway's roads to less than 2.2% per year

Provide accessible transport

- Expanding the Park and ride provision.
- Medway is continually looking to expand its cycle network, with both on road and off road lanes. The primary road routes in Medway have cycle facilities, and a series of other routes are proposed to increase take up of cycling.
- Improve accessibility and usability of bus stops and bus access for people with mobility problems

Ensure integrated transport

- Developing the A2 strategic transport corridor
- Creating new bus routes
- Improve accessibility of footpaths and rights of way

How will we know we have been successful?

To measure the impact of the partnership work we will monitor a series of indicators, which will include:

- Satisfaction with transport in Medway
- Number of bus journeys
- Satisfaction with buses in Medway
- Residents view that traffic congestion has improved
- Estimated traffic flows for all vehicle types

Where to find further information

- Local Transport Plan and associated strategies
- Transport for Medway study

Lead partnerships – Renaissance Partnership and Transport Partnership

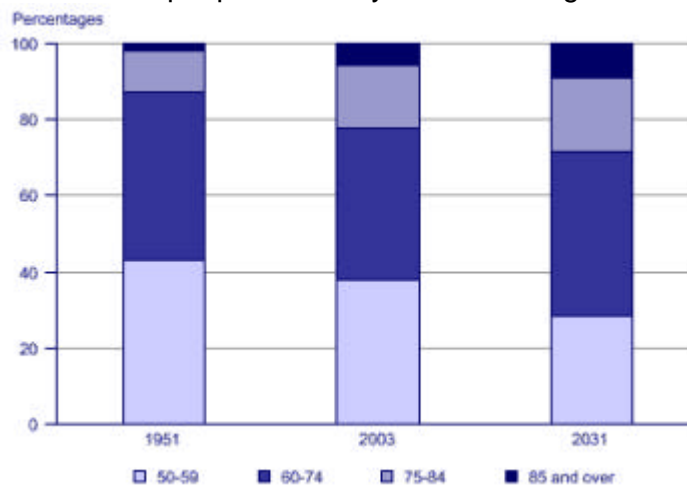
ENABLE PEOPLE TO REMAIN HEALTHY AND INDEPENDENT, ESPECIALLY OLDER PEOPLE AND OTHER VULNERABLE GROUPS

Why is this a priority?

- **Maintaining independence**

Increasing life expectancy by reducing smoking and the impact of obesity means that the mortality rates from cardiac and respiratory disease and long term disabling illnesses such as diabetes will also reduce. However it is important to ensure that all people who suffer from long term disabling illness are supported to maximise their independence, this includes people who suffer from mental health problems and older people.

In Medway there will be a significant increase in the number of older people, the predicted growth in the over 60s between 2003 and 2028 is 75 per cent. Whilst older people remain in good health over 70% of people over 85 years have long term limiting illnesses.



- **Reducing Smoking**

48,000 people in Medway smoke: a reduction in smoking would improve life expectancy rates within Medway with more than 480 smoking related deaths a year with costs to the NHS in Medway of up to £6 million a year. Smoking is also a contributory factor in a range of long-term disabilities and illnesses including cancer. 23% of young people in the 2005 healthy lifestyles survey said they were addicted to tobacco. Smokers have been estimated to spend £162,00 a day, over £59 million a year on cigarettes in Medway. There are a higher number of smokers in lower socio-economic groups, thus smoking hits poorer people harder, both in terms of health and disposable income

- **Reducing obesity.**

Local survey data shows that 50% or more of the adult population of Medway may be overweight, 15% obese. Of children 5% of five year olds are overweight and a further 8 percent are obese. Nationally obesity is fast becoming the greatest cause of death, exceeding deaths through smoking

- **Reducing health inequalities**

The life expectancy varies across Medway, with more deprived areas having significantly lower expectancy rates.

