



# Your Vale - Your Future

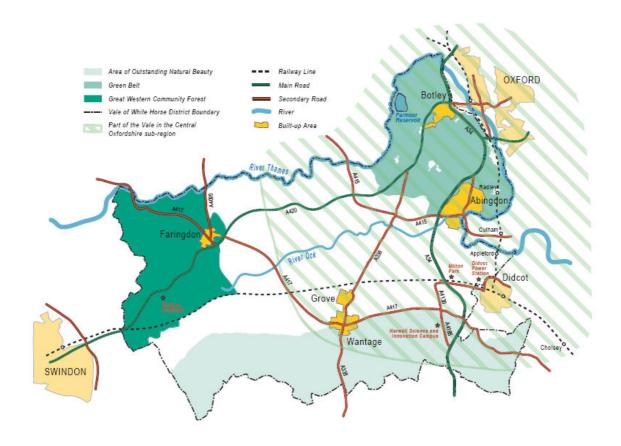
# Working together for a better Vale

# A Strategy for Sustainable Communities 2008-2016

(colour cover with design similar to that of November 2007 Issues & Options Report but in line with corporate branding)

# The Vale Today

(inside front cover; map same as that published in Issues & Options report; map to be enlarged and orientated as landscape)



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#### **Foreword**

This strategy is a commitment by the members of the Vale Partnership to work together with available resources to provide services that will help to improve our quality of life and maintain communities where people want to live and work, now and in the future ("sustainable communities").

The Partnership has consulted a large number of people to identify the major issues that will affect quality of life in the Vale of White Horse in the future. This strategy identifies the priority actions that are needed to tackle these issues and achieve our vision of sustainable communities.

The Vale Partnership recognises that there will be many changes in the future and a long term strategy covering many years would be unrealistic. This strategy covers an eight year period (from 2008 to 2016) and acts as a starting point in achieving our vision. The strategy will be regularly monitored and reviewed and a detailed plan will set out how the Vale Partnership will work together to achieve the priorities. Partners will identify whether existing work supports this strategy. Where there are gaps, partners will work together to fill them.

Organisations not directly involved in the Partnership can also help to create sustainable communities: it needs the commitment of everyone working in the Vale. We need all organisations to use this strategy as a guide in developing their plans and in making decisions so that they too contribute to an improved quality of life in the Vale.

Signed Signed

John Robertson Councillor Tony de Vere
Chair of the Vale Partnership Leader of the Vale of White Horse
District Council

Date

#### 1 Introduction

### 1.1 What is the Strategy for Sustainable Communities?

Under the Local Government Act 2000 and Sustainable Communities Act 2007, the District Council is responsible for preparing a Sustainable Community Strategy. Government guidance requires the strategy to have regard to the economic, social and environmental well-being of the Vale and to identify key priorities for action which will help secure that well being for the future.

The Strategy for Sustainable Communities (the "Sustainable Community Strategy") sets out the vision for the future of the Vale; identifies the issues that will affect our future and identifies the priority actions that will help us to shape the place we live in and thus help to achieve the vision. The strategy is based on clear evidence of particular local needs but also takes into consideration the aspirations of local residents, employers and community organisations. It is also important to take into account the resources that are likely to be available to meet these needs and aspirations.

Underpinning the actions in the strategy is the need for sustainability. This is generally defined as meeting the needs of the present generation without compromising the ability of future generations to meet their own needs. To make sure that the strategy is sustainable it is based on the following principles:

- social progress which recognises the needs of everyone;
- maintenance of high and stable levels of economic growth and employment, and
- effective protection of the environment and wise use of natural resources

#### 1.2 What is the Vale Partnership?

The Vale Partnership is a Local Strategic Partnership which was set up by the Vale of White Horse District Council to help it prepare the first community strategy for the Vale. A Local Strategic Partnership (LSP) is a way of bringing together the public, private and voluntary sectors of a local authority district to work jointly to tackle issues and plan for the future.<sup>1</sup>

The Vale Partnership produced the first community strategy for the District in 2004. In 2007 the Vale Partnership began to look again at how it was going to achieve genuine improvements for local people.

<sup>&</sup>lt;sup>1</sup> The current membership of the Vale Partnership's Strategic Board is listed in the Appendix to this strategy

# 2 Developing the Vale's Strategy for Sustainable Communities

# 2.1 The Partnership examined important information and statistics about the Vale

The sources included:

- The 2001 census <u>www.statistics.gov.uk/census</u>;
- The Index of Multiple Deprivation www.statistics.gov.uk;
- Neighbourhood Statistics from the Office for National Statistics www.neighbourhood.statistics.gov.uk;
- Oxfordshire Data Observatory www.oxfordshireobservatory.info, and
- Official Labour Market Statistics www.nomisweb.co.uk.

#### 2.2 The Partnership took account of other important strategies

The Vale's Strategy for Sustainable Communities takes particular account of the following strategies:

#### The Local Development Framework

The Vale Local Development Framework is the successor to the Vale Local Plan. It goes beyond traditional land use planning to bring together policies for the development and use of land with other policies and programmes which influence the nature of communities and how they function.

The common aim of the Strategy for Sustainable Communities and the Local Development Framework is to create good places to live and work. Some issues will be tackled specifically through policies and proposals in the Local Development Framework; whilst others will be addressed through the Strategy for Sustainable Communities.

#### The Oxfordshire Sustainable Community Strategy

At the same time as the Vale is preparing its strategy Oxfordshire County Council is preparing a sustainable community strategy for the whole of Oxfordshire. It has set up a Local Strategic Partnership (the Oxfordshire Partnership) to help in the planning, monitoring and review of the strategy. The Vale of White Horse District Council is a member of the Oxfordshire Partnership.

Like the Vale Partnership the Oxfordshire Partnership is looking again at how it can achieve genuine improvements for local people and it is hoping to finalise a new strategy by autumn 2008.

Preparing new strategies for Oxfordshire and the Vale at the same time means there is a good opportunity to agree what actions are best carried out at 'county level' and what actions are best carried out at 'district level'.

#### The Oxfordshire Local Area Agreement

A local area agreement (LAA) is a three year agreement between government and a local area. It is negotiated by the local authority (in Oxfordshire's case, the County Council) on behalf of the Oxfordshire Partnership, and the Government Office for the South East on behalf of central government.

Local area agreements contain a list of the local priorities for improvements, together with targets for the degree of improvement which should be achieved.

