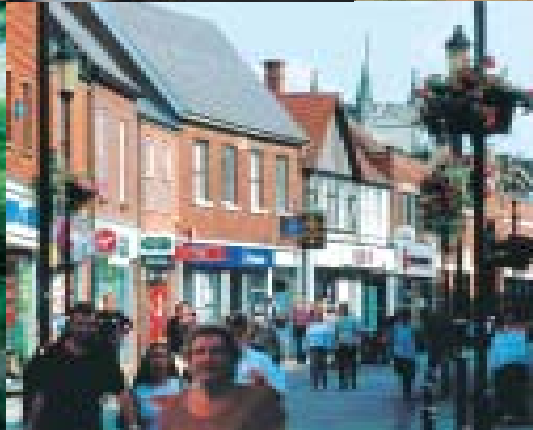


# Huntingdonshire Community Strategy





# Contents

- Page 1**      **Introduction and Summary**
- About the Huntingdonshire Strategic Partnership
  - About the Community Strategy
  - About our Principles, Challenges and Priorities
- Page 8**      **Key Phrases and Plans**
- Page 11**     **Supporting Continued Economic Success**
- A sustainable, buoyant and balanced local economy
  - A balanced housing market
  - Improved and sustainable infrastructure for communities
- Page 17**     **Promoting Opportunity For All**
- A healthy population
  - Easy and affordable access to services and facilities
  - Good opportunities for learning
  - Good cultural and leisure opportunities
  - Vibrant, confident and effective communities
- Page 27**     **Protecting & Improving Our Environment**
- A high quality built and natural environment
  - Low crime
  - Low fear of crime



# About the Huntingdonshire Strategic Partnership

The Huntingdonshire Strategic Partnership (HSP) was created from a wide range of organisations to help secure the long-term well being of Huntingdonshire's communities which make up the Huntingdonshire District. The Partnership has drawn up a Community Strategy following extensive consultation and we are working together to make the best arrangements for the delivery of local services.

## The Partners are -

- ◆ Cambridgeshire Association of Local Councils;
- ◆ Cambridgeshire County Council;
- ◆ Cambridgeshire Constabulary;
- ◆ Environment Sector, represented by the Environment Agency;
- ◆ Huntingdonshire District Council;
- ◆ Huntingdonshire Primary Care Trust;
- ◆ providers of learning, represented by Huntingdonshire Regional College;
- ◆ representatives of our business communities; and
- ◆ the voluntary sector, represented by the Hunts Forum of Voluntary Organisations.

All partners have their own specific roles and responsibilities but we recognise that no one organisation has the complete answer and that by working together we can add collective value to the services we deliver to the people who live or work in Huntingdonshire.

During the past year or so our main focus has been to produce the first Community Strategy for Huntingdonshire. All the Partners believe that the publication of this Strategy is the first step on a long route to maintain and improve the quality of life we enjoy in Huntingdonshire. The Strategy itself will need revising and refining: particularly, we need to establish a baseline to make our targets more specific, measurable and relevant to help us get the results we need to achieve the Strategy. But, publishing it now, gives us the opportunity to start to work together to achieve our shared aims.

# About the Community Strategy

The Community Strategy is a long-term plan for the development of communities in Huntingdonshire. It provides a framework so that a wide range of public, voluntary and private organisations can work together. The framework includes a shared vision of the way we want Huntingdonshire to develop; a series of outcomes or results which need to happen if we are to achieve this vision; measures which will tell us if we have been successful; shorter term objectives which will contribute towards the outcomes; and actions we need to take to make sure that all this happens.

## The actions have been divided into two groups -

- ◆ specific actions – those that will be carried out or led by an individual Partner or one or more Partners working together;
- ◆ priority actions – the things which the Strategic Partnership need to do as a whole

## Our long-term vision of Huntingdonshire is a place where future generations have a balanced and good quality of life and can enjoy -

- ◆ continued economic success;
- ◆ opportunities for all;
- ◆ an environment that is protected and improved

The Partnership recognise that if this vision is to be sustainable we need to achieve these three principles at the same time.

On the face of it we are fortunate in this area as many of us already enjoy a good quality of life and we don't have some of the problems experienced in other parts of the country, but there are a number of challenges we face and there is more to do if we are to achieve our vision.

After talking with our communities, the users of our services and the many organisations that provide services in Huntingdonshire, we have focused on a series of outcomes or results to support these three principles.

### Supporting continued economic success

- ◆ a sustainable, buoyant and balanced local economy;
- ◆ a balanced housing market; and
- ◆ improved and sustainable infrastructure for communities.

### Promoting opportunity for all

- ◆ a healthy population;
- ◆ easy and affordable access to services and facilities;
- ◆ good opportunities for learning;
- ◆ good cultural and leisure opportunities; and
- ◆ vibrant, confident and effective communities.

### Protecting and improving our environment

- ◆ a high quality built and natural environment;
- ◆ low crime; and
- ◆ low fear of crime.

# About our Principles, Challenges and Priorities

## Supporting Continued Economic Success

### The challenges we face:

Generally Huntingdonshire is an area of economic prosperity with high levels of economic growth. There has been growth in the number of businesses, mainly in the Cambridge Sub-Region, which covers the market towns of Huntingdon, St Neots and St Ives, and unemployment is low. However, many people commute out of the District to work and in some communities people find it hard to find a job or the job they have is low paid. Some businesses find it difficult to recruit people and in some parts of the District, such as the Ramsey area, there has been limited growth and relative decline.

Lots of new good quality homes have been built in the area and more are planned for the future. However, we need to ensure that they are built in the right places and are the right type. Many people need smaller homes, but in the recent past housing developments have been characterised by larger 4 and 5 bedroom properties. Many people have highlighted the affordability of housing as a particular concern for them and their families and there is a significant need for additional affordable homes.

Huntingdonshire has seen a 30-year period of growth which has brought many new facilities, services and benefits, but there is a need for more community facilities and services to match the growth.