Progress so far

- Work has continued this year to develop a proposal for a centre for care excellence for older people at the Woodlands site. This has been based on extensive consultations with older people, representative groups and health & social care staff. It is proposed that Woodlands will provide a 100 place daytime well-being Centre, an additional 40 placements for older people with mental health needs and 60 community / rehabilitation care beds. In addition to this the potential re-development of the Shaws Wood site could provide 30 extra care units

WORKING DRAFT ONLY

(10 of which would be for couples), a 60 place daytime well being centre (30 of the places would be provided for older people with mental health needs.

- A focus last year was to reduce the number of days older people experienced delayed discharge from hospital once they were medically fit to leave. For the year 2004/5 the target for average length of delayed discharge was 28 days. The target was exceeded by some 28per cent to achieve an average delayed discharge of 20.6 days.
- Since April 2003 2669 people in Medway have been supported to give up smoking
- The Black Lion Leisure Centre has targeted young people 8 –18 years with a successful 'just for kids' fitness programme with specialist 'shokk' equipment and training staff. It already has over 200 users.
- Passport to leisure is a discounted access scheme for senior citizens, people with disabilities and those on benefits giving access to all council leisure facilities. 1400 people use the scheme.
- Medway Helpline provides a personal community alarm service for people who require support and may need to urgently call for assistance (24x7). 3,072 people over 60 are supported in their own homes by Lifeline equipment.

What are we going to do?

THIS SECTION TO BE CONFIRMED ONCE DETAILED LAA WORK COMPLETED TO ENSURE CONSISTENCY

Maintaining independence

- Reduce the use of long term residential and nursing care by developing intensive home care and intermediate care to enable people to remain in their own homes
- Increase use of direct payments to give older people more choice over their care
- Develop the multidisciplinary 'Rapid Response Team' to prevent hospital admission and facilitate early discharge
- Develop active aging and well-being initiatives to ensure that older people remain active economically and socially within their communities.

Reducing Smoking

- The staged introduction of smoke free places in Medway.
- Continuation of the smoking cessation programme across Medway
- Work with neighbourhood projects and initiatives to promote healthy lifestyles.

Reducing obesity

- Reduce childhood obesity through improved nutrition and increased physical activity
- To expand and develop programmes to help those people who are overweight or obese to lose weight, using a variety of approaches which are culturally appropriate..
- To ensure that there is equitable and appropriate provision of specialist services, such as anti-obesity drugs and surgery for morbid obesity, for those people for whom this is appropriate.

How will we know we have been successful?

To measure the impact of the partnership work we will monitor a series of indicators, which will include:

- Number of smokers reporting as quitting
- Number of smoke free places established.
- Number of premature deaths
- Obesity rate in Medway
- Number of residential placements
- Length of stay in hospital for people over 65

- Satisfaction rates with homecare

Where to find further information

- 2005 annual public health report – minding the gap (published 2006)
- Choosing Health in Medway
- Changing Face of Medway
- Obesity Strategy for Medway
- Medway's Children's Plan
- Older people's Plan

Lead partnership – Health Partnership

WORKING DRAFT ONLY

EMPOWER LOCAL PEOPLE TO HAVE GREATER PARTICIPATION AND INFLUENCE IN LOCAL AFFAIRS

Why is this a priority?

- **Regeneration to benefit all communities in Medway**
Medway has a number of communities, which suffer from comparatively high levels of deprivation and are either within or adjoining areas that will experience major change through the physical regeneration process. This regeneration offers the opportunity to benefit both new and the existing communities.
- **Self supporting communities**
Add Evidence of effective impact and sustainability of community led solutions to local problems / relatively low levels of volunteering in Medway in comparison to other areas
- **Access to services for all**
It is essential that all local people have easy and equal access to services, and have an opportunity to identify local issues that need acting on. We already know that certain groups find it difficult to access services e.g. ethnic minority groups are under-represented in the take up of adult services and disabled people are under-represented in the workforce and people with the lowest incomes and no access to banking facilities are unable to turn to normal sources to borrow money. Similarly we know that ethnic minorities, disabled people, children, young people, poorer people and people with literacy challenges tend to be under-represented in any general survey or consultation work that we do. These findings suggest that we need to try harder to engage certain groups and use different methods to contact them and get their views.