The priorities are directly related to the priorities set out in the Oxfordshire Sustainable Community Strategy. The targets are agreed by negotiation with the Government Office for the South East. Improvements are delivered jointly in partnership so the partnership, rather than any single organisation, has responsibility for achieving the agreed targets.

The Vale Partnership wants to make sure communities in the Vale share in the improvements that will result from the Oxfordshire Local Area Agreement. The Vale Partnership will contribute to the delivery of improvement targets that are relevant to the Vale.

# 2.3 The Partnership also reviewed and took account of other strategies and programmes that influence the nature of communities

#### These include:

The Regional Economic Strategy

- Oxfordshire Economic Development Strategy
- The draft South East Plan
- Oxfordshire Children and Young People's Plan
- The Local Transport Plan
- The Vale Community Safety Strategy
- The Oxfordshire Public Health Strategy
- The District Council's Housing Strategy<sup>2</sup>

#### 2.4 The Partnership asked you

In autumn 2007 the Vale Partnership prepared an 'Issues and Options' report. The report outlined the issues that the Vale will face in the future and started to consider ways in which they might be addressed. The Partnership then consulted with residents and businesses to learn more about what the issues facing the Vale in the future might be, and how local people and businesses would suggest dealing with them. Hundreds of you wrote in and attended meetings and your feedback helped with the preparation of this strategy.

<sup>&</sup>lt;sup>2</sup> Further information about these strategies is included in the Appendix to this strategy

# 3 The issues and what you had to say

In the 'Issues and Options' report the Vale Partnership identified the following issues as being particularly important for the Vale in the future. Residents, community groups and businesses that wrote in and attended consultation meetings were generally in agreement with the Partnership's analysis.

#### Social progress which recognises the needs of everyone...

- The Vale has an ageing population. Between 2006 and 2026 the population in the District aged over 75 is estimated to increase by 65% – you recognised that as we have an ageing population we will need to improve health care and support for the elderly; but you also made it clear that the needs of young people should be recognised and addressed.
- Many residents have reasonable incomes but in 2007 6,000 residents (5% of the Vale's population) were dependent on means tested benefits and around 1,900 children live in low income households. You recognised that the Partnership needs to address this issue.
- It is estimated that 20% of adults in the Vale are obese; there is concern that lifestyle choices will increase levels of obesity you generally accepted the need to encourage healthier lifestyles.
- In terms of reported crime, the Vale is one of the safest districts in South East England, but the fear of crime is a real concern locally you called for a more visible police presence to reduce the fear of crime.
- Many young people say they do not have things to do in their leisure time –
  you gave strong support in terms of the need for facilities to support new
  development and you favoured an increase in the range of community
  facilities funded by developers.
- In 2006 around 44% of pupils in the Vale's state schools did not achieve five or more A\* to C GCSE passes you felt that educational attainment needed to be improved and vocational as well as academic education is very important.
- There is a good sense of community in the Vale but you acknowledged that many residents do not have the time to be involved in their local community.
- The average house price in the Vale is nearly nine times higher than the average income you agreed about the need for affordable housing, but there was less agreement about how we should achieve it.

 The Vale is a rural district and access to services and jobs in many areas is difficult, with many people having to use a car rather than public transport.
 However at the time of the 2001 Census more than 10% of households did not have a car - your views in particular supported the need to improve the provision of public transport. Some called for more of a focus on rural issues.

#### Maintenance of high and stable levels of economic growth and employment...

- Traffic congestion, particularly on the A34, will continue to affect the competitiveness of local businesses – you highlighted the need to improve the transport infrastructure as a means of assisting employment growth.
- The Vale has six times the national average of research and development jobs but China, India and other emerging economies are investing heavily in the skills needed to compete with our economy you supported the need for well-paid and skilled jobs.
- Our town centres are not all enjoying the full benefits of the Vale's economic success – you supported the need to maintain and improve the vitality and viability of town centres.
- Farming continues to change, with higher grain prices making livestock farming difficult and an increased interest in growing biomass or crops for biofuel; both of which have the potential to change the look of the countryside. You recognised that whilst agriculture employs fewer people it has a great influence on our landscape and it is an still an important part of the rural economy.

#### Effective protection of the environment and wise use of natural resources...

- On 20 July 2007 a record amount of rain caused extensive flooding in the Vale, a sign that flooding and other extreme weather conditions may become more frequent in the future. You favoured directing development away from areas at high risk of flooding and you felt there is a need for improvements in flood defences.
- In 2006 every person in the Vale produced an average of a third of a tonne of rubbish. The Government intends to penalise local authorities that do not reduce the amount of waste sent to landfill – you favoured encouraging reuse of materials and increasing awareness of the need to minimise waste.
- There is a substantial body of evidence that the Earth's climate is changing as a result of an increase in greenhouse gases which are trapping more heat at the planet's surface – you supported the opportunities that the renewable energy sector might bring and also supported the need to make our homes more energy efficient.

- The growing population in the Vale and the South East will place increasing
  pressure on water supplies; Thames Water is consulting on proposals to build
  a large reservoir near Abingdon. You felt that it is very important that the
  District Council and the Environment Agency continues with a detailed
  assessment of these proposals.
- The draft South East Plan proposes that 11,550 new homes should be built in the Vale between 2006 and 2026 and there is a requirement to make best use of previously developed land. A separate strategy, the Vale Local Development Framework, is the key planning mechanism that will allocate land for these new homes. You stressed the need to make sure that the residents of these new homes become and remain part of our community.

These issues and the views of residents, businesses and other organisations on the best way to tackle them have been carefully considered and the outcome is a strategy which delivers genuine improvements for local people and sets out to achieve the Partnership's vision for the Vale.

# The Strategy for Sustainable Communities 2008 to 2016

# 4 The Vale today

The Vale of White Horse (the 'Vale') is a very attractive place to live, work and visit. It covers an area of 580 square kilometres and extends from the edge of Oxford in the north east almost to the edge of Swindon in the south west. The north east of the District contains parts of the Oxford Green Belt and in the south the Downs form part of the North Wessex Downs Area of Outstanding Natural Beauty. The west of the Vale contains part of the Great Western Community Forest. The River Thames, on the northern and part of the eastern boundary of the District, is highly valued for leisure and recreation and for its contribution to the Vale's attractive landscape.

The Vale is far more than its rural character might suggest: the two power stations at Didcot and the reservoir at Farmoor make major contributions to the power and water supply of the wider region. The UK Defence Academy at Watchfield, the Saïd Business School's Executive Education Centre at Egrove Park, and Oxford Brookes University's Westminster Campus all provide higher education facilities. There are extensive employment areas including Milton Park and the Harwell Science and Innovation Campus – one of the largest research centres in Europe. Together these two sites employ about 11,000 people.