---

### What we are working towards

#### A sustainable, buoyant and balanced local economy

#### A balanced housing market

### Our priorities for action

To coordinate the regeneration of the rural areas and encourage diversification.

Develop a joint vision and action plan for Ramsey, including interim planning guidance and the re-development of the area north of Ramsey town centre.

To ensure a comprehensive, coordinated support and development service for all business.

To improve the collective benefits of our town centres - their facilities, competitiveness and appeal.

Increase the availability of affordable housing, including housing to meet the needs of special needs groups and key workers.

Ensure that people who are homeless or in temporary accommodation can access services.

Ensure everyone has access to a decent home to promote social inclusion.

Prepare plans/development briefs for the provision of community facilities and services in new development, which include high quality standards for community safety, health, environmental protection and design.

Support the Sub-regional Infrastructure partnership in the provision of community facilities and services.

Explore land needs for public service as part of the development of Local Development Documents (replacement Local Plan).

### **Improved and sustainable infrastructure for communities**

# Promoting Opportunity for All

## The challenges we face:

People living in Huntingdonshire are generally healthier than in many parts of the country, but some communities or groups don't enjoy the same good health as most of our population. Falls, particularly among the elderly, are one cause for concern. Transport in Huntingdonshire relies mainly on cars. Road traffic accidents have been identified as a problem in the area. It can be difficult for some people to get to work, to shop and to get health care and other services and facilities, particularly in many rural areas. Rural areas are sparsely populated and often lack an adequate range of services and facilities in the immediate locality. We have many different communities: most are thriving and are active, but some are not and not everyone has the same chance to learn so that they can enjoy life to the full or get the job that they want.

---

## What we are working towards

### A healthy population

### Easy and affordable access to services and facilities

## Our priorities for action

Support the streamlining and improvement of home care, home adaptation and new initiatives which prevent accidents, reduce fuel poverty and reduce ill health to support older people at home.

Encourage new schemes/initiatives to support older people at home which prevent accidents, reduce fuel poverty and reduce ill-health.

Support healthy environments for children and young people including the promotion of mental well-being.

Promote services and activities which contribute to healthy lifestyles.

Support tobacco controls.

Prepare accessibility strategy.

Identify local needs for demand responsive travel schemes.

Support the promotion of new and existing public transport schemes through partner organisations, networks and new public awareness initiatives.

Encourage existing local employers to develop green Travel Plans and promote public transport information.

Prepare an approach to the use of buildings and new facilities which could be shared for the provision of services including the establishment of 'community hubs' for easier access to community information and services.

Improve workforce development.

Improve retention of young people in learning.

Help to put in place family learning activities.

Increasing opportunities to access learning.

Improve the co-ordination of cultural and leisure activities.

Improve access to cultural and Leisure opportunities.

To support increasing young people's access to services and facilities through -

- ◆ develop a guidance framework and identify priority communities for Parish Plans linking them to the Community Strategy and Local Development Document (replacement Local Plan)
- ◆ support increasing young people's access to services and facilities through
  - training and support for adults who want to work with young people
  - extending the use of existing community facilities and premises for young people's activities
  - providing appropriate community transport
- ◆ improve the active involvement of young people in service planning
- ◆ improve the inclusion of older people in service planning, through listening & involving' mechanisms brokered by Age Concern

## **Good opportunities for learning**

## **Good cultural and leisure opportunities**

## **Vibrant, confident and effective communities**

# Protecting and Improving our Environment

## The challenges we face:

Our environment – both natural and built – is good but managing the impact of growth, particularly making the best of the opportunities of new development is a key challenge. While the natural environment has some outstanding features, there are threats to the biodiversity of habitats and species. Other challenges include ensuring an adequate supply of land while minimising the adverse environment impacts, including the loss of green field sites, the urbanisation of rural settlements, increasing private car usage, the growth in household waste, and protecting flood plains.

Huntingdonshire is a safe place to live, although there are some hot spots where crime is a problem and the incidences of some crimes are growing. However, the fear of crime and disorder is high in some communities, even though crime itself is not a particular problem.

---

## What we are working towards

### A high quality built and natural environment

### Low crime

### Low fear of crime

## Our priorities for action

Support waste minimisation initiatives, including business waste.

Support the development of 'environmental connections' to promote biodiversity and wildlife habitats, along with informal recreation, riding, cycling and healthy walking.

Undertake review of development pressures and the opportunity to promote environmental protection and improvement in the Ouse Valley.

Support better sharing of information across agencies about drug and alcohol misusers.

Support the improvement of treatment services and timescales for drug and alcohol misusers.

To work together with communities to reduce anti social behaviour.

To deal with environmental deterioration - fly tipping, abandoned cars, graffiti, etc - in problem areas.



# Key Phrases and Plans

There are a number of key phrases used throughout this Community Strategy. Listed below is a description of each key phrase:

- Outcomes** - The results or benefits we want to achieve
- Measures** - How we will know if we are successful in achieving the outcome
- Headline Targets** - Important areas where we want to see improvement (targets will be set for all other actions)
- Objectives** - Shorter term aims that will help us get the results we want
- Priority Actions** - Important things we need to do as a partnership
- Specific Actions** - Things we will do to help us achieve the objectives and actions
- Lead Partner** - The partner or partners working together to achieve a specific action

Below are the key plans of partners which are linked to the Community Strategy:

**Huntingdonshire Local Plan 1995 and Alteration 2002 and emerging Local Development Documents (replacement local plan)** - Michael Bingham, Planning Policy Team Leader 01480 388431 (Planningpolicy@huntsdc.gov.uk)

**Cambridgeshire and Peterborough Joint Structure Plan** - Mark Viger, Cambridgeshire County Council, 01223 717605

**Huntingdonshire Local Economy Strategy** - Corrine Garbett, Economic Development Manager, Huntingdonshire District Council 01480 388459 Corrine.Garbett@huntsdc.gov.uk www.huntsdc.gov.uk

**Tourism Strategy** - Peter Jones, Head of Community Services, Huntingdonshire District Council, 01480 388202 peter.jones@huntsdc.gov.uk

