

# **East Cambridgeshire's Community Strategy**

***Working together to improve quality of  
life in East Cambridgeshire***

**Prepared and written by the  
East Cambridgeshire Strategic Partnership**

**April 2004**

## Overview

This document sets out the **East Cambridgeshire Community Strategy**, which has been prepared and written by the East Cambridgeshire Strategic Partnership. It has the following sections:

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## Introduction

The district of East Cambridgeshire covers approximately 650 square kilometres and is essentially rural in nature with the three market towns of Ely, Littleport and Soham. The character of the area is mixed, with the southern area around Newmarket being relatively prosperous whilst some parishes in the north of the district form part of the Fens Rural Development Area. The City of Ely, with its outstanding cathedral, is an attraction for national and international tourists. There are many attractions in the countryside, with 77 County Wildlife Sites and 18 Sites of Special Scientific Interest in the district, including Wicken Fen and the Ouse Washes. The Ouse Washes, for instance, were created in the 17<sup>th</sup> century to alleviate flooding and have become an internationally recognised wetland site, famous for its over-wintering and breeding birds. In winter visitors can see spectacular gatherings of wild swans, some of which have featured in BBC Radio 4 bulletins tracking their migration from the Russian Arctic. Overall, the quality of life in East Cambridgeshire is good and in a recent survey 89% of residents expressed satisfaction with it as a place to live.

The district has a population of 71,100 (County Council's 2001 mid year estimate) of whom 16.4% are over the age of 65 and 24.3% under the age of 19. The traditional employment in the Fens of agriculture is declining and is being steadily overtaken by new industries such as the biotech and knowledge based industries, spreading north from Cambridge. Overall, unemployment is low and only 1.9% of the economically active population is unemployed.

When measured using the National Index of Multiple Deprivation (average of ward scores), East Cambridgeshire is ranked at 318 out of 354 authorities (with 1 being the most deprived). This picture does not, however, reflect the pockets of deprivation that exist in the district as a result of the declining traditional industries, limited public transport access and rural isolation.

According to the Census, East Cambridgeshire has a non-white population of just 2.1%. The largest ethnic population in the district is Travellers. Given the variety of Traveller groups, and problems of census enumeration, overall numbers remain difficult to gauge.

The largest single factor affecting the area is the impact of population growth. East Cambridgeshire is the fastest growing shire district in the country. This population increase brings with it pressures and challenges, particularly the availability of affordable housing and access to public transport. It also has the potential to impact heavily on the environment, and care must be taken to protect this precious resource and minimise flood risks.

Property prices have risen to an average of £175,057 compared to £103,000 in the neighbouring Fenland district. Commuting out of East Cambridgeshire, particularly to Cambridge, places considerable pressure on main roads. The Ely Estates Survey in 2002, and the last census, revealed that 70% of residents in new properties in Ely, and 45% of all East Cambridgeshire's residents, travel to work outside the district. The 2001 Census reveals that 67% of people travel to work driving a car or van, while only 5% of the working population travel to work by public transport. Future 2001 Census data is expected to confirm the 1991 picture that a majority of the economically active population travels outside the district to work.

The district has a long tradition of positive partnership working and was one of the first in Britain to set up market town initiatives in Ely, Soham and Littleport, which is a partnership of the business and other key stakeholders, to address the issue of declining market towns. The well-developed voluntary sector delivering services to the urban and rural community is an essential part of this partnership working and has recently been strengthened by a Council for Voluntary Services, supported by the statutory agencies.

# Background to the Community Strategy

## What is a Community Strategy?

Local authorities have a duty to prepare a **community strategy** to promote or improve the economic, social and environmental **well-being** of their areas and the people who live there. By implementing these strategies local authorities will contribute to the achievement of sustainable development, that is, development which uses resources efficiently and fairly and which takes the future into account.

A community strategy should:

1. Allow local communities to articulate their aspirations, needs and priorities.
2. Co-ordinate the actions of the council and the voluntary, community and public sector organisations that operate locally.
3. Focus and shape existing and future activity of those organisations, so that they effectively meet community needs and aspirations.

## Working together to make a difference

Local authorities need to work together with other organisations – that is, in **partnership** – to develop their community strategy. The partnership of organisations that has prepared the East Cambridgeshire Community Strategy is called the **East Cambridgeshire Strategic Partnership (ECSP)**.