Progress so far

- Change Up is a national initiative to develop the voluntary and community sector to increase the capacity of the voluntary sector to support local people. In Medway a consortium has been established to deliver actions agreed by the community and voluntary sector. These include establishing a post to advise the sector on bidding opportunities.
- A programme of Community Futures Workshops and consultation has been organised for the All Saints neighbourhood and Brook Lines. The Workshops identified priorities for neighbourhood improvement founded on local residents' views. A Neighbourhood Action Plan defining a series of concrete actions for improving the quality of life of local residents has been agreed. £599,000 of external funding resources have been secured for the delivery of the first phase of projects within the All Saints Neighbourhood Action

What are we going to do?

THIS SECTION TO BE CONFIRMED ONCE DETAILED LAA WORK COMPLETED TO ENSURE CONSISTENCY

- Consultation and the involvement of people in regeneration areas, such as Chatham Waterfront will also be a priority in the development of sustainable communities within these areas.
- To encourage people to identify with the area and get involved with the local community the partnership will promote volunteering in all sections of the community.
- The partnership will support the Ethnic Minority Forum in their aspiration to develop a community facility that is responsible to the needs of Ethnic Minority communities as well as other communities.

WORKING DRAFT ONLY

- Neighbourhood action plans to target Neighbourhood areas. These plans will ensure areas and groups of people within Medway most in need are engaged in planning for their communities. *Add detail on roll out to new areas*
- Increase the number of community and voluntary groups involved in the VOICE initiative

WORKING DRAFT ONLY

Access to services for all

- Project work with particular sections of the community experiencing particular access issues e.g. debt counselling and support facilities, literacy initiatives, disability access projects etc.
- Focusing on new ways of involving and consulting with 'disadvantaged' groups including: people on low income, unemployed people, homeless people, older people (60+), people with mental or physical disability, ethnic minority groups, refugees and asylum seekers, people who have a mental or physical illness, people who are financially excluded.

How will we know we have been successful?

To measure the impact of the partnership work we will monitor a series of indicators, which will include

- Number of people registered as formal volunteers
- Progress on the ethnic minority community centre proposal
- Performance on the community cohesion indicators of the BVPI survey

Where to find more information

Lead partnership –Community Involvement Partnership

WORKING DRAFT ONLY

IMPROVE THE QUALITY OF LIFE FOR EXISTING AND NEW COMMUNITIES BY ENSURING THAT REGENERATION AND DEVELOPMENT IS MATCHED TO THE NATURAL RESOURCES AND INFRASTRUCTURE AVAILABLE

Why is this a priority?

- **Regeneration of Medway**

Medway has received over £120 million pounds worth of funding from the Government's Sustainable Communities Fund to support the development of over 900 hectares (2,000 acres) of previously developed land in the area. This regeneration will involve developing new housing, employment, cultural, community; tourism and education sites. With these developments Medway's economy, education and employment opportunities will grow, providing real improvements in the quality of life available for all Medway's communities. Many of the key sites identified for development are along Medway waterfront but the plans also include other sites in and around all the major towns of Medway. At the heart of the regeneration plans are the proposals for Chatham centre and Waterfront to deliver the shopping, leisure and cultural destination of choice by 2024. The scale of development makes it particularly important that we minimise the impact of development on the environment and use the most sustainable construction methods available.

- **Use of natural resources**

Climate change is emerging as one of the greatest challenges to modern society. The response to climate change has two distinct strands. The first is to change the use of energy, and to reduce the use of resources, which contribute to carbon emissions. The second is to prepare for changes in climate that are now unavoidable.