**Cultural Strategy** - Peter Jones, Head of Community Services, Huntingdonshire District Council, 01480 388202 peter.jones@huntsdc.gov.uk

**East of England Development Agency Regional Economic Strategy** - East of England Development Agency 01223 713900

[Greater Cambridge Partnership Action Plan](#) - Greater Cambridge Partnership 01223 717310

[Huntingdonshire Housing Strategy 2004–2007](#) - Steve Plant, Head of Housing Services, Huntingdonshire District Council, 01480 388240, [steve.plant@huntsdc.gov.uk](mailto:steve.plant@huntsdc.gov.uk)

[Cambridge Sub-Region Housing Strategy 2003](#) - Steve Plant, Head of Housing Services, Huntingdonshire District Council, 01480 388240, [steve.plant@huntsdc.gov.uk](mailto:steve.plant@huntsdc.gov.uk)

[Sub-regional Planning obligations](#) - Malcolm Sharp, Head of Planning Services, Huntingdonshire District Council, 01480 388402

[Cambridgeshire Local Transport Plan 2004-2011](#) - Paul Cook, Cambridgeshire County Council, 01223 717501

[Market Towns and Area Transportation Strategies](#) - Stuart Bell, Huntingdonshire District Council, 01480 388387

[Cambridgeshire Adult Services Plan](#) - Hugh Gault Cambridgeshire County Council, 01223 717885

[Director of Public Health, Annual Report 2003](#) - Huntingdonshire PCT, 01480 308242

[Huntingdonshire Health Improvement Plan](#) - Huntingdonshire PCT, 01480 308242

[Hunts PCT – Local Delivery Plan](#) - Huntingdonshire PCT, 01480 308242

[Supporting People Strategy](#) - Hugh Gault Cambridgeshire County Council, 01223 717885

[Hunts PCT – Access Strategy](#) - Huntingdonshire PCT, 01480 308242

[Cambridgeshire ICT Strategy](#) - John Little, Cambridgeshire County Council, 01223 717129, [john.little@cambridgeshire.gov.uk](mailto:john.little@cambridgeshire.gov.uk)

[Education Development Plan](#) - Andrew Baxter, Director of Education, Cambridgeshire County Council, 01223 717990

[Adult and Community Learning Plan](#) - Richard Walpole, Adult Education Co-ordinator, Cambridgeshire County Council, 01354 653148, [Richard.Walpole@cambridgeshire.gov.uk](mailto:Richard.Walpole@cambridgeshire.gov.uk)

[Learning and Skills Council Strategic Plan](#) - Mike Collier, Head of Strategic Planning and Resources, Learning and Skills Council, 01733 895299

[Business Link for Cambridgeshire Delivery Plan](#) - John Adams, Operations Director, Business Link, 0845 6097979, [www.cambs.business.link.co.uk](http://www.cambs.business.link.co.uk)

[Huntingdonshire Regional College Strategic Plan](#) - 01480 379100

[Cambridgeshire Cultural Strategy](#) - Joanne Gray, County Arts Officer, Cambridgeshire County Council, 01223 718134, [Joanne.gray@cambridgeshire.gov.uk](mailto:Joanne.gray@cambridgeshire.gov.uk)

[Vital Villages Initiative](#) - Countryside Agency, 01223 354462

Connexions Business Plan - 01480 376000

Children & Young People's Strategic Plan - Richard Young, Children & Young People's Manager, Cambridgeshire County Council,, 01480 375195, Richard.young@cambridgeshire.gov.uk

Children and Young People's Prevention Strategy - Richard Young, Children & Young People's Manager, Cambridgeshire County Council, 01480 375195, Richard.young@cambridgeshire.gov.uk

Oxmoor Neighbourhood Action Management Plan - Oxmoor Opportunities Partnership, Julie Farrow/Dianne Lane, 01480 371027

Cambridgeshire County Council Climate Change Strategy - Janet Martin, Environment Quality Officer, Cambridgeshire County Council, 01223 717831, janet.martin@cambridgeshire.gov.uk

Cambridgeshire Air Quality Improvement Strategy - Matthew Hunt, Management Officer, Cambridgeshire County Council, 01223 717762, matthew.hunt@cambridgeshire.gov.uk

Cambridgeshire Joint Waste Strategy - Mark Shelton, Waste Reduction and Recycling Manager, Cambridgeshire County Council, 01223 716026, mark.shelton@cambridgeshire.gov.uk

Regional Spatial Strategy (to be published 2004) - Malcolm Sharp, Head of Planning Services, Huntingdonshire District Council, 01480 388402

Local Policing Plan - The Planning Officer, Strategic Co-ordination, Cambridgeshire Constabulary, 01480 445409, www.cambs.police.uk

Huntingdonshire Community Safety Strategy - Sonia Hansen, Development and Community Manager, Huntingdonshire District Council, 01480 388341



# Supporting Continued Economic Success

## OUTCOME: A Sustainable, Buoyant and Balanced Local Economy

### MEASURES

- (un)employment levels
- the average level of earning
- the total number of jobs by sector and area
- rateable value of business premises
- the take up of employment land
- level of out commuting

### HEADLINE TARGETS

- an increase in total number of VAT registered businesses
- an increase in the number of visitors

### OBJECTIVES

- maintain business confidence to increase investment which creates opportunities to work locally and reduces out commuting
- develop innovation and creativity in the local economy
- ensure an appropriate provision of land for business
- develop and promote the market towns
- develop the rural economy, especially the Ramsey area

### PRIORITY ACTIONS FOR THE HSP

To work together to:

- coordinate the regeneration of the rural areas and encourage diversification
- develop a joint vision and action plan for Ramsey, including interim planning guidance and the re-development of the area north of Ramsey town centre
- to ensure a comprehensive, coordinated support and development service for all business
- to improve the collective benefits of our town centres - their facilities, competitiveness and appeal