The Vale is well located in relation to key road transport routes, with the A34 linking the M4 and M40 motorways, and the train stations at Didcot and Swindon giving access to the London Paddington to Bristol/West Country/Cardiff rail line. There is good access to Heathrow Airport.

Just over half of the Vale's 117,300 residents live in the five main settlements of Abingdon, Botley, Faringdon, Grove and Wantage. The rest of the population lives in over 70 villages and hamlets, many of which are of considerable conservation importance.

#### Did you know?

The resident population of Vale of White Horse, as measured in the 2001 Census, was 115,627, of which 50 per cent were male and 50 per cent were female. 25.6% of the Vale's population was under 20 years old (in England as a whole the figure was 25.1%) and 15.4% was over 65 years old (in England as a whole the figure was 15.9%). The largest ethnic population group at 97.6% was white (in England as a whole the figure was 90.9%).

According to the Government's long term population forecasts the population of the Vale of White Horse is estimated to increase by 7.4% (from 117,300 to 126,000) between 2006 and 2026. This compares to 11.4% for Oxfordshire and 10.1% for England.

#### 5 Vision for the future

Both the Strategy for Sustainable Communities and the Local Development Framework should be based upon a clear and realistic vision of how the area will develop and change over the next twenty years. Although the vision will be shaped by national and regional policies and the objectives of sustainable development, it should also be firmly based on those characteristics that give the Vale its unique sense of place and local distinctiveness. Key to this is an understanding of how the different communities in the Vale function, how they relate together and how they interact with the surrounding areas.

# The Partnership's vision for the future is:

#### A sustainable Vale;

- With prosperous, inclusive and thriving communities that have good access to a range of housing, jobs and services.
- Where everyone can feel safe and enjoy life.
- Where our needs can be met without compromising the natural and built heritage or the ability of future generations to meet their needs.

This is a long term vision but because the world is a constantly changing place the Strategy for Sustainable Communities is a strategy for the medium term which will help with progress towards the long term vision.

Accordingly the Vale Partnership has identified a number of priorities where it will be focussing its activity in the next eight years. At the end of each year the Partnership will monitor the progress in achieving the vision and, periodically, it will review its priorities to make sure that they are still appropriate for the Vale in 2016.

#### 6 Priorities for action

In working towards the Vision and deciding its priorities for the next eight years the Partnership has taken account of the issues which residents and businesses have agreed are important for the future of the Vale. It has also considered what services are already being provided and the resources that may be available to improve existing services or deliver new ones. As a result it is proposing that the following will be key priorities for action:

### - social progress which recognises the needs of everyone:

- Healthier communities;
- Improving quality of life for older people;
- Safer communities:
- Fostering a greater sense of community;
- A good understanding of town and parish priorities;
- Involving young people;
- Helping those without cars to access jobs and services;
- Affordable homes:
- Good quality homes; and
- Access to good quality green spaces, sport, cultural and leisure facilities.

#### - maintenance of high and stable levels of economic growth and employment:

- Addressing economic weaknesses;
- Building on our economic strengths, and
- Maintaining and enhancing the health and vitality of the Vale's market town centres.

#### - effective protection of the environment and wise use of natural resources:

- A low carbon Vale;
- Living with extreme weather conditions;
- Using resources wisely;
- Reducing waste and increasing recycling, and
- A high quality natural and historic environment.

To achieve many of these priorities, action will be required not only through this strategy, but also through the Vale Local Development Framework. The chapters which follow show where joint action will be required.

#### 6.1 How the Partnership will make a difference

This strategy will achieve nothing unless there is a clear emphasis on delivery and monitoring progress. Members of the Vale Partnership are committed to the strategy's priorities and will be co-ordinating existing funding and resources to make a difference.

This strategy sets out the key priorities and indicates what the Partnership will do to improve quality of life. There will also be a detailed action plan for each priority and progress will be monitored using performance indicators. The action plans will show who will be responsible for each priority, how a difference will be made and what progress should be achieved.

Many of the priorities are already in existing strategies and therefore action plans have already been prepared. Where this is the case, the Strategy for Sustainable Communities Action Plan will make this clear and include an appropriate cross reference.

Many of the performance indicators that will be used are taken from the 'Single Set of National Indicators' which were published by central government in October 2007. These indicators reflect national priorities and they are also being used in the Oxfordshire Local Area Agreement. The Vale Partnership is using national indicators so that it can demonstrate that improving local quality of life in the Vale contributes to the Oxfordshire Local Area Agreement and national priorities.

## 7 Social progress which recognises the needs of everyone

#### 7.1 Healthier communities

#### Did you know?

Overall levels of deprivation in the Vale are low when compared to the whole of England, however, there are health inequalities within the Vale. For example, men from the least deprived areas can expect to live 3 years longer than those in the most deprived areas (NHS; 2008)

The Partnership is working to achieve good health and well being for all residents of the Vale, no matter where they live in the district. Full uptake of preventive health care services such as screening, immunisation and lifestyle advice (e.g. about healthy eating) across the communities will help to reduce the number of early deaths from preventable diseases.

Improved access to health and social care services which are responsive, effective and personalised, and which reflect the diversity of the Vale's population, will reduce the degree of inequalities in health across the District. Health inequalities arising from the impact of smoking-related diseases will be reduced as a result of a flexible stop-smoking service.

#### What the Partnership will do

- Promote and support healthy lifestyle choices around diet, physical activity and smoking to help reduce the number of early deaths from preventable diseases;
- Form partnerships between healthcare providers, environmental health teams and local businesses to maintain the health and well being of working age adults through Healthy Workplace initiatives and policies;
- Support and develop initiatives that break the cycle of deprivation by helping to improve the health and wellbeing of residents who are economically and socially disadvantaged, and
- Promote awareness of mental health issues and provide information on how, or where, to get help.

#### What the Local Development Framework will do

Make sure that existing sport and recreation facilities are protected and that all new housing developments either provide or contribute to appropriate open space, sport and recreation facilities, with firm arrangements in place for their future maintenance, and ➤ Consider access to health facilities when planning new housing developments and make sure that all such housing developments either provide or contribute to appropriate health facilities.