The following table indicates how we are doing at the moment in our use of resources in Medway

Indicator	Period	Value	National Average	Latest National Quartile
• Average annual domestic consumption of gas in kWh	2003	18653 kWh	20126.26	1
Average annual domestic consumption of electricity in kWh	2003	4465 kWh	4734.19	2/3
Kg of household waste collected per head	2004/05	533.0 kg	444.79	4
% of household waste recycled	2004/05	16.04%	15.19	2
% of household waste composted	2004/05	11.24%	6.45	1
% of household waste used to recover heat, power, and other energy sources.	2004/05	0.00%	11.55	4

Water supply in Medway is largely dependent on ground water abstraction; there is neither a large reservoir nor any abstraction from the River Medway. Water resources face increasing demand arising from existing and new developments with the attendant rise in population, exacerbated by changes to the climate and rainfall patterns. Future growth in demand will arise due to increased development pressures, as identified within the South East Plan Without action there will be a deficit in water supply by 2008-2010. Southern

WORKING DRAFT ONLY

Water have planned to avoid this and maintain a supply until 2030, if fully implemented and climate change assumptions are correct. Data on daily domestic water rate use would suggest that Medway performs well, however as water shortages increase this will have to improve further.

Indicator	Period	Value	National Average	Latest National Quartile
Daily domestic water use (per capita consumption, litres)	2004	170 litres	154.14	4
Average water supply leakage (within the resource zone) per day (megalitres)	2004	24.1 megalitres	157.39	2/3

Progress so far

- **Rochester Riverside** – The contractor is on site building flood defences and undertaking land reclamation and raising.
- **Chatham City Centre** - Re-routing of traffic in Chatham enabling waterfront development, plus a new better bus station.
- **Strood Waterfront** - CPO site purchase complete and first round of public consultation has been completed.
- **Temple Marsh** - Master plan developed with private sector partner, which is being consulted on.
- **Gillingham Town Centre** - The refurbished library houses the council's Contact Point. Consultants appointed to develop a master plan for Gillingham's High Street.
- The council is working with the Carbon Trust to reduce carbon emissions from the council's activities. Aiming for 10 per cent reduction in emissions and £3m cost saving in the next three years.

What are we going to do?

THIS SECTION TO BE CONFIRMED ONCE DETAILED LAA WORK COMPLETED TO ENSURE CONSISTENCY

Regeneration of Medway

The major planned developments are identified below:

(Map showing development sites inserted here)

- **Chatham City Centre and Waterfront** – Introducing new residential housing, improved shopping and leisure facilities, improvements to transport and road systems, all of which will transform Chatham into a new centre for Medway as a whole and a gateway to the waterfront development.
- **Rochester Riverside** – developing a mixture of land uses including housing, community facilities, a school, office, hotel/conference centre and shopping.
- **Gillingham Waterfront** - the area around Gillingham Pier, including the current Akzo Nobel site - will be developed to provide work space, community and leisure facilities, thereby revitalising a particularly deprived area of Medway.
- **Strood Waterfront** - A mixed-use development that will provide housing (including affordable housing), a riverside walk, community and play facilities, office and light industrial space.

WORKING DRAFT ONLY

- **Gillingham Town Centre** - Including upgrading of the library, improvements to the high street and an improved parking scheme.
- **Temple Marsh** - Another mixed use development including extending the existing commercial use, a community facility and small number of residential units
- **Chattendeau Lodge Hill** - A mixed-use development to create a new settlement on the site the former Ministry of Defence land at Chatham Lodge Hill.
- **Improve the quality of existing housing by bringing empty properties back into use**

Use of natural resources

- Increase household energy efficiency and generate energy from renewable sources.
- Work with all lead partnerships to reduce the use of resources in Medway through:
 - Waste minimisation and increasing recycling
 - Reducing use of energy consumption
 - Reduce reliance on the car and emissions from travel
- All new development for Medway Renaissance will subscribe to the national standard Code for Sustainable Building (CSB) meeting at least the 'good' energy efficiency ratings.

How will we know we have been successful?

To measure the impact of the partnership work we will monitor a series of indicators, which will include

- Each of the developments has a detailed project plan and progress against these plans is the way we will measure our success
- Use of energy per head of population
- Carbon emissions in Medway
- Recycling rates
- Water used per head
- Water leakage levels

Where to find further information

- Medway Regeneration Framework
- Local Transport Plan
- Waste strategy
- Medway Council's Carbon Management Implementation Plan

Lead partnership – Medway Renaissance Partnership and Sustainable Development Partnership

CHERISH AND ENHANCE MEDWAY'S RURAL HERITAGE AND THE IMPORTANT RESOURCES OF OPEN SPACE, COUNTRYSIDE, AND WILDLIFE HABITATS

Why is this a priority?