## SPECIFIC ACTIONS

## LEAD PARTNER

<ul style="list-style-type: none"><li>• Encourage outreach business advice and support, including targeted support for the farming community, in rural areas</li></ul>	⇒ Business Link/Huntingdonshire District Council/NFU
<ul style="list-style-type: none"><li>• Promote economic benefits of the Great Fen and Needingworth Quarry projects</li></ul>	⇒ Great Fen Partnership/Greater Cambridge Partnership
<ul style="list-style-type: none"><li>• Ensure that the Local Development Plan (LDD) (replacement Local Plan) –<ul style="list-style-type: none"><li>- reflects the needs of the rural economy</li><li>- reflects the needs of the business community</li><li>- provides sufficient land to meet the needs of existing business and for sustainable business growth</li></ul></li></ul>	⇒ Huntingdonshire District Council/Economic Development and Learning Group
<ul style="list-style-type: none"><li>• Market Huntingdonshire as a location for strong, stable companies, particularly in the hi-tech engineering field to capitalise on our position in the Cambridge Sub Region</li></ul>	⇒ Greater Cambridge Partnership/Invest East of England/Huntingdonshire District Council
<ul style="list-style-type: none"><li>• Build on local and sub-regional clusters of businesses</li></ul>	⇒ Huntingdonshire District Council/Greater Cambridge Partnership
<ul style="list-style-type: none"><li>• Develop opportunities to market local produce and products in Huntingdonshire including –<ul style="list-style-type: none"><li>- Meet the buyer/supplier initiatives</li><li>- business, food and craft directories and networks</li><li>- encouraging local supply chains.</li></ul></li></ul>	⇒ Huntingdonshire District Council/Economic Development and Learning Group/Business Networks/Business Link
<ul style="list-style-type: none"><li>• Work with local and regional partners to develop innovation and enterprise centres and to investigate the demand for serviced offices, linked with business support and training</li></ul>	⇒ Huntingdonshire District Council/Greater Cambridge Partnership/Business Link/Huntingdonshire Regional College
<ul style="list-style-type: none"><li>• Develop strong links between culture, tourism and the local economy</li></ul>	⇒ Huntingdonshire District Council
<ul style="list-style-type: none"><li>• Investigate ways of promoting the local economy through our rivers and waterways</li></ul>	⇒ Huntingdonshire District Council/Environment Agency
<ul style="list-style-type: none"><li>• Promote and develop innovative and creative industries, using St Neots as a pilot town</li></ul>	⇒ Huntingdonshire District Council
<ul style="list-style-type: none"><li>• Promote each of the market towns, including –<ul style="list-style-type: none"><li>- the choice and variety of evening activities</li><li>- development of suitable premises for larger retailers</li><li>- the development of town markets and farmer and speciality markets</li></ul></li></ul>	⇒ Town Centre Partnerships

# OUTCOME: A Balanced Housing Market

## MEASURES

- the percentage of local residents whose housing needs are unmet
- the number and type of houses built
- the number of new affordable homes built on:
  - S106 sites
  - rural exception sites
  - other sites

## HEADLINE TARGETS

- to facilitate housing development in line with strategic targets
- to maximise the development of new affordable housing, including 29% of the overall development on eligible sites

## OBJECTIVE

- ensure the availability of a range of decent housing to meet local needs

## PRIORITY ACTIONS FOR THE HSP

To work together to:

- increase the availability of affordable housing, including housing to meet the needs of special needs groups and key workers
- ensure that people who are homeless or in temporary accommodation can access services
- ensure everyone has access to a decent home to promote social inclusion

## SPECIFIC ACTIONS

- Assess local housing needs, including those of -
  - Rural communities
  - Black and Minority Ethnic communities
- Assess key worker housing needs and ensure they are reflected in local and regional plans
- Continue to support the development of affordable social rented housing
- Apply local plan housing policies and achieve targets to meet housing need in a sustainable manner
- Continue to increase the support and availability of good quality temporary accommodation for homeless households through local partnership initiatives
- Promote energy efficiency measures to reduce cold and dampness and to promote affordable warmth
- Continue to provide support to improve properties in disrepair
- Promote initiatives with private landlords and letting agents to help ensure decent rented accommodation and good practices
- Identify and plan to meet the needs of vulnerable people in need of support

## LEAD PARTNER

- ⇒ Huntingdonshire District Council
- ⇒ Cambridge Sub-Region Affordable Housing Group
- ⇒ Huntingdonshire District Council/Registered Social Landlords
- ⇒ Huntingdonshire District Council
- ⇒ Huntingdonshire District Council
- ⇒ Huntingdonshire District Council
- ⇒ Huntingdonshire District Council
- ⇒ Huntingdonshire District Council
- ⇒ Huntingdonshire District Council

# OUTCOME: Improved and Sustainable Infrastructure for Communities

## MEASURES

- the percentage of local people who are satisfied with facilities in their communities

## HEADLINE TARGETS

- to increase the number of community facilities provided from joint working or with support from the sub-regional infrastructure partnership

## OBJECTIVES

- realise the benefits to economic, social and environmental well being from housing and employment development

## PRIORITY ACTIONS FOR THE HSP

To work together to:

- prepare plans/development briefs for the provision of community facilities and services in new development, which include high quality standards for community safety, health, environmental protection and design
- support the Sub-regional Infrastructure partnership in the provision of community facilities and services
- explore land needs for public service as part of the development of Local Development Documents (replacement Local Plan)

## SPECIFIC ACTIONS

- Lobby to ensure that Huntingdonshire infrastructure needs are recognised in national, regional and local plans

- 
- Develop revised Local Development Document which allocates appropriate land for infrastructure and has policies promoting sustainable communities

- 
- Co-ordinate implementation of new supplementary planning guidance on “Sustainable communities”

- 
- Support the establishment of a body to co-ordinate the provision of infrastructure in the sub-region

## LEAD PARTNER

⇒ Cambridge Sub–Regional Infrastructure Partnership/Huntingdonshire District Council

---

⇒ Huntingdonshire District Council/Sustainable Communities Task Group (Infrastructure Partnership)

---

⇒ Sustainable Communities Task Group (Infrastructure Partnership)/ Huntingdonshire District Council