East Cambridgeshire strategic partners include:

- East Cambridgeshire District Council
- Cambridgeshire County Council
- East Cambridgeshire and Fenland Primary Care Trust
- Hereward Housing
- Cambridgeshire Constabulary
- The City of Ely Perspective
- National Farmers' Union
- Cambridgeshire Chamber of Commerce
- Cambridgeshire Fire & Rescue Service
- Cambridgeshire Learning Disability Partnership
- Cambridge Regional College
- The Environment Agency
- East Cambridgeshire Learning Partnership
- Other local voluntary and community groups

The ECSP was set up in May 2002 and has been meeting regularly since then. While our task so far has been to prepare the East Cambridgeshire Community Strategy on behalf of the local community, we will also have an important role to play in implementing the Strategy. This will include:

- Supporting the work of smaller community and voluntary groups in achieving the vision set out by the Community Strategy
- Leading on specific activities within the Community Strategy
- Providing partners with a platform for lobbying on important issues
- Pooling money and other resources from across the Partnership
- Attracting external funding into the area
- Monitoring the implementation of the Community Strategy
- Reviewing and updating Community Strategy activities where necessary
- Overseeing other work being undertaken to implement the Community Strategy

# Consultation on the Community Strategy

## Listening to you: how the Community Strategy was developed

An important part of developing the Community Strategy has been listening to the concerns, aspirations, needs and priorities of people in East Cambridgeshire. To do this we have consulted with key community groups and the general public. This process is explained in more detail below and on the diagram on the opposite page.

Representatives of member organisations of the ECSP (see page 3) attended a workshop run by an independent facilitator in December 2002. At this event the Partnership agreed on what it felt where the most important issues for the area.

The ECSP then discussed these key issues with local interest groups to find out if these issues fairly reflected local concerns

The ECSP has consulted with the following key community groups:

- East Cambridgeshire Access Forum
- Community Safety Partnership
- Culture and Leisure Group
- Economic Development Group
- Hereward Tenants Forum
- Barns Youth Group
- Youth Parliament Constituency Cabinet for East Cambridgeshire and Fenland
- Burwell Day Centre
- Littleport Over 60's Club
- St Mary's Church Mothers and Toddlers Group
- Ormiston Travellers Group
- Health Action Partnership
- Local Agenda 21 Action Group
- Soham Town Forum
- Child and Family Forum
- East Cambridgeshire Learning Partnership

These groups were consulted through a series of small focus group meetings. They were very much in favour of the key issues the ECSP had identified, and their additional comments were incorporated in the drafting of this strategy.