#### What's already happening?

GO Active is Oxfordshire's answer to the challenge of getting more adults active. The project is supported by Sport England's Community Investment Fund, the Oxfordshire Primary Care Trust, five Oxfordshire district councils and leisure providers Nexus and Parkwood Leisure.

The aim is to provide more opportunities for people to be active and to enjoy the health benefits that this can bring. The project will employ more than ten new staff across the county.

#### 7.2 Improving quality of life for older people

#### Did you know?

Between 2006 and 2026 the population of the Vale aged over 75 is estimated to increase by 65% (from 9,500 to 15,700). This compares to 78% for the Cherwell district in north Oxfordshire and 27% for Oxford City.

The Partnership is working to make sure that a range of community-based social and health care services will reflect the needs of the growing number of older people and the very elderly living in the Vale. Older people in the Vale should be able to live independently at home for longer with support closer to home.

# What the Partnership will do

- Provide support for carers who are looking after someone at home who is ill, disabled, or has mental health problems;
- Continue to provide advice on tackling fuel poverty (which is a particular issue for older residents), and
- Continue to provide 'staying put' grants to assist with the adaptation of existing homes and enable more elderly people to stay in their own homes longer.

#### What the Local Development Framework will do

Provide specialist housing suited to those residents with special needs such as the elderly (e.g. 'extra care homes'), both in the Vale's main towns and where appropriate in some villages, and Encourage developers to provide more new homes that are 'lifetime homes' (i.e. homes that can be easily adapted to meet the changing needs of older residents).

#### What's already happening...

Every year Oxfordshire's five district councils team up with Trading Standards and the Fire and Rescue Service to offer free electric blanket testing.

The aim of the testing is to take dangerous blankets out of circulation. In 2007, across the county 678 blankets were tested and 36 per cent were found to be unsafe and condemned.

#### 7.3 Safer communities

#### Did you know?

Between 2003/4 and 2007/8 there was an overall reduction in crime of 17.1% in the Vale, from 3,830 crimes in to 3,174 crimes (Vale Community Safety Partnership Plan).

The Partnership wants to make sure the Vale remains a safe place to live and work. It is working to reduce crime, reduce the perception of high levels of anti-social behaviour and increase drug and alcohol education. The Partnership will also look to reduce the number of violent crimes in a public place related to alcohol and the number of domestic violence incidents reported to the police where alcohol is a factor.

#### What the Partnership will do

- Reduce the fear of crime by making sure that local people are aware that the Vale is a safe place in which to live and work
- Seek to reduce alcohol related violence and disorder, particularly incidents occurring in all Town Centres; reduce levels of drug and alcohol related crime and the impact of substance misuse on the local community;
- ➤ Develop and support a range of education and communication initiatives to reduce irresponsible drinking and behaviour;
- Seek to reduce anti- social behaviour (by people of all ages) and criminal damage across the Vale; reduce burglary in homes, reduce vehicle crime and robbery;
- Seek to reduce the impact that priority prolific offenders have on crime;

- > Seek to reduce domestic violence but encourage the reporting of domestic violence to reduce the number of incidents in the long term, and
- Provide a service to victims of racial harassment who report racist incidents in order to improve their quality of life in the Vale.

### What the Local Development Framework will do

Plan new developments that reduce the possibility of crime and the fear of crime.

# What's already happening?

Neighbourhood Action Groups, or NAGs are voluntary groups made up of representatives from the community. They include residents, the police, local authorities and other organisations, such as local businesses and schools. All parts of the Vale have a Neighbourhood Action Group. NAGs deal with key issues identified by local public consultation.

For example the key issues for the Wantage West NAG are anti-social behaviour, speeding and litter. The key issues for the Rural Abingdon NAG are speeding, anti-social behaviour and illegal or inconsiderate parking.

#### 7.4 Fostering a greater sense of community

The Partnership is working to make sure that residents of the Vale regardless of age, race or background will feel that they are part of their local community, other members of the community care about their well being, and they are welcome to participate in local activities.

#### What the Partnership will do

- Encourage community cohesion (building understanding between people of different ages, circumstances and backgrounds) by supporting activity that celebrates diversity, tackles hate crime and builds mutual understanding (e.g. inter-faith and inter-generational work);
- ➤ Encourage and support voluntary and community groups that provide services which contribute to the achievement of this strategy;
- Look at ways of reducing the barriers to faith groups playing their full part in community life, and
- Support and develop initiatives that match the time that people have available to suitable volunteering opportunities.

#### What the Local Development Framework will do

- Plan balanced communities that offer a variety of different house types and sizes, including housing for families, and
- Secure financial contributions from developers to help provide new, or maintain existing, community facilities and amenities.

#### What's already happening?

The Embrace Partnership was formed to promote good relations between different cultures and communities and to stop racial harassment. To do this, the partners work together to listen and respond to the needs of communities in Southern Oxfordshire, particularly people from ethnic minority groups.

Partners on the Embrace Partnership include:

- Vale of White Horse District Council
- South Oxfordshire District Council
- Oxfordshire Primary Care Trust (PCT)
- Oxfordshire County Council
- Oxfordshire Racial Equality Council
- Thames Valley Police
- Citizens Advice Bureaux (CAB)

#### 7.5 A good understanding of town and parish priorities

The Partnership is working to involve everyone in the community. Towns and parishes in the Vale should be encouraged to have action plans which have involved the whole community in identifying local priorities. These action plans will assist with the planning of local services to meet local need.

#### What the Partnership will do

Encourage town and village communities to complete local action plans.

#### What the Local Development Framework will do

➤ Encourage local communities to become involved in the different stages of preparing and reviewing the Local Development Framework, so that the planning of new development takes into account local needs and priorities.

### What's already happening?

In 2003 Faringdon was awarded 'Beacon Town' status by the the Countryside Agency. Nine towns were chosen, from more than 200 market towns involved in the Agency's Market Towns Initiative.

Faringdon was chosen because its market town partnership identified a number of issues relating to business support. One of the outcomes of the partnership's work was the development of the Faringdon Business Centre which helps to establish new businesses in the local economy.

#### 7.6 Involving young people

The Partnership is working to make sure that young people will be actively involved in the community and seen as an asset rather than a nuisance. Young people should be provided with plenty of opportunities to realise their potential through education, training, employment, sport and leisure activities. Children and young people will be offered a wide range of informal educational opportunities and a network of well-resourced, integrated, high-quality, youth friendly facilities.