---

⇒ Cambridgeshire County Council/Huntingdonshire District Council

# Promoting Opportunity for all

## OUTCOME: A Healthy Population

### MEASURES

- all causes of mortality rate/100,000 population
- years of premature life loss
- life expectancy at birth

### HEADLINE TARGETS

- by 2007, to increase the number of older people (65 plus) who are helped to live at home to 105 per 1000 people
- reduce the number of people killed or seriously injured on roads in Huntingdonshire from the 1998 - 2002 to an average of 162 (thereby contributing to the Cambridgeshire target to reduce deaths and serious injuries in the County by 22% by 2007)

### OBJECTIVES

- support vulnerable people to lead active lives and live independently in their own homes
- promote healthy lifestyles
- improve participation in physical leisure activities
- reduce the number of accidents
- promote the contribution of the environment to health

### PRIORITY ACTIONS FOR THE HSP

To work together to:

- support the streamlining and improvement of home care, home adaptation and new initiatives which prevent accidents, reduce fuel poverty and reduce ill health to support older people at home.
- encourage new schemes/initiatives to support older people at home which prevent accidents, reduce fuel poverty and reduce ill-health
- support healthy environments for children and young people including the promotion of mental well-being
- promote services and activities which contribute to healthy lifestyles
- support tobacco controls

## SPECIFIC ACTIONS

- Work with local businesses to establish workforce health programmes
- Recruit more occupational therapists into job vacancies in Huntingdonshire
- Modernise outreach support teams for vulnerable groups
- Promote and maintain the Housing and Special Needs Housing registers to assist the identification of suitable accommodation
- Support the Home Improvement Agency as a means of helping to increase the number of vulnerable people to remain in their own homes
- Promote the uptake of influenza immunisation to people aged over 65 years
- Continue falls prevention programme
- Integrate health, social care and housing teams and services to provide effective care for older people living at home
- Extend the Healthy Walks Scheme
- Promote exercise in schools and in our communities
- Continue to support the Schools Health Promotion programme
- Identify and implement new approaches to help people stop smoking including support for the Tobacco Control Alliance
- Ensure older people and those with disabilities have access to facilities that promote an active, healthy life
- Reduce the number of accident black spots
- Promote more traffic calming measures to reduce speeding
- Implement targeted local road safety campaigns and local disseminated road safety advice
- Deliver road safety improvement schemes
- Promote community involvement in schemes such as safer routes to schools
- Evaluate and roll out Community Speedwatch
- Reduce substance and alcohol misuse

## LEAD PARTNER

- ⇒ Huntingdonshire Primary Care Trust/Local NHS partners
- ⇒ Cambridgeshire County Council/Huntingdonshire Primary Care Trust/Local NHS partners
- ⇒ Huntingdonshire Primary Care Trust/Local NHS partners/Cambridgeshire County Council/voluntary organisations
- ⇒ Huntingdonshire District Council
- ⇒ Huntingdonshire Health, Housing and Social Care Partnership
- ⇒ Huntingdonshire Primary Care Trust/Local NHS partners
- ⇒ Huntingdonshire Primary Care Trust/Local NHS partners
- ⇒ Huntingdonshire Primary Care Trust/Local NHS partners/Cambridgeshire County Council/Hunts Older People Locality Group/Cambridgeshire Supporting People Partnership/Huntingdonshire District Council
- ⇒ Huntingdonshire Culture and Leisure Group
- ⇒ Cambridgeshire County Council/Huntingdonshire District Council
- ⇒ Huntingdonshire Primary Care Trust/Local NHS partners/Cambridgeshire County Council
- ⇒ Huntingdonshire Primary Care Trust/Local NHS partners/Cambridgeshire County Council
- ⇒ Cambridgeshire County Council/Huntingdonshire District Council/Huntingdonshire Primary Care Trust and voluntary organisations
- ⇒ Huntingdonshire Environment and Transport Area Joint Committee
- ⇒ Huntingdonshire Environment and Transport Area Joint Committee
- ⇒ Parsincap (Road Safety Partnership)/Cambridgeshire County Council Road Safety Team
- ⇒ Huntingdonshire Environment and Transport Area Joint Committee
- ⇒ Cambridgeshire County Council Safer Routes for School Team/HDC
- ⇒ Cambridgeshire County Council/Cambridgeshire Association of Local Councils
- ⇒ Hunts Drug & Alcohol Reference Group (DARG)/Huntingdonshire Primary Care Trust/Local NHS partners

# OUTCOME: Easy and Affordable Access to Services and Facilities

## MEASURES

- the percentage of residents who are satisfied that they have easy and affordable access to services and facilities

## HEADLINE TARGETS

- increase the percentage of rural households within 800 metres of an hourly or better public/community transport service to 43.76% by 2010 (currently 32.8%)
- increase the number of joint 'community information hubs' in the district for easier access to services
- by 2007, increase people's satisfaction with access to key services

## OBJECTIVES

- integrate transport at sites along main routes
- improve public transport along main routes
- develop community transport and other responsive transport
- improve the affordability of local transport
- improve travel routes for pedestrians, cyclists and those with mobility difficulties
- improve access to and the provision of services in rural areas

## PRIORITY ACTIONS FOR THE HSP

To work together to:

- prepare accessibility strategy
- identify local needs for demand responsive travel schemes
- support the promotion of new and existing public transport schemes through partner organisations, networks and new public awareness initiatives
- encourage existing local employers to develop green Travel Plans and promote public transport information
- prepare an approach to the use of buildings and new facilities which could be shared for the provision of services including the establishment of 'community hubs' for easier access to community information and services