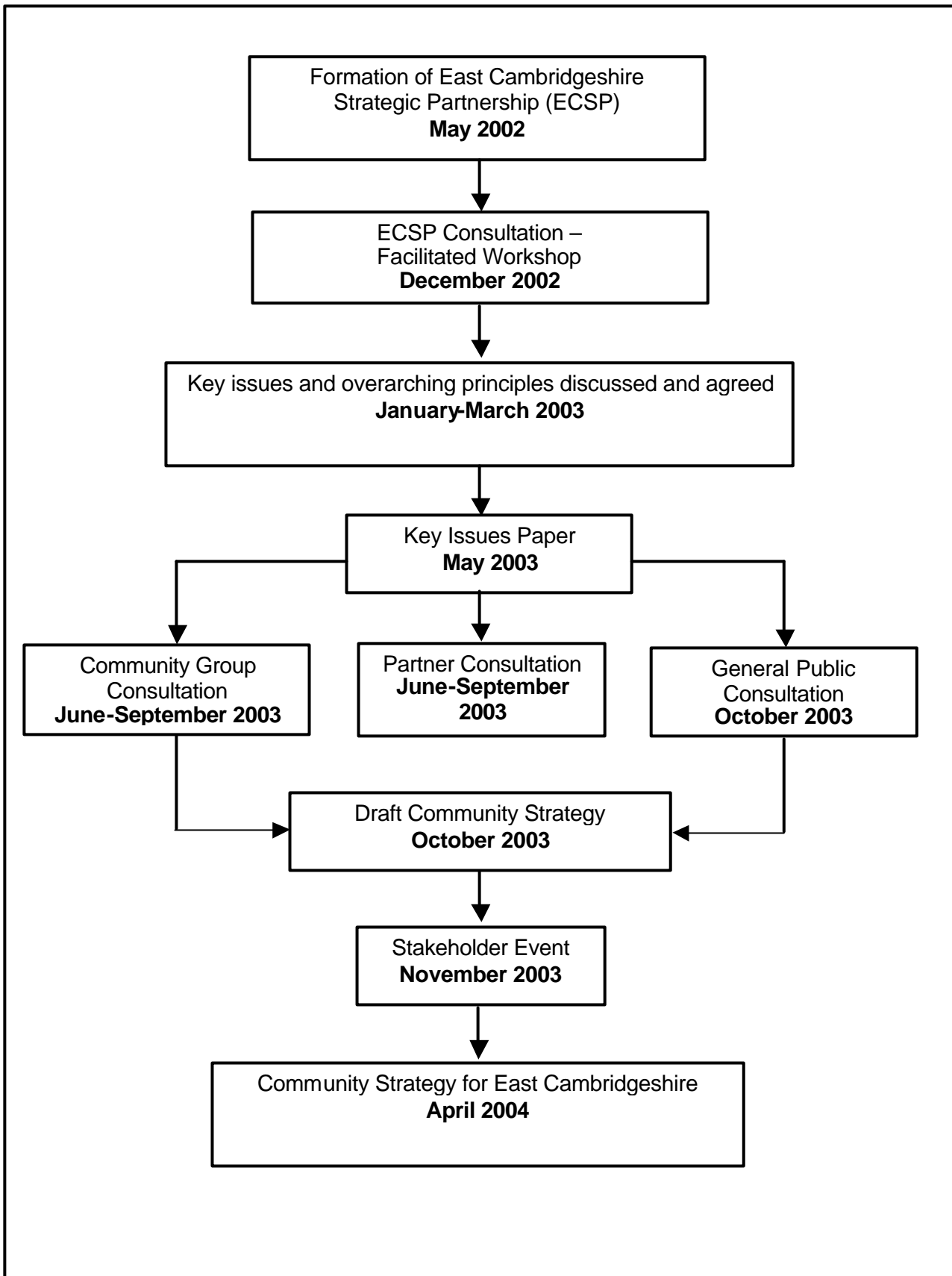
The Partnership then consulted widely to find out whether there was general agreement that we had identified the most important issues, and to ensure that no other high priority topics had been overlooked.

The Partnership also held a workshop for people from the organisations and services that will be implementing the Community Strategy. At this event participants decided how the main objectives proposed in the Community Strategy could be achieved.

## Engagement of East Cambridgeshire's Business Community

A current goal for the ECSP is to increase the number of representatives from the business sector assisting in the implementation of the Community Strategy and Action Plan. So far work towards this has included awareness raising through the Chairman's attendance at the Ely Business Breakfast Group and the Littleport Rotary Club. Future plans include an information session that key local businesses will be invited to attend to find out more about the objectives of the Strategy and how to get involved in the Partnership.

**Diagram outlining the consultation leading up to the Community Strategy**



## Our Community Strategy for East Cambridgeshire

The East Cambridgeshire Community Strategy represents the commitment of the East Cambridgeshire Strategic Partnership (ECSP) to work towards the strategic aims identified by our extensive consultation and partnership working.

The Community Strategy contains:

- A **Vision** for the East Cambridgeshire Strategic Partnership for the next 5 – 10 years.
- A set of **Strategic Aims**.
- A set of **Overarching Principles**.
- A list of suggested **Actions** to help address the strategic aims for the next 5 – 10 years. (Contained within a separate action plan)

More detail is provided below on each of these

### East Cambridgeshire Strategic Partnership's Vision

*“Working together to improve quality of life in East Cambridgeshire”*

### Strategic Aims

The strategy is based on the five strategic aims identified by the consultation process. These are:

- A. To provide affordable and appropriate housing and related infrastructure.
- B. To improve transport and access.
- C. To close the skills and education gap between and within different sections of the community.
- D. To improve economic development.
- E. To improve accessibility to services, especially for disadvantaged groups.

The Partnership will be working on these Strategic Aims over the next **five to ten years**. They reflect East Cambridgeshire's unique position of being the fastest growing shire district in England, and are all issues where the ECSP believes it can make a difference.

### Overarching Principles

As the Partnership look to implement actions to achieve these Strategic Aims it is important to take into account the following Overarching Principles:

- Working towards sustainable development
- Reducing inequalities
- Promoting high quality communication
- Increasing participation and building active citizenship
- Protecting and improving health
- Improving community safety

These are significant aspirations that all local authorities in the UK and governments across the globe are working towards.