#### What the Partnership will do

- Publicise "things to do and places to go" for children and young people and encourage positive leisure time activities;
- Actively encourage children and young people to participate in decisions and activities in the school and within the community;
- Provide access for young people to non-judgemental advice about lifestyle and social issues, and
- Extend the school day to provide more opportunities for personalised learning and increase parental involvement (the 'extended schools' initiative).

#### What the Local Development Framework will do

Consider how developers of new housing can provide or make financial contributions towards facilities and amenities for young people.

### What's already happening?

The Vale Youth Forum (which was started in 1996) is the main way the Council consults young people about their views and encourages them to become involved in their community. It also gives them the opportunity to meet pupils from different schools and to express and share their opinions while discussing relevant issues.

Four Forums are held every year, including an introductory meeting for year 9 students in June. Eight representatives from each school in the Vale are invited. This includes Didcot and the European School as many of those pupils live in the Vale.

The Forums include presentations or talks, open discussion and various panels such as the Drugs Action Team. Local MPs and MEPs regularly come to answer challenging questions from the representatives.

### 7.7 Helping those without a car to access services

#### Did you know?

At the time of the 2001 Census there were just under 46,000 households in the Vale and just over 6,000 households did not have a car. Over 60% of households without a car were occupied by residents over the state pension age.

The Partnership is working to make sure that non-car owning households will be able to access services and employment.

#### What the Partnership will do

- Support the provision of high quality, welcoming public transport services and encourage and support community transport schemes;
- Try and influence travel behaviour through enhanced information and better travel planning;
- Promote the delivery of more services through the Internet and improve access to the Internet for residents who do not have a computer, and
- Improve community access to local school facilities.

#### What the Local Development Framework will do

Make sure that land allocated for new development is located where it can be accessed by as many different travel modes as possible, in particular by public

transport, and where it is close to the jobs and services (including community facilities and libraries) that people need for their everyday lives;

- Seek financial contributions towards public transport services and infrastructure from significant new housing and commercial development;
- Make sure that major new residential developments provide local services such as shops and community facilities;
- Reduce the risk that valuable local services in villages, such as pubs, will be lost through redevelopment for other uses, and
- Improve facilities for cycling and walking.

### What's already happening?

Wantage Independent Advice Centre manages a transport scheme run by volunteer drivers using their own cars. The scheme is open to people who have no means of transport themselves or who are unable to use public transport due to age, infirmity or disability.

In 2007/08 the scheme transported 5,170 people over 65,500 miles. The scheme is supported by parish, town, district and county councils.

#### 7.8 Affordable homes

#### Did you know?

Between 1996 and 2007 a total of 3,955 homes were completed in the Vale, which is an average of 360 homes a year. Since 1995 the District Council has spent a total of £37,933,487 of Local Authority Social Housing Grant (LASHG) developing a total of 1,193 affordable properties. The Vale's 2005 Housing Needs Survey shows that more affordable homes should continued to be provided to meet the needs of the district.

In 2005/06 89 people were accepted as homeless and 162 people were in temporary accommodation. 8.5% of households in the Vale were in receipt of housing benefit.

The Partnership is working to make sure that residents of the Vale, regardless of income, will have a good choice of different housing types and tenures, including family homes.

#### What the Partnership will do

- Support the Choice Based Lettings (CBL) scheme which allows Housing Register applicants to find a new home and to have more of a say in where they would like to live.
- Support housing associations to provide an increased number of affordable homes.
- Reduce the risk of homelessness by continuing to provide people in housing need with good quality advice and support.

- Make sure the total number of homes to be built in the District meets in full the requirement set out in the draft South East Plan;
- Require developers to provide a significant proportion of affordable homes on new development sites, and
- Promote affordable homes on 'rural exception' sites ('Exception sites' are plots of land which would not normally be permitted for development; however, they are given planning permission exceptionally to meet local affordable housing needs.).

#### 7.9 Good quality homes

The Partnership is working to make sure that the majority of homes in the Vale will be well built, well maintained and energy efficient.

#### What the Partnership will do

- Improve the quality of existing homes by continuing to give home improvement grants to those in greatest need and assist owners to access other sources of funding, and
- Make sure new homes are built to high standards by advising developers and builders of the new energy and water efficiency standards required by building regulations and enforcing them rigorously.

#### What the Local Development Framework will do

➤ Require higher standards of building in new developments so that they meet those at the higher end of the Government's new Code for Sustainable Homes (The Code measures the sustainability of a new home against various categories of sustainable design, rating the whole home as a complete package. It uses a 1 to 6 star rating system to communicate the overall sustainability performance of a new home.).

#### 7.10 Access to good quality green spaces, sport, cultural and leisure facilities

The Partnership is working to make sure that residents of the Vale, regardless of income, will have access to good quality green spaces, sport, cultural and leisure facilities.

#### What the Partnership will do

- In partnership with town and parish councils, seek improvements to the quality of existing sport and leisure facilities and to open space provision, especially with regard to its biodiversity and play value;
- Raise awareness of the sport, culture and leisure opportunities that are already available in the Vale;
- Consider how more residents could be encouraged to become involved in cultural activities;
- Make better use of existing assets such as the River Thames, Ridgeway and public rights of way, and
- Make sure that if the proposed Upper Thames Reservoir is built in the Vale, it has appropriate public access for recreational and educational purposes.

Make sure that existing green space, sport and recreation facilities are protected and that all new housing developments either provide or contribute to appropriate open space, sport and recreation facilities, with firm arrangements in place for their future maintenance.

## What's already happening?

In August 2008 a new play area was opened in North Hinksey. North Hinskey Parish Council worked closely with local schools to give pupils the chance to help draw up plans for the site and to choose the final scheme. Tired old play equipment was replaced with brand new facilities including swings, a slide and climbing area.

Funding for the equipment was provided following a successful bid by the Vale of White Horse District Council for a £200,000 grant from the Big Lottery Fund. This money has also been used to make improvements to the Wantage Memorial Park and to fund a new play area in Watchfield.

# 7.11 How will you know that the Partnership is helping to improve social progress?

- The number of adults participating in sport is increasing;
- The number of young people participating in positive leisure time activities is increasing;
- The number of vulnerable people achieving independent living is increasing;
- The number of carers receiving needs assessment or review is increasing;
- More residents aged over 65 are able to continue living at home and participate fully in the community;
- The value of 'Warm Front' grants awarded to residents of the Vale is increasing;
- Local concerns about anti-social behaviour, violent incidents, including those related to alcohol misuse in a public place, repeat incidents of domestic violence, acquisitive crime (theft, burglary, robbery), and the re-offending rate of priority prolific offenders<sup>3</sup> are all reducing;
- The number of residents participating in regular volunteering is increasing;
- The number of town and parish communities that have completed local action plans is increasing;
- More residents feel they belong to their neighbourhood;
- Access to services and facilities by public transport, walking and cycling is improving;
- The number of affordable homes being built is increasing;
- The additional homes required by the South East Plan are being provided;
- The number of households living in temporary accommodation is reducing, and
- There is good overall satisfaction with the local area.