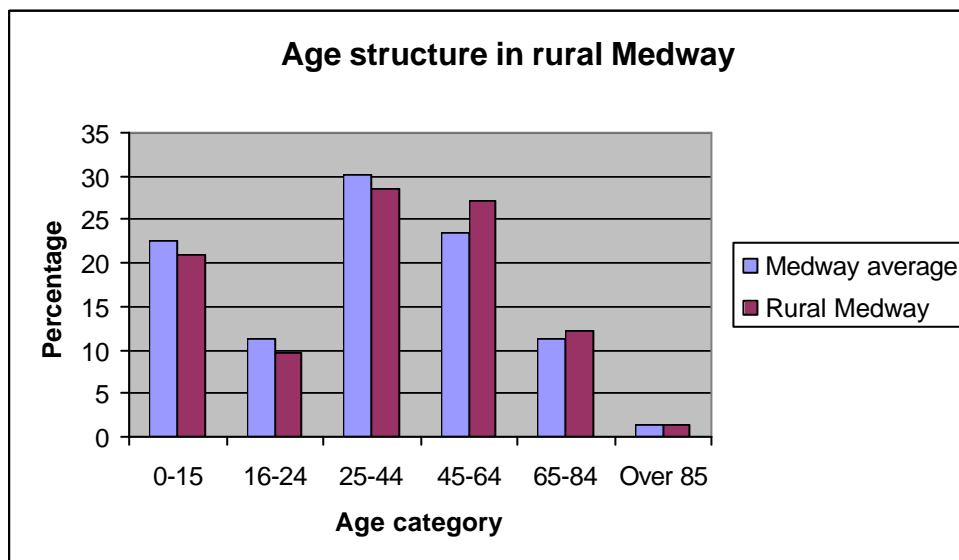
- **Connecting and serving rural communities**

Rural Medway suffers from a variety of pressures, most significantly from development. The Hoo Peninsula as part of the wider North Kent Marshes is especially vulnerable. There is a strong feeling amongst the community in Medway that the countryside is valuable and deserves protection (clearly apparent from the extensive support for the No Airport at Cliffe Airport campaign).

Rural Medway is a complex area, including tracts of countryside that are designated of international importance for their environmental value alongside key strategic employment sites, with a pattern of small distinct villages built up around the area's industrial development. It is difficult to define a hard boundary between urban and rural Medway, as the countryside comes into the heart of the towns. However it is generally taken to include the Hoo peninsula, Medway Valley and areas of countryside to the south-east of Medway around Rainham and Gillingham.

Unlike villages in other parts of Kent, many of Medway villages have not been shaped by an agricultural tradition, but rather reflect a more diverse industrial heritage, from cement industries in the Medway Valley to power plants on the Isle of Grain. The rural area covers about 60% of the area of Medway and makes up about 12% of its population.

Medway's rural communities largely live in three wards: Peninsula, Strood Rural and Cuxton and Halling. There are variations across the villages, but the general pattern shows a smaller proportion of young people in rural Medway than is the average across the area.



- **Protecting the countryside and wildlife habitats**

Medway communities and visitors have access to a diverse range of landscapes and habitats, including the bird-rich North Kent marshes (of international importance), as well as sites such as Darland Banks, with its chalk grasslands and remnants of ancient woodland. This sizeable and valuable resource together underpins the future sustainability of Medway – providing natural habitats, attractive environments and quality of life benefits for all. Key indicators suggest that whilst Medway has above the national average of SSSI designated land the quality of such sites places us below the national average.