As an example, taking the Overarching Principles into account when working on the Strategic Aim of “providing affordable and appropriate housing and related infrastructure” might mean:

- Ensuring that the design, materials used and the methods of construction minimise impact on the environment
- Equipping houses so they can use renewable energies for heating and so on
- Incorporating appropriate technological infrastructure to ensure that residents are able to access information technology
- Devising ways in which residents are able to participate meaningfully in decision-making about issues affecting their housing
- Building housing that is well-insulated and located away from busy roads, factories and other pollution hotspots
- Incorporating design features which increase the security and safety of homes while ensuring that they blend in with existing development

### **How will the Partnership know how it is doing?**

An Action Plan has been developed which sets out targets for the next three to five years so you will know just how the Partnership intends to make a difference by 2007/08. The Partnership will regularly check on these targets by using local data, surveys and other information to see what progress has been made compared to how East Cambridgeshire is today. The Partnership will report back to you each year to let you know what has been achieved.

### **How does the Community Strategy add value to the work of its Partners?**

The development of the Community Strategy is not about partners spending more money. It is about identifying common issues on which, by working together, Partners can make a difference. The Community Strategy has also been an opportunity for Partners to align their priorities so the collection of their work is supportive and positive and not pulling in different directions or unhelpful in service delivery.

The Community Strategy includes an action plan, which identifies what the Partnership needs to do to deliver against the Aims and Objectives of the Community Strategy. The actions do not represent the work that existing agencies and partnerships have planned to deliver but are activities that fill the gaps in service provision or are complementary to our services. This is why the Action Plan is intentionally short. It is only added value that we are striving to achieve through working in this strategic partnership.



<b>STRATEGIC AIM A: PROVIDE AFFORDABLE AND APPROPRIATE HOUSING AND RELATED INFRASTRUCTURE</b>			
<ul style="list-style-type: none"> <li>• East Cambridgeshire is predominantly a rural area, covering almost 65,000 hectares</li> <li>• The population is 71,100 (County Council 2001 mid year estimate). This is set to rise by 5,600 by 2011 according to Cambridgeshire County Council forecasts</li> <li>• The average house price has increased from £87,600 in 1998 to £175,057 in 2003, making it increasingly difficult for local people on lower incomes to afford to buy in the district</li> <li>• A housing needs survey recently concluded that the district requires 529 new units of affordable housing per year for 2002-2007</li> </ul>			
<b>Our Objectives</b>		<b>Our Headline Targets</b>	
<b>A1</b>	Increase the supply of Affordable Housing and integrate it into the network of towns and villages	<b>A1.1</b>	Start at least 110 affordable homes in the district each financial year
<b>A2</b>	Ensure Affordable Housing is available to those in the greatest need and for those who contribute to the needs of East Cambridgeshire	<b>A2.1</b>	Secure nomination rights to at least 110 new affordable homes each financial year
		<b>A2.2</b>	Start at least 20 new homes for Key Workers each financial year (As part of the 110 total in <b>A2.1</b> )
<b>A3</b>	Ensure that existing housing remains in good condition for the foreseeable future to: <ul style="list-style-type: none"> <li>• Support the health of local people to prevent fuel poverty and excess winter deaths related to cold weather</li> <li>• Ensure older people live in a safe environment, which minimises the risk of falls</li> <li>• Improve the care, appearance, safety and security of residential areas</li> </ul>	<b>A3.1</b>	Reduce the level of unfit housing in the district by ensuring 40 unfit properties are bought up to statutory minimum standards each financial year <sup>1</sup>
		<b>A3.2</b>	Increase referrals of vulnerable households in fuel poverty to East Cambridgeshire Energy Efficiency Unit from 10 per year to 30 per year
		<b>A3.3</b>	Assist 30 households per year to move from fuel poverty (Review annually)
		<b>A3.4</b>	Increase the number of Home Fire Risk Assessments, smoke alarms and water sprinkler installation referrals to the Fire Service

<sup>1</sup> **A3.1** Baseline data: The House Condition Survey carried out in May 2002 showed that the number of unfit houses in the district stood at 1800