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<sup>&</sup>lt;sup>3</sup> A small number of repeat offenders have been identified as being responsible for a large amount of crime.

# 8 Maintenance of high and stable levels of economic growth and employment

#### 8.1 Addressing economic weaknesses

#### Did you know?

Large numbers of people in the Vale are employed in science and technology. Research in 2008 suggests that there is demand for around 1,600 new entrants per year, a significant number of which will be in technicial professions at intermediate level. Employers have reported that it is difficult to recruit people with technician level skills.

The Partnership is working to improve the competitiveness of local businesses so that residents of the Vale continue to benefit from high and stable levels of economic growth.

#### What the Partnership will do

- ➤ Identify and highlight local skills needs by organising an employers' skills forum to gain a better understanding of the skills they require, and work with education and training providers to resolve skills related issues;
- Contribute to countywide initiatives that focus on communities in the Vale and Oxfordshire, where a majority of residents are disadvantaged because they lack the skills needed by employers;
- Create opportunities for people to access employment by improving the availability of child care services and after school clubs, and encourage employers to adopt and/or extend flexible working arrangements;
- > Strengthen business links with education and training providers so that young people have a better understanding of the local career opportunities that are available to them, and.
- Encourage farm and other rural businesses to add value to basic commodities and develop new products and markets.

### What's already happening?

South Oxfordshire and the Vale of White Horse District Councils have successfully secured £1.89 million funding to help support economic development in the rural communities of southern Oxfordshire. The funding is from Government and European Union sources, and is available until 2013.

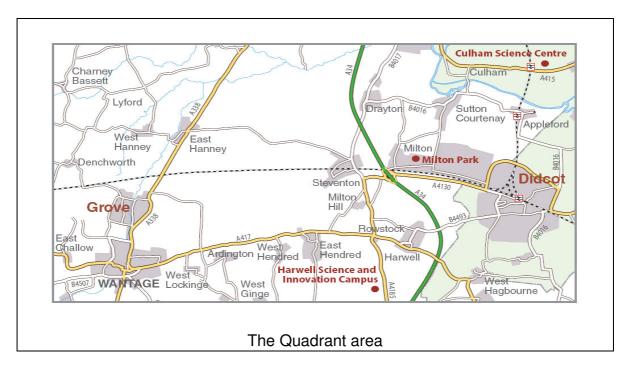
The funding will provide support to a wide range of projects and training for farmers, growers, foresters, food businesses and rural communities.

#### 8.2 Building on our economic strengths

The Partnership is working to make sure that the Vale's strength in science and innovation will result in the district being recognised internationally as a first choice location for high value added business and research, and as an attractive and desirable place to live. It is also working to make sure that a wide range of employment opportunities are available for those in need of work.

#### What the Partnership will do

- Work with Oxfordshire County Council, South Oxfordshire District Council, SEEDA, Harwell Science and Innovation Campus, Milton Park and others to promote the 'Quadrant' growth area, from Didcot to Wantage and Grove as a global hotspot for enterprise and innovation in science, high technology and the application of knowledge, and
- Make the case for additional infrastructure investment in the 'Quadrant' and other parts of the Vale and surrounding areas.



#### What the Local Development Framework will do

- Plan appropriate housing and amenities that will support innovation and enterprise and attract new high value business to the District, in particular, to the 'Quadrant' growth area, and
- Make sure that suitable sites are available (in our towns and rural areas) for business development that will result in economic and job opportunities.

#### What's already happening?

A joint venture for the 20-year development of the Harwell Science and Innovation Campus was announced in August 2008. The new public-private partnership is made up of the UK Atomic Energy Authority, the Science and Technology Facilities Council (STFC) and international property group Goodman. About 100,000 square metres of laboratory, high technology industrial and office space will be developed on sites within the existing 300 hectare Campus. It is estimated that 5,000 new jobs will be created.

# 8.3 Maintaining and enhancing the health and vitality of the Vale's market town centres

The Partnership is working to make sure that Abingdon, Faringdon and Wantage town centres share in the economic prosperity of the rest of the Vale and provide residents with a good choice of shops and a wide range of cultural and leisure facilities.

#### What the Partnership will do

- Create better local awareness of the variety and quality of the shops and services that are available in the Vale's town centres;
- Prepare action plans designed to promote the retail offer in the town centres and consider the establishment of Business Improvement Districts for the Vale's main market town centres to help with the achievement of action plans, and
- Continue to improve the character of the town centres through investment in environmental improvement works and by maintaining control over fly-posting, advertisement display and street cleanliness.

#### What the Local Development Framework will do

Resist retail and other commercial development where this would damage town centre health and vitality, and Encourage retail and other commercial development in town centres that will support town centre health and vitality.

#### What is already happening?

The Abingdon Shoppers' Guide "Choose Abingdon" shows the variety and diversity of the town centre. The guide includes a map of the town centre highlighting the location of more than 200 businesses, including shops, pubs and restaurants, and local amenities, as well as other places of interest. It also contains the contact phone number of almost every shop in the town centre.

The guide has been produced by Abingdon's Joint Economic Forum which brings together Abingdon Town Council, Abingdon Chamber of Commerce and the Vale of White Horse District Council.



# 8.4 How will you know that the Partnership is helping to improve the economy?

- Employers will indicate that it is easier to recruit the skilled workforce that they need
- Major employment sites will continue to attract high levels of business interest and inward investment.
- The number of young people achieving a Level 2 qualification by the age of 19 is increasing;
- The number of working age residents qualified to at least Level 3 or higher is increasing;
- Small businesses are growing and employing more people;
- The number of working age residents on out of work benefits is reducing; and
- Street and environmental cleanliness in town centres is improving.

# 9 Effective protection of the environment and wise use of natural resources

#### 9.1 A low carbon Vale

The Partnership is working to raise awareness of the need to use resources more wisely, conserve energy and make sure that greenhouse gas emissions will be stabilised or reduced.