## SPECIFIC ACTIONS

- Survey existing and potential public transport users to identify travel needs
- Support socially necessary transport services
- Improve availability of services in rural areas through the introduction of demand responsive services
- Promote improved public transport and increase awareness of transport options
- Continue to promote the development of community-based services including outreach
- Invest to improve buildings and equipment, training and support of staff to enable a shift to community based primary and social care services
- Improve public transport along main routes through planned schemes identified in the Market Town or Area transport strategies and the Local Transport Plan
- Integrate community and public transport in villages along the main routes through planned schemes identified in the Market Town or Area transport strategies and the Local Transport Plan
- Improve the passenger interchange facilities at Huntingdon railway station
- Maintain, improve and expand travel routes for pedestrians, cyclists and those with mobility difficulties through planned schemes identified in the Market Town transport strategies and the Local Transport Plan
- Support the development of 'extended schools' which offer a wider range of services to local communities
- Support the development of HELP (ICT learning points) for easy local access to learning opportunities
- Support the enhancement of village halls so that they provide a wider range of facilities and services for the community

## LEAD PARTNER

- ⇒ Huntingdonshire Transport and Access Group
- ⇒ Huntingdonshire Transport and Access Group
- ⇒ Cambridgeshire County Council/Huntingdonshire District Council
- ⇒ Cambridgeshire Travel for Work Partnership
- ⇒ Huntingdonshire Primary Care Trust/Cambridgeshire County Council/Huntingdonshire District Council/Voluntary organisations
- ⇒ Huntingdonshire Primary Care Trust/Cambridgeshire County Council
- ⇒ Cambridgeshire County Council/Huntingdonshire District Council
- ⇒ Cambridgeshire County Council/Huntingdonshire District Council
- ⇒ Cambridgeshire County Council/Huntingdonshire District Council
- ⇒ Huntingdonshire Environment and Transport Area Joint Committee
- ⇒ Cambridgeshire County Council
- ⇒ Huntingdonshire District Council/Cambridgeshire County Council
- ⇒ Cambridgeshire County Council/Cambridgeshire ACRE/Huntingdonshire District Council

# OUTCOME: Good Opportunities for Learning

## MEASURES

- the percentage of local people who are satisfied that they have good opportunities for learning
- attainment levels at key stage 2
- the number of people attaining level 2, 3 & 4 qualifications
- the number of people completing skills for life courses

## HEADLINE TARGETS

- increase the number of people with 'skills for life' (reading, writing, number and ICT skills)
- increase attainment in schools at key stage 2
- increase the number of people enrolling for/achieving a level 2 qualification (the equivalent of 5 GCSEs A - C passes)
- increase the number of people enrolling for/achieving level 3 and 4 qualifications

## OBJECTIVES

- develop further opportunities for local people to improve or gain work related skills
- develop further opportunities for local people to learn for personal fulfilment
- increase participation of under represented groups in learning
- increase opportunity for attainment of high level skill development

## PRIORITY ACTIONS FOR THE HSP

To work together to:

- improve workforce development
- improve retention of young people in learning
- help to put in place family learning activities
- increasing opportunities to access learning

## SPECIFIC ACTIONS

- Develop workplace learning in conjunction with local businesses
- To identify the learning requirements of local people and opportunities available to them
- To identify local businesses learning/skill development needs
- Provide more learning opportunities in communities
- Provide more opportunities for family learning
- Provide more informal learning opportunities for 13 to 19 year olds
- Increase opportunities for people to develop everyday reading, writing and number skills
- Make it easier for young people to identify roles in the different business, construction, caring and service industries for future job prospects
- Implement the Educational Development Plan to support local schools in increase attainment in early years and Key Stage 3 and 4 learning
- Work with local businesses to encourage employees to undertake some structured learning
- Work with local businesses to encourage employees to participate in a level 2 or 3 qualifications
- Provide more opportunities to vocational pathways for 14 to 19 year olds
- Provide further opportunities for re-skilling and retraining

## LEAD PARTNER

- ⇒ Business Link/Huntingdonshire Regional College
- ⇒ Huntingdonshire Economic Development and Learning Group
- ⇒ Huntingdonshire District Council/Cambridgeshire County Council/  
Learning Skills Council
- ⇒ Huntingdonshire Learning Partnership
- ⇒ Huntingdonshire Learning Partnership
- ⇒ Cambridgeshire County Council/Voluntary Organisations
- ⇒ Huntingdonshire Learning Partnership
- ⇒ Huntingdonshire Regional College/Connexions
- ⇒ Cambridgeshire County Council
- ⇒ Business Link/Huntingdonshire Regional College
- ⇒ Business Link/Huntingdonshire Regional College
- ⇒ Huntingdonshire Regional College/Secondary Schools
- ⇒ Huntingdonshire Regional College

# OUTCOME: Good Cultural and Leisure Opportunities

## MEASURES

- the percentage of local people who believe that their cultural and leisure needs are met

## HEADLINE TARGETS

- increase the number of people using cultural and leisure services

## OBJECTIVES

- develop existing and new opportunities for cultural and leisure activities
- improve access to opportunities for physical activity and cultural enrichment that promote good health and mental well being
- improve access to opportunities for physical activity and cultural enrichment that promote good health and mental well being
- increase the number of diversionary opportunities for (young) people at risk of offending
- improve the understanding of the countryside and the heritage of the landscape
- support communities in protecting and valuing open spaces and historic sites
- develop the tourist product
- develop learning activities through cultural activity

## PRIORITY ACTIONS FOR THE HSP

To work together to:

- improve the co-ordination of cultural and leisure activities
- improve access to cultural and Leisure opportunities

## SPECIFIC ACTIONS

- Improve access to opportunities for physical activity for disadvantaged communities, people with disabilities and ethnic minority groups
- Establish programmes in community settings targeting disadvantaged and referred groups
- Develop and improve the cycle network
- Develop programmes for volunteers and coaches
- Support outreach activity in sport, heritage and the arts
- Maintain existing services provided at various geographical locations
- Develop facilities in response to the expressed needs of young people
- Support voluntary sector groups providing diversionary activity
- Involve offenders and their peers in cultural activities
- Promote the cultural, environmental and leisure opportunities of the Great Fen project
- Improve access to the countryside and archaeological sites
- Improve interpretation of the countryside and historic sites
- Publicise the Rights of Way Network
- Involve communities in developing open space
- Increase biodiversity in open space
- Develop the opportunity for night time leisure activities
- Develop an events programme
- Encourage work based skills, eg ICT, through general interest programmes
- Ensure specific needs of older people and those with disabilities are included in culture and leisure strategies and in health promotion work
- Promote physical activity in schools for both pupils and staff