<b>A4</b>	<p>Increase the quality of new developments through the implementation of Structure Plan Policy P1/3 to secure:</p> <ul style="list-style-type: none"> <li>• High quality design in new developments across East Cambridgeshire</li> <li>• Developments that demonstrate how communities can live more sustainably. As examples from P1/3: efficient use of energy and resources; water management, minimising the need to travel plus reducing car dependency</li> <li>• Community facilities and services plus health and community safety requirements</li> <li>• Communities living in housing that reaches ECOHOME 'excellent' or 'very good' standard or equivalent</li> </ul>	<b>A4.1</b>	All development schemes of 15+ units to be accompanied by a development brief, and all development schemes less than 15 units to be accompanied by a design statement
<b>A5</b>	Ensure existing and new developments of infrastructure contribute to reducing climate change and addressing its impacts (e.g. flooding) in East Cambridgeshire	<b>A5.1</b>	Contribute to the UK Government target to reduce carbon dioxide emissions by 20%, of 1990 levels, by 2010 <sup>2</sup>
		<b>A5.2</b>	Increase the amount of energy generated from renewable sources to 14% by 2010 <sup>3</sup>

<sup>2</sup> **A5.1** Estimated to be 350,000 tonnes in year 2000 from the East Cambridgeshire District or 1.78 tonnes average per person through driving. The UK Government target is to move towards a 20% reduction in CO2 emissions by 2010. The baseline is taken from the 1990 level of CO2 emissions, when emissions were 164 Million tonnes of carbon

<sup>3</sup> **A5.2** Baseline data: Between 1990-1998 the increase in renewables equalled 0.9%. This increased to 6% by 2003

## STRATEGIC AIM B: IMPROVE TRANSPORT AND ACCESS

- The Cambridgeshire Local Transport Plan 2004-2011 (the LTP) includes many actions relevant to the district, ranging from plans for an Ely Southern bypass, to safety measures, to improved public transport. The LTP is therefore the base plan and the objectives and targets in this section focus on additional activities where Partners will work together
- As a countywide context, bus services are poor in many rural locations. Countywide research suggests that less than 33% of rural households live within a 13 minute walk of an hourly, or better, bus service
- As a national context, there has been an increase in motor vehicle traffic of 70% between 1980 and 2000, and car traffic is forecast to increase by between 19% and 25% by 2010 if no action is taken
- In three years, between 1999 and 2001, there were 36 people killed in road accidents in the district and 231 people seriously injured. The death rate from road traffic accidents for people living in East Cambridgeshire is almost three times higher than the national average

Our Objectives		Our Headline Targets	
<b>B1</b>	Address issues of access across the district, in particular seek to reduce social exclusion that is connected to transport deficiencies	<b>B1.1</b>	Increase the percentage of households in East Cambridgeshire with access to an hourly or better bus service, from 46% in 2003 to 75% by April 2008, through the use of community transport and demand responsive feeder services
		<b>B1.2</b>	Increase the proportion of the population who have good access to main centres and key services by public transport and cycling, from 46% to 51% by 2011 <sup>4</sup>
<b>B2</b>	Increase public transport patronage within East Cambridgeshire, as well as for journeys to Cambridge	<b>B2.1</b>	Increase use of public transport into and out of Ely by 30% by 2006 <sup>5</sup>
		<b>B2.2</b>	Increase bus patronage on the main (Littleport and Ely) A10 corridor into/out of East Cambridgeshire by 12% by 2011 (Using ticketing as a measure for bus patronage) <sup>6</sup>
		<b>B2.3</b>	Reduce total carbon dioxide emissions in East Cambridgeshire by 20%, of 1990 levels, by 2010 <sup>7</sup>

<sup>4</sup> **B1.2** Baseline data: Measured annually by transport corridor accessibility monitoring. (In East Cambridgeshire the A10 corridor will be specifically monitored)

<sup>5</sup> **B2.1** Baseline data: Market Town Strategy: Market Town Monitoring on change of modal split of transport, using 1999 baseline

<sup>6</sup> **B2.2** The baseline will be established in 2004 and will be used as the basis for monitoring

<sup>7</sup> **B2.3** Baseline data: Estimated to be 350,000 tonnes in year 2000 from the East Cambridgeshire District. Approximately 25% of carbon dioxide emissions in Cambridgeshire come from transport

<b>B3</b>	Reduce deaths and serious injuries from road traffic accidents	<b>B3.1</b>	Reduce the number of people killed or seriously injured on East Cambridgeshire roads from the 1998-2002 average of 89, thereby contributing to Cambridgeshire's target to reduce deaths and serious injuries in the County by 22% by 2007 <sup>8</sup>
<b>B4</b>	Increase cycling and walking as a means of transport in East Cambridgeshire	<b>B4.1</b>	Increase cycling and walking by: <ul style="list-style-type: none"> <li>• Tripling the number of cyclists in Ely by 2011 and increasing walking in Ely by 10% by 2011</li> <li>• Identify measures to improve cycling and walking in Soham and Littleport <sup>9</sup></li> </ul>