WORKING DRAFT ONLY

Indicator	Period	Value	National Average	Latest National Quartile
Area of land designated as a Site of Special Scientific Interest (SSSI) within the local authority area	2005	5760.70 ha	5656.35	1
The % area of land designated as a SSSI within the local authority area, which is found to be in favourable condition	2005	17%	48.09	4

- **Improving and developing open spaces in urban areas**

There is sufficient open space in Medway; however the bulk is in larger spaces, which are generally found at the urban fringe or away from the urban settlements. The smaller sites in the urban areas are generally poorer quality. It is a priority to increase and improve the open spaces available in Medway because access to open spaces significantly improves the lives of local people and the local environment. The following data relates to the use and satisfaction with parks and open spaces in Medway:

Service	2002	2005
Parks and Open Spaces	63%	50%

Progress so far

- £500,000 has been allocated to redevelop Gillingham Park, and £650,000 secured for regeneration of Hillyfield open space in North Gillingham with the first phase of Hillyfields Community Park now open.
- Medway Design Award for Places and Spaces received for Chalk Pit Hill Community Park in All Saints, Chatham
- Development of proposals for the Great Lines City Park to realise the restoration of a unique historic landmark of local and national significance.
- Urban ranger service established in August 2004 to improve safety and standards in parks, responding to customer feedback. Complaints have reduced.
- Opening of Ranscombe Park – Medway's third country park
- Hope in the Community in Grain has established an on-line learning centre. It now delivers training courses in IT in the village
- The Villager rural community transport service has been set up in 2006, with two low floor wheelchair accessible minibuses. The vehicles are available for hire by rural community groups, and the scheme will also operate services to extend travel choices for rural residents.
- Developing provision for young people - Kent Youth, a voluntary youth organisation, has secured a 3-year project grant from SEEDA to support the development of the voluntary youth sector across rural Medway. It is delivering training and support to village based youth groups, helping to build the capacity of volunteers and secure the viability of the village based activities.
- Supporting community led activities - community-planning work promoted through the Medway LSP and supported by the Countryside Agency has led to the development of a new village initiative - the Hoo Partnership. This is coordinating activities across the village and promoting new projects for the area.

What are we going to do?

THIS SECTION TO BE CONFIRMED ONCE DETAILED LAA WORK COMPLETED TO ENSURE CONSISTENCY

Connecting and serving rural communities

- Develop green tourism - promote Medway's rural heritage as an asset to support recreation and relaxation in line with its natural beauty and qualities. Through this work, the council and its partners will deliver a rural tourism audit of the Hoo Peninsula by Spring 2007 and two green tourism initiatives per year.
- Work in partnership through the Valley of Vision programme to secure funding from Heritage Lottery Fund to invest in countryside access and management initiatives. Stage 2 Bid to be made autumn 2006. Projects to be delivered from Spring 2007.

Protecting the countryside and wildlife habitats.

- Establishing the Green Grid which will map the countryside and open space network to provide a high quality multi-functional network of landscapes, wildlife habitats, recreation opportunities, attractive pedestrian and cycle routes etc
- Ensure new developments close to green corridors include supportive measures
- Protect land adjacent to sites of international wildlife significance to act as buffer to protect integrity and wildlife value through key planning documents

Improving and developing open spaces in urban areas

- Ensure all developments create an environment which attracts wildlife
- Review all amenity spaces to explore potential for managing these for biodiversity and prioritise amenity spaces unable to fulfil recreational function for biodiversity improvements
- Achieve green flag accreditation for 2 of Medway's parks and open spaces
- Protect all designated and proposed designated sites through new planning framework, and consider high quality and structurally important sites for future designations through key planning documents
- Improve the cleanliness of open spaces

How will we know we have been successful?

To measure the impact of the partnership work we will monitor a series of indicators, which will include

- Satisfaction with Medway as a place to live from the Medway Opinion Poll
- Amount of rubbish in public areas
- Number of parks and or open spaces in Medway achieving 'Green Flag' status
- Number of environmental impact assessment and habitat surveys carried out on brownfield and other key sites throughout Medway.
- % of SSSI land found to be in favourable condition

Where to find further information

- Local Development Framework
- Countryside and Open Spaces Strategy
- Kent and Medway Biodiversity Plan
- Waste Strategy

Lead partnerships – Sustainable Development and LA21 Environment Partnerships