## LEAD PARTNER

- ⇒ Cambridgeshire County Council/Huntingdonshire District Council/Voluntary Organisations
- ⇒ Culture and Leisure Partnership Group
- ⇒ Cambridgeshire County Council/Huntingdonshire District Council
- ⇒ Cambridgeshire County Council/Huntingdonshire District Council
- ⇒ Cambridgeshire County Council/Huntingdonshire District Council
- ⇒ Cambridgeshire County Council/Huntingdonshire District Council
- ⇒ Cambridgeshire County Council/HDC/Voluntary Organisations
- ⇒ Hunts Forum of Voluntary Organisations/Cambridgeshire County Council/HDC
- ⇒ Culture and Leisure Partnership Group
- ⇒ Great Fen Partnership
- ⇒ Cambridgeshire County Council/Huntingdonshire District Council
- ⇒ Wildlife Trust/Cambridgeshire County Council/Huntingdonshire District Council
- ⇒ Huntingdonshire District Council
- ⇒ Cambridgeshire County Council/Community Groups
- ⇒ Environment Partnership Group
- ⇒ Economic Development and Learning Partnership Group
- ⇒ Cambridgeshire County Council/Huntingdonshire District Council
- ⇒ Cambridgeshire County Council/Voluntary Organisations
- ⇒ Cambridgeshire County Council/Huntingdonshire Primary Care Trust/Voluntary Organisations
- ⇒ Cambridgeshire County Council/Huntingdonshire Primary Care Trust

# OUTCOME: Vibrant, Confident and Effective Communities

## MEASURES

- the extent to which local people feel they can participate in their community
- the level of support local people give or receive in their communities

## HEADLINE TARGETS

- increase services and facilities for young people
- support village communities to develop 8 Parish Plans by 2006

## OBJECTIVES

- develop citizenship
- promote social inclusion and equality. Increase young people's active involvement in their communities and with services
- improve the life chances of children, young people and families

## PRIORITY ACTIONS FOR THE HSP

To work together to:

- develop a guidance framework and identify priority communities for Parish Plans linking them to the Community Strategy and Local Development Document (replacement Local Plan)
- support increasing young people's access to services and facilities through -
  - training and support for adults who want to work with young people
  - extending the use of existing community facilities and premises for young people's activities
  - providing appropriate community transport
- improve the active involvement of young people in service planning
- improve the inclusion of older people in service planning, through 'listening & involving' mechanisms brokered by Age Concern

## SPECIFIC ACTIONS

- Ensure interpreting and advocacy services are available

- Develop social enterprise

- Develop the capacity of the voluntary sector

- Make it easier for people to access information and advice about services

- Support Parish Councils to achieve Quality Parish Council status

- Improve young peoples' access to information and advice through development of young peoples' website

- Support Parish Councils to increase participation of young people in decision making

- Implement the Prevention Strategy for Children and Young People in order to improve their well-being

- Target support towards vulnerable children, young people and families at risk

- Support detached youth work

- Encourage community activities that develop parenting skills

## LEAD PARTNER

⇒ Business Link/Voluntary Sector/ Huntingdonshire District Council

⇒ Voluntary Organisations/Business Link/Huntingdonshire District Council

⇒ Hunts Forum of Voluntary Organisations/Cambridgeshire County Council/Huntingdonshire District Council

⇒ Cambridgeshire ACRE/Community Legal Services Partnership

⇒ Cambridgeshire Association of Local Councils

⇒ Cambridgeshire County Council Community/Huntingdonshire District Council

⇒ Cambridgeshire Association of Local Councils  
Cambridgeshire County Council/Huntingdonshire District Council

⇒ Children and Young People's Strategic Partnership

⇒ Children and Young People's Strategic Partnership

⇒ Cambridgeshire County Council

⇒ Hunts Forum of Voluntary Organisations/Cambridgeshire County Council/Huntingdonshire Primary Care Trust

# Protecting and Improving our Environment

## OUTCOME: A High Quality Built and Natural Environment

### MEASURES

- the percentage of residents who feel that the built and natural environment is of a high quality

### HEADLINE TARGETS

- increasing the amount of household waste recycled to 39% by 2006 (currently 14.9%) and minimise the amount of waste collected from households and landfilled
- reduce CO<sub>2</sub> emissions by 12.5% by 2010 (estimated to be 990,000 tonnes in 2000) and increase the amount of energy generated from renewable sources to 14%
- increase countryside access by increasing the length of the rights of way network from 1,004 km and the number of people using the countryside for informal recreation and healthy walking
- increase enhancement of the countryside by:-
  - increasing the number of county wildlife sites in favourable condition
  - connecting wildlife habitats in accordance with Habitat Action Plans
  - increase the area of land that meets County wildlife site criteria

### OBJECTIVES

- promote corporate environmental and social responsibility in local businesses
- reduce the impact of waste on our environment
- improve water management and conservation
- reduce the impact of flooding
- improve the diversity of our natural environment
- increase sources of renewable energy.
- to improve the quality and distinctiveness of the built environment of our towns and villages
- improve access to the countryside
- promote a more sustainable use of natural resources

### PRIORITY ACTIONS FOR THE HSP

To work together to:

- support waste minimisation initiatives, including business waste
- support the development of 'environmental connections' to promote biodiversity and wildlife habitats, along with informal recreation, riding, cycling and healthy walking
- undertake review of development pressures and the opportunity to promote environmental protection and improvement in the Ouse Valley