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<sup>8</sup>**B3.1** Baseline data: The five year 1998-2002 average baseline figure for people killed and seriously injured in Cambridgeshire is 538. The comparable figure for East Cambridgeshire is 89

<sup>9</sup>**B4.1** Baseline data: Market Town Monitoring: 1999-2001 average change of mode of transport

<b>STRATEGIC AIM C: CLOSE THE SKILLS AND EDUCATION GAP BETWEEN AND WITHIN DIFFERENT SECTIONS OF THE COMMUNITY</b>			
<ul style="list-style-type: none"> <li>• Almost one third of the district's economically active population have no qualifications</li> <li>• Unemployment was 1.8% in January 2002 compared with a county average of 1.7%</li> <li>• With the projected growth for the area, there will be more pressure on existing learning facilities and the need for extra school accommodation</li> </ul>			
<b>Our Objectives</b>		<b>Our Headline Targets</b>	
<b>C1</b>	Improve the skills of the employed workforce in targeted areas and skills	<b>C1.1</b>	Encourage an additional 1500 employed people to take part in training and development for their future skills, 100 employed people to start "skills for life" training and 230 employed people to undertake other forms of structured learning in Cambridgeshire each year <sup>10</sup>
<b>C2</b>	Adopt a culture of lifelong learning among residents and businesses	<b>C2.1</b>	Increase the number of young people and adults participating in and achieving Level 2 Qualifications <sup>11</sup>
<b>C3</b>	Attract people back into the labour market and re-skill them to meet the needs of local employers	<b>C3.1</b>	Increase the proportion of people of working age in employment by 2%, by 2007 <sup>12</sup>
<b>C4</b>	Address basic and ICT skills shortages	<b>C4.1</b>	Increase the number of people taking "skills for life" qualifications, such as literacy, numeracy and ICT by 1% by 2007 <sup>13</sup>
<b>C5</b>	Attract young people into continuing education and training	<b>C5.1</b>	Reduce the number of young people not in sustained education, employment or training by providing a range of support mechanisms, including increasing the number of employers providing work experience placements and work based training by 1% by 2007 <sup>14</sup>

<sup>10</sup> **C1.1** Baseline data: In 2000/01 13% of working age people in the district had no qualifications, 42% had no or low (not qualified to level 2) qualifications and 61% were not qualified to level 3 (England Annual Local Labour Force Survey)

<sup>11</sup> **C2.1** Baseline data: In 2000/01 42% of working age local residents in East Cambridgeshire had no or low (not qualified to level 2) qualifications (Source- England Local Labour Force Survey)

<sup>12</sup> **C3.1** Baseline data: In 2001 the East Cambridgeshire District had an economic activity rate of 89.6% male, 75.5% female, based on population of usual working age 16-64yrs male, 16-59yrs female (Source 2001 Census)

<sup>13</sup> **C4.1** Baseline data: See **C1.1**

<sup>14</sup> **C5.1** Baseline data: In 2003 71.7% of Year 11 school leavers went on to further full time education, 4.6% were not settled in further education or employment (Source –LSC data)

<b>C6</b>	Ensure all children and young people have access to good quality and safe play and learning opportunities	<b>C6.1</b>	Working with under achieving schools in East Cambridgeshire in order to improve academic achievement at all key stages <sup>15</sup>
		<b>C6.2</b>	Increase the number of children under four years old who are registered with libraries by 1% by 2007 <sup>16</sup>
		<b>C6.3</b>	Increase the number of early years education places (3-4 years) to 2020 by 2007 <sup>17</sup>

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<sup>15</sup> **C6.1** Please note a 'SMART' target is under development  
Baseline data: In 2003 62% of pupils in East Cambridgeshire achieved 5 or more GCSE grade A\* to C but with considerable variations in attainment levels across the district (Source LSC data)

<sup>16</sup> **C6.2** Baseline data – In Jan 2004 542 children aged 0-4 were registered at libraries at Ely, Soham, Littleport and Burwell and with the mobile library service.