#### What the Partnership will do

- Reduce greenhouse gas emissions resulting from the operational activity of Partnership organisations;
- Encourage appropriate renewable energy schemes, and
- Encourage employers to adopt green travel plans which promote initiatives such as car sharing, walking and cycling to help reduce traffic congestion.

### What the Local Development Framework will do

- Encourage developers to make new buildings energy and resource efficient and so reduce carbon dioxide emissions, and
- Make sure that land allocated for new development is located near to jobs and services and can be accessed by public transport, cycling or walking.

#### What's already happening?

On behalf of the Harwell Campus, UKAEA started work on a voluntary Travel Plan just after 2000. The Plan has resulted in the inclusion of green travel facilities such as showers, covered bicycle parking in building design standards; connections to Wantage and Didcot via the National Cycle Network; new bus services focussed on the routes most used by employees and visitors, and a car share website and a variety of promotional materials.

New bus shelter at the Harwell Science and Innovation Campus

### 9.2 Living with extreme weather

The Partnership is working to make sure that the disruption caused by extreme weather conditions will be minimised.

#### What the Partnership will do

- Continue to review and update statutory emergency response plans;
- Review and improve the effectiveness of flood defence measures and drainage systems;
- Encourage private landowners to maintain drains and ditches;
- Promote the use of community response plans and business continuity plans for extreme weather events, and
- Provide support mechanisms for older people and other vulnerable groups during extreme weather events.

#### What the Local Development Framework will do

- Require adequate flood storage capacity as part of all proposals for major new developments (measures could include new wetlands on to which rivers could be allowed to flood and mechanisms like 'balancing' ponds which collect and store surface run-off);
- Use planning controls to restrict development in locations within known flood risk areas;
- Make sure that flood risk assessments are carried out for all developments within known areas of flood risk;
- Design new housing areas to include cooling, shaded areas of open space and landscaping, and
- Encourage changes in housing design to cope with changing weather patterns (including passive cooling in their design; adequate guttering to cope with heavy downpours and gravel driveways and other porous surfaces to reduce surface water run-off).

#### What's already happening?

The District Council works in partnership with the Environment Agency to organise "flood fairs" which highlight the range of flood prevention products and services that are available, and to enable people to get advice from experts on the practical steps they can take to help protect their homes.

#### 9.3 Using resources wisely

The Partnership is working to make sure that water, land and other limited resources will be used wisely.

#### What the Partnership will do

- Seek to reduce water leakage from the existing network and replace worn mains water pipes;
- Introduce metering to a larger number of properties as people are generally more careful if they pay for the water they actually use;
- Promote the replacement of existing toilet cisterns, taps and other domestic appliances with more water efficient models;
- Promote the use of water butts in gardens;
- Make sure the District Council, the Environment Agency and Thames Water continue to work closely together to make a thorough assessment of the need for a major new water supply resource to meet future needs, in particular assess the case for a new reservoir of the scale and in the location currently proposed. The Council's planning policies will facilitate the delivery of the reservoir only if the need is proven for it to be built in the Vale, and
- ➤ Help to reduce the need for sand and gravel extraction by increasing the use of recycled or 'secondary' aggregates (such as pulverised fuel ash from Didcot Power Station) and other sustainable construction materials.

- Seek a high standard of water efficiency in new buildings on major development sites through such measures as recycling 'grey' water that has already been used and harvesting rainwater for use in the building and gardens:
- Identify as many previously developed ('brownfield') sites as possible in the right locations to help meet future needs for new development;
- Encourage appropriate reuse of existing buildings;
- Encourage more efficient use of land in all developments and redevelopments, but without harming the character or quality of the environment, and
- Wherever possible avoid the use of high quality farmland and land containing mineral reserves that may be needed in the future.

# What's already happening?

'The extensive sedum green roof to this domestic extension is aesthetically, environmentally and economically advantageous'.

(Judging Panel comment on an extension to a house in the Vale - Vale of White Horse District Council Design Awards 2006)

#### 9.4 Reducing waste and increasing recycling

The Partnership is working to make sure residents and businesses will be able to reduce waste and increase recycling;

#### What the Partnership will do

- Encourage residents to reduce their waste by home composting or consuming products which produce less waste;
- Increase environmental awareness among residents and promoting community action, such as community swap-shops where people can exchange items they no longer use;
- Expand the range of recyclable materials that are collected from households;
- > Encourage businesses to reduce waste and increase recycling, and
- > Set an example, with Partnership organisations reducing their own waste and increasing recycling and composting.

- Ensure that space is available for recycling and composting in all new developments, including flats, and
- Seek financial contributions, from developers of residential schemes, towards the cost of equipment for collecting waste and recyclables.

### What's already happening?

The District Council works in partnership with other councils in Oxfordshire to help promote the need to reduce, re-use and recycle waste wherever possible. The Council also helps fund initiatives which aim to raise awareness of waste issues in schools and the wider community.

One such initiative is the Wild Waste Show, an interactive roadshow for schools across the County. The Wild Waste Show, which is run by the Northmoor Trust, visits several schools in the Vale each year. It also provides outreach support to both primary and secondary schools.

#### 9.5 A high quality natural and historic environment

#### Did you know?

There are over 2,000 listed buildings, 52 conservation areas, nearly 70 scheduled ancient monuments and 8 registered historic parks and gardens in the Vale.

There are also 21 Sites of Special Scientific Interest and a National Nature Reserve at Cothill.

The Partnership is working to manage change in a way that will protect and enhance the Vale's distinctive natural and historic character.

#### What the Partnership will do

- Encourage improvements in the biodiversity value of land in public and private ownership;
- Implement measures to improve air quality in Abingdon town centre and close to the A34 at Botley, and
- Tackle fly tipping and inappropriate or unsightly advertising, lighting and fly posting.

- Make sure that new development is imaginatively designed so that it can complement the special character of our towns, villages and countryside;
- Continue to safeguard and enhance listed buildings and their settings, conservation areas, historic parks and gardens and scheduled ancient

monuments, enabling them to be modernised and improved in ways that respect and enhance their character;

- Make sure the archaeological potential of sites and buildings affected by development is fully considered and where possible is preserved in situ or, if necessary, is fully recorded before development takes place;
- Make sure that new development retains important local landscape features and makes use of planting and landforms to help it blend into its surroundings and to enhance biodiversity;
- Allow development in rural areas that directly supports commercial land uses such as farming, forestry, equestrian centres and leisure activities such as golf, in ways that will maintain or improve the landscape as well as the wider environment, and
- Prevent developments that would lead to unacceptable reductions in air quality.