## SPECIFIC ACTIONS

- Work with local businesses to enable them to contribute to the local health protection plan
- Work with local businesses to minimise waste and pollution
- Increase re-use and recycling
- Investigate additional sources and sites for schemes to produce renewable energy as part of the development of Local Development Documents (replacement Local Plan)
- Support the implementation of the biodiversity action plan
- Support the implementation of the joint waste management strategy
- Raise awareness and education about using water efficiently
- Prepare a district wide flood risk assessment
- Identify measures to improve flood defences and flood prevention
- Use the results of the Flows Project to identify design and construction of new housing which conserves water, reduces flood risk and provide more information about the location and design for housing in relation to drainage and flooding
- Co-ordinate response to flooding incidents
- Improve and expand, where appropriate, accessible and diverse green open spaces and wildlife habitats
- Expand and promote the doorstep recycling schemes
- Implement new Slim Your Bin campaigns to encourage people to recycle
- Develop a joint PFI bid for improve waste management facilities and arrangements
- Promote opportunities for local renewable energy projects among partners and local businesses arising from the sub-regional Renewable Energy Feasibility Study

## LEAD PARTNER

- ⇒ Cambridgeshire Joint Waste Partnership
- ⇒ Huntingdonshire District Council/Environment Agency
- ⇒ Huntingdonshire District Council
- ⇒ Cambridgeshire Environment Network
- ⇒ Cambridgeshire Biodiversity Partnership
- ⇒ Cambridgeshire Joint Waste Partnership
- ⇒ Huntingdonshire District Council
- ⇒ Huntingdonshire District Council
- ⇒ Environment Agency
- ⇒ Cambridgeshire County Council/Huntingdonshire District Council
- ⇒ Huntingdonshire District Council/Cambridgeshire County Council/Environment Agency
- ⇒ Voluntary Organisations/Huntingdonshire District Council/Cambridgeshire County Council
- ⇒ Huntingdonshire District Council/Cambridgeshire County Council
- ⇒ Cambridgeshire County Council/Huntingdonshire District Council
- ⇒ Cambridgeshire County Council Huntingdonshire District Council
- ⇒ Business Link For Cambridgeshire/Cambridgeshire Chamber of Commerce Huntingdonshire District Council

• Work with small to medium sized businesses per year to encourage setting up of environmental management systems	⇒ Business Link For Cambridgeshire/Cambridgeshire Chamber of Commerce Huntingdonshire District Council
• Support the development and implementation of an Air Quality Improvement Strategy to reduce vehicle emissions, promote cleaner modes of transport, manage traffic and raise awareness locally	⇒ Air Quality Review and Assessment Working Group
• Support measures to reduce fly tipping and litter	⇒ Environment Agency/Huntingdonshire District Council
• Encourage schools to take up Education Trust Grants for the development of environmental projects which support learning opportunities	⇒ Environment Agency
• Consider the development of biodiversity indicators and an environmental baseline study	⇒ Cambridgeshire Biodiversity Partnership
• Providing suitable habitat connections for National and Local Bio-diversity Action Plan species	⇒ Huntingdonshire District Council

# OUTCOME: Low Crime

## MEASURES

- Level of recorded crime

## HEADLINE TARGETS

- reduce the number of crimes which are drug related
- increase the number of drug misusers receiving assessment and treatment and reduce the time taken before treatment begins for offenders dealt with by the Probation Service, reduce by 5% the number of people re-offending and by 25% the number of people re-offending for drug misuse

## OBJECTIVES

- reduce juvenile re-offending
- reduce adult re-offending
- reduce crime against the person
- reduce crime against property
- reduce drug and alcohol misuse
- promote adequate guardianship

## PRIORITY ACTIONS FOR THE HSP

To work together to:

- support better sharing of information across agencies about drug and alcohol misusers
- support the improvement of treatment services and timescales for drug and alcohol misusers

## SPECIFIC ACTIONS

## LEAD PARTNER

• Support projects that target persistent offenders and drug related issues	⇒ Probation Service/Youth Offending Service Probation Service
• Deliver the mainstream services to support people through and coming out of programmes run by Youth Offending Service and Probation Service	⇒ Police/Drug Action Team/Dial Druglink
• Improve level of knowledge about drugs misuse within the partnership and the targeted communities	⇒ Huntingdonshire District Council
• Support the work of the DAT and DIAL DrugLink and other drug agencies	⇒ Cambridgeshire County Council/Huntingdonshire Primary Care Trust/ Huntingdonshire Regional College
• Support the work of the Open Out (hate crime reporting) Scheme	⇒ Police
• Support the work of the Huntingdonshire Domestic Violence Forum	⇒ Cambridgeshire County Council
• Support the work of schools in developing effective anti-bullying policies	⇒ Police
• Support fire service in the work of the arson Task Group	⇒ Police/Fire Service
• Support the work of the County-wide Distraction Burglary Task Force	⇒ Police
• Support the establishment of a County-wide Vehicle Crime Steering Group	⇒ Huntingdonshire Community Safety Partnership
• Encourage the use of the mobile CCTV unit and cameras by the Police	⇒ Huntingdonshire District Council/Police
• Support the work of the Police Community Support Officers and Neighbourhood Wardens	⇒ Huntingdonshire District Council/Police/HHP
• Support the work of watch schemes	⇒ Huntingdonshire District Council/Police/Cambridgeshire County Council

# OUTCOME: Low Fear of Crime

## MEASURES

- the percentage of local people who feel safe
- the percentage of people who feel safe in targeted communities

## HEADLINE TARGETS

- reduce the levels of antisocial behaviour
- reduce the overall fear of crime by 2007
- reduce the fear of crime in targeted communities

## OBJECTIVES

- reduce anti social behaviour
- a safe environment
- develop community and individual responsibility for community safety

## PRIORITY ACTIONS FOR THE HSP

To work together:

- with communities to reduce anti social behaviour
- to deal with environmental deterioration - fly tipping, abandoned cars, graffiti, etc - in problem areas

## SPECIFIC ACTIONS

- Support local communities to find solutions to anti social behaviour problems
- Design out crime using planning guidance and the police architectural liaison service, including the preparation of supplementary planning guidance

## LEAD PARTNER

- ⇒ Police/Huntingdonshire District Council/Community Groups/Voluntary Organisations
- ⇒ Police/Huntingdonshire District Council/Cambridgeshire County Council