<sup>17</sup> **C6.3** Baseline data- In Jan 2004 there were 1831 early years education places (Source Care and Education Partnership)

<b>STRATEGIC AIM D: IMPROVE ECONOMIC DEVELOPMENT</b>			
<ul style="list-style-type: none"> <li>The East Cambridgeshire economy is an integral part of the wider economy of the Cambridge sub region where sub regional partners are aiming to achieve global competitiveness and promote innovation, economic prosperity, higher skills attainment and social inclusion.</li> <li>70% of residents in Ely living in new properties, and 45% of all East Cambridgeshire's residents work outside the district; this has an effect on East Cambridgeshire's economy and transport system.</li> <li>90% of the firms in East Cambridgeshire are micro-businesses, employing less than 10 people.</li> <li>East Cambridgeshire has the lowest rate of business registrations in the Eastern Region, although it has a significant and growing cluster of over 120 hi-tech firms.</li> </ul>			
<b>Our Objectives</b>		<b>Our Headline Targets</b>	
<b>D1</b>	Increase business start-up, survival and growth rates	<b>D1.1</b>	Increase the number of VAT registered businesses in the district by 15% by 2007 <sup>18</sup>
<b>D2</b>	Enhance business competitiveness, particularly in relation to infrastructure, ICT and transport	<b>D2.1</b>	Achieve 100% Broadband coverage in the district by 2005 <sup>19</sup>
		<b>D2.2</b>	Increase satisfaction with the local area as a business location by 10% by 2007 <sup>20</sup>
<b>D3</b>	Strengthen the role and competitiveness of the district's market towns as service and retail centres	<b>D3.1</b>	Increase pedestrian footfall in the town centres by 15% by 2007 <sup>21</sup>
		<b>D3.2</b>	Reduce long term vacant premises in the 3 town centres to nil by 2007 <sup>22</sup>

<sup>18</sup> **D1.1** Baseline data: In 2003 there were 2820 VAT registered companies in East Cambridgeshire

<sup>19</sup> **D2.1** Baseline data: Broadband coverage in 2004: Ely, Soham Sutton and Littleport have BT coverage and a private operator is active in Bottisham, the Swaffhams and Stretham. Haddenham is due to be enabled in April 04

<sup>20</sup> **D2.2** A survey of satisfaction levels will be carried out in 2004

<sup>21</sup> **D3.1** Baseline data: In 2003 Pedestrian Market Research Services Ltd calculated average pedestrian footfall to be 13,080 in Ely, 2032 in Littleport, and 2054 in Soham (Figures are for one week during the summer period)

<sup>22</sup> **D3.2** Baseline data: In 2004 there were 2 vacant premises in Littleport, 8 in Ely and 11 in Soham

<b>D4</b>	Improve take up of business support and workforce development opportunities among East Cambridgeshire's business community	<b>D4.1</b>	Increase the proportion of East Cambridgeshire VAT registered businesses accessing support services by 5% by 2007 <sup>23</sup>
<b>D5</b>	Encourage corporate social responsibility for improving workforce health, environmental performance and community links in local businesses	<b>D5.1</b>	Engage 30 local businesses each year in healthy workplace and environmental management initiatives <sup>24</sup>

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<sup>23</sup> **D4.1** Baseline data: In 2004 18% of VAT registered companies in East Cambridgeshire were using business support services, approx 520

<sup>24</sup> **D5.1** Baseline data: In 2003/04 11 local businesses were engaged in healthy workplace and environmental management initiatives



**STRATEGIC AIM E: IMPROVE ACCESSIBILITY TO SERVICES, ESPECIALLY BY DISADVANTAGED GROUPS**

- Accessibility to main services is a key issue for a rural population – 6 out of the 18 wards in the district rank in the national bottom 20% when considering accessibility of post offices, primary schools, GPs and food shops.
- Crime figures show that East Cambridgeshire is a low crime area but that fear of crime and concern about anti-social behaviour are significant.
- In the district there are an estimated 16,000 smokers and 13,000 people sufficiently overweight to significantly affect their health.
- There are estimated to be about 1900 residents in the district aged over 65 with a disability. Over 1000 older people fall and injure themselves each year, approximately 250 are admitted to hospital and around 11 older people die annually as a result of accidents.