#### What's already happening?

In Stanford-in-the-Vale the local primary school is involved in appreciation of the local environment. School children are encouraged to keep a nature diary and are involved in the local wildlife gardens – funded by the Parish Council, District Council and the Waste Recycling Environment group.

# 9.6 How will you know that the Partnership is helping to improve the environment?

- The amount of carbon dioxide produced from Partnership operations is reducing and air quality is improving;
- Major development in flood risk areas is avoided;
- More homes have water meters;
- The amount of residual household waste produced per head is reducing;
- The amount of household waste recycled and composted is increasing, and
- The number of fly tipping incidents is reducing.

# 10 Appendix

#### 10.1 Membership of the Vale Partnership

The Vale Partnership Board is made up of representatives of the following organisations:

- Vale of White Horse District Council
- Abingdon and Witney College
- Age Concern Oxfordshire
- Diocese of Oxford
- Environment Agency
- Learning and Skills Council
- Oxfordshire Association of Local Councils
- Oxfordshire County Council
- Oxfordshire Economic Partnership
- Oxfordshire Primary Care Trust
- Oxfordshire Secondary Schools' Head Teachers' Association
- Thames Valley Police
- Thames Water
- United Kingdom Atomic Energy Authority (UKAEA)
- Vale Housing Association
- Vale Youth Forum

#### 10.2 More detail on the strategies that influence this strategy

#### The Regional Economic Strategy;

The vision for the South East is to be a world class region achieving sustainable prosperity. The third Regional Economic Strategy for the South East responds to a new global context; sets targets to ensure that success is more widely accessible; and identifies the importance of quality of life as a competitive advantage. In setting out the challenges faced and how the region intends to address them to achieve the vision over the next decade, it sits within the overall context of the Integrated Regional Framework for sustainable development in the South East, and alongside the draft South East Plan as the region's spatial strategy. (www.seeda.co.uk)

#### Oxfordshire Economic Development Strategy;

Oxfordshire has always been a county of great, unrealised potential. Although globally acknowledged as an educational, scientific and technological centre of excellence, Oxfordshire also has a significant rural economy and a number of low skill employment sectors. As a result, the County's overall skills base has much room for improvement, its investment levels are low and its economic growth rate is only average by the standard of other parts of the South East of England and many parts of Europe. Much has to be done if Oxfordshire is to realise its potential. It must be more outward looking, more competitive and develop more of a sense of urgency.

The prize is to become one of the top sub-regional economies of Europe. The Oxfordshire Economic Partnership has been created to address the County's unrealised economic potential. It has set itself ambitious targets to improve the life of everyone who lives in, works in or invests in this unique and stimulating part of the United Kingdom.

(www.oep.org.uk)

#### The draft South East Plan;

The draft South East Plan was submitted to Government on 31 March 2006, following over two years of intensive work by the Regional Assembly with local authorities and stakeholders. The Plan provides a framework for the region for the next 20 years to 2026. It brings together policies for development with other policies and programmes that influence the nature of places and how they function, including those governing health, social issues, the economy, culture, skills and the environment.

The Plan sets out the direction that we need to take in the South East and the scale of change we need to make if we are to sustain a high quality of life across the region. The core objectives are to balance continuing economic and housing growth with rising standards of environmental management and reduced levels of social exclusion and natural resource consumption. The Plan's vision for 2026 is for a healthier region, a more sustainable pattern of development and a dynamic and robust economy, the benefits of which are more widely shared. (<a href="https://www.southeast-ra.gov.uk">www.southeast-ra.gov.uk</a>)

#### Oxfordshire Children and Young People's Plan;

There is a statutory requirement to produce a single strategic plan for all services for children and young people provided in a local area. The intention is that the plan should support local authorities and their partners to agree clear targets and priorities for all their services to children and young people, to identify the action needed to achieve them and to ensure delivery.

The plan covers services for children and young people aged 0 - 19, and those over 19 receiving services, including leaving care and those over 19 and under 25 with learning difficulties.

(www.oxfordshire.gov.uk)

#### The Local Transport Plan;

The Local Transport Plan covers a five-year period from April 2006 - March 2011 and sets out a vision for transport in Oxfordshire. It focuses on five priority areas:

- tackling congestion
- delivering accessibility
- improving the street environment

(www.oxfordshire.gov.uk)

- safer roads
- better air quality

#### The Vale Community Safety Strategy;

The plan includes seven themes which reflect the local priorities identified by the assessment process as well as national priorities and the priorities of the participating partners. There are many cross-cutting elements, and the partnership works together as a whole to tackle community safety issues.

The seven thematic priorities are:

- 1. Reducing violent crime
- 2. Reducing anti-social behaviour
- 3. Reducing the fear of crime
- 4. Maintaining the current reduced level of acquisitive crime
- 5. Reducing the harm caused by drug and alcohol misuse
- 6. Reducing the offending rate of priority & prolific offenders
- 7. Improving road safety

(www.whitehorsedc.gov.uk)

# The Oxfordshire Public Health Strategy;

The strategic aims are:

- To improve overall life expectancy in all parts of Oxfordshire by 1 year by 2012
- To tackle health inequalities and so reduce the gap in all-age, all-cause mortality rates by 10% by 2012 between the top 20% and bottom 20%
- To "add life to years" by improving health and well-being. (<a href="https://www.oxfordshirepct.nhs.uk">www.oxfordshirepct.nhs.uk</a>)

#### The District Council's Housing Strategy

The key actions are:

- Facilitate private homes occupied by vulnerable persons to reach the decent homes standard, with 75 properties per year reaching the standard over the life of the strategy;
- To use all available data to trace and record empty properties and to use advice and other means to bring them back into use;
- To provide 100 units of affordable housing within each year of the life of the strategy of which 75 are social rented units and 25 shared ownership units;
- To continue to fund the rural housing enabler and work to develop on 5 sites within the Vale by 2010;
- To seek to improve the Council's approach to tackling domestic violence;
- use advice and assistance to prevent 250 households per annum from becoming homeless during the life of this strategy;
- To consider initiatives to ensure that all local people can easily access Choice Based Lettings.

(www.whitehorsedc.gov.uk)

(Back cover)

This and other Community Strategy documents will be made available to reasonable requests in large copy print, audio cassette, braille or languages other than English. If you require the document in one of these formats please contact the Council's Community Strategy Team on 01235 547626, or by email on <a href="mailto:comments@whitehorsedc.gov.uk">comments@whitehorsedc.gov.uk</a>
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