Our Objectives		Our Headline Targets	
<b>E1</b>	Support local communities in developing their own Community Appraisals/Parish Plans and Action Plans	<b>E1.1</b>	Support eight communities to undertake a Parish Plan by 2007, with four of those receiving extra assistance as priority communities
<b>E2</b>	Increase accessibility of waste minimisation and recycling services	<b>E2.1</b>	Increase the amount of waste recycled from 13.5% to 33% by 2006 (Post 2007 longer term joint contractual arrangements for service delivery and awareness raising)
<b>E3</b>	Reduce higher rates of heart disease and cancer experienced by people on low incomes by increasing access to preventive health services	<b>E3.1</b>	Assist the following numbers of people registered with ECFPCT practices in East Cambridgeshire to quit smoking (as monitored at four weeks): 2004/05 – 300 people 2005/06 – 330 people
<b>E4</b>	Reduce crime and the fear of crime so vulnerable groups feel more able to use local services, particularly when it is dark	<b>E4.1</b>	Reduce the fear of crime so that 95% of residents feel fairly or very safe during the day and 60% feel fairly or very safe after dark by 2005 <sup>25</sup>
		<b>E4.2</b>	Improve public perception of anti-social behaviour by 5% <sup>26</sup>

<sup>25</sup> **E4.1** Baseline data: The 2002/03 Quality of Life Survey (East Cambridgeshire District Report) indicated that 94% of residents felt either fairly or very safe in their local area during the day and 57% felt either fairly or very safe after dark

<sup>26</sup> **E4.2** Baseline data: This will be measured from the East Cambridgeshire General Satisfaction Survey, results due in March 2004

<b>E5</b>	Ensure all black and ethnic minority groups can access services throughout the district	<b>E5.1</b>	Improve uptake of services by black and minority ethnic groups e.g. Travellers
<b>E6</b>	Strengthen and develop the voluntary sector within the district	<b>E6.1</b>	Establish an East Cambridgeshire CVS in 2004
<b>E7</b>	Improve uptake of services for low income groups	<b>E7.1</b>	Contribute to the Citizens Advice Bureau target to improve the uptake of welfare benefits through targeted awareness raising. CAB target to be agreed in 2004
		<b>E7.2</b>	Improve access to legal services for low income groups by increasing the number of advice/information agencies in the district that are quality marked by the Community Legal Services Partnership from 2, in 2004, to 3 by 2006
<b>E8</b>	Improve uptake of services for older people and the rural elderly	<b>E8.1</b>	Increase the number of older people who receive help to live at home See A3.2, A3.3 & A3.4 and contribute to the countywide target to be agreed in September 2004
		<b>E8.2</b>	Establish an Older People's Champion in the ECSP by 2005
<b>E9</b>	Improve uptake of services for young people	<b>E9.1</b>	Contribute to the countywide LPSA targets to be agreed in September 2004
<b>E10</b>	Improve uptake of services for those with mobility difficulties and disabilities	<b>E10.1</b>	All public services to have reasonable adjustments made to overcome access difficulties or be providing appropriate alternative services by October 2004 under the Disability and Discrimination Act 1995
<b>E11</b>	Develop community information hubs in specific villages and towns for local accessibility to community services, information and ICT	<b>E11.1</b>	Develop further the existing community ICT points, to provide local accessibility to services, information and ICT under one roof. Detailed target to be agreed in year 2/3

<b>E12</b>	Increase accessibility and enhancement of the countryside for healthy walking, cycling and information recreation	<b>E12.1</b>	Percentage of Rights of Way network that is 'easy to use'. <sup>27</sup>
		<b>E12.2</b>	Increase the % of Cambridgeshire County Council and East Cambridgeshire District Council owned County Wildlife Sites to be in 'favourable and/or recovering condition' by 10% as measured by the % with or without a management action plan <sup>28</sup>

For more details of how the ECSP will achieve its objectives and targets please refer to the separate action plan.

**If you would like more information or if you wish to make comments on any aspect of the Strategy please:**

- **Call Jane Fletcher on 01353 616352**
- **Write to Jane Fletcher at East Cambridgeshire District Council, The Grange, Nutholt Lane, Ely, Cambs, CB7 4PL**
- **E-mail [jane.fletcher@eastcambs.gov.uk](mailto:jane.fletcher@eastcambs.gov.uk)**

<sup>27</sup> **E12.1** Baseline data: Audit Commission Indicator is 46% for Cambridgeshire and increase to 60% accessibility. An East Cambridgeshire's baseline is to be established.

**E12.2** For future years the Partnership will seek to explore how they can influence other wildlife sites. Baseline data: In 2004 there were 37 County Wildlife Sites owned by Cambridgeshire County Council (Baseline for East Cambridgeshire to be established)