



The South Derbyshire Partnership  
working together for  
a sustainable South Derbyshire

# Our Sustainable Community Strategy for South Derbyshire 2009-2029

Fit for the Future



# South Derbyshire ...

- has a population of around 91,200
- is close to East Midlands Airport, the UK's busiest freight handling airport
- is proud of its agriculture, mining and pottery history
- has an increasingly important tourist sector with particular opportunities for recreation
- has around a third of the District within the National Forest
- has relatively low levels of deprivation
- has low levels of unemployment
- is one of the main destinations for inward investment in the region
- is the home to the UK's largest new build canal marina
- is the home of JCB's only diesel engine manufacturing plant
- has Toyota's production centre for the European region
- has fewer crimes than the regional average
- is a district where over half of our residents feel safe outside after dark
- is one of the fastest growing districts in the East Midlands
- has a majority of people who are Christian and a significant Sikh community in the Stenson ward





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# Welcome

**Welcome to our new Sustainable Community Strategy for 2009 to 2029.**



The South Derbyshire Partnership (formerly the South Derbyshire Local Strategic Partnership) was formed in 2003 and has worked for the last seven years to promote quality of life through social, environmental and economic improvements in the District.

This new Strategy brings partners together to continue to add value to joint working across the District.

Our vision captures what is important to South Derbyshire and develops our successful communities whilst maintaining growth and enhancing the environment of the District.

I am confident that the Partnership will continue to deliver against the challenges identified in this document to improve South Derbyshire.

Councillor Heather Wheeler

Chair of the South Derbyshire Partnership



# Our Vision for the future of South Derbyshire

Our vision is of a dynamic South Derbyshire, able to seize opportunities to develop successful communities, whilst respecting and enhancing the varied character and environment of our fast growing District.

## Making it happen

The South Derbyshire Partnership has talked to and listened to a wide variety of local people, businesses and communities and has produced this Strategy based on what we have found out.

Our Strategy sets out the vision and direction for the economic, social and environmental well-being of South Derbyshire to 2029 and takes account of all the other strategies that are important which are listed in Appendix 1, some examples include:

- [Derbyshire Local Area Agreement](#)
- [Derbyshire Sustainable Community Strategy](#)
- [Local Development Framework](#)

Our Strategy brings them all together and shows people and agencies where working together can make a difference and achieve more.

## Who will make it happen?

The South Derbyshire Partnership is a group of people representing public services, local businesses, voluntary and community groups and residents whose main role is to work to help improve South Derbyshire. By working together more can be achieved than by single organisations. One of its key tasks, as required by central government, is to produce the Sustainable Community Strategy and to make sure it guides activities in the District. Membership of the South Derbyshire Partnership is listed at the end of this document in Appendix Two.



## What is in the Strategy?

It is divided into five themes, with celebrating diversity running through the work of the partnership. It looks at:

- **Where we are now?** A brief summary of the current and key issues.
- **What we want to see in 2029?** These are the changes the Strategy wants to see achieved by 2029.
- **How we'll get there?** These are the steps needed to achieve the desired changes.

## How will the Strategy be delivered?

The Sustainable Community Strategy will guide all of the organisations working in and for South Derbyshire. There is a five year rolling annual action plan that outlines the specific activities that will happen each year. These activities are carried out by the partner organisations, through the theme groups which monitor and report progress to the Partnership on a regular basis.

## The challenges we face

South Derbyshire is the fastest growing district in the county, and one of the fastest growing areas in England, with yet more development on the horizon. Such growth energises the District but also puts pressure on all services, from schooling to transport, plus community facilities and support services, as the population grows rapidly. These challenges are easily understood when we consider the nature of the population. In addition to an ageing population, South Derbyshire will have a higher than average proportion of younger people, and a substantial rural population in coming years. Such issues need careful consideration when organisations plan how they will respond to needs and deliver their services into the future.





# Healthier communities

## Where we are now:

South Derbyshire's health statistics overall are mostly in line with the national average. However, there are significant inequalities between areas of deprivation and areas of relative affluence. These inequalities are apparent in the incidence of smoking related diseases, lack of physical activity, unhealthy eating habits, alcohol misuse and low rates of breastfeeding and are contributory factors in premature deaths.

## Our vision for the future for healthier communities:

A healthier and more active lifestyle across all communities.

### Difference we want to make by 2029:

### How we'll get there:

#### ● An increased life expectancy across all communities

Actively encourage all organisations to provide consistent information that signposts local support services

Ensure, where possible that information is targeted to vulnerable groups

#### ● Reduced health inequalities

Take targeted action to support increased levels of breastfeeding

Take targeted action to encourage a healthier lifestyle

Minimise smoking among high risk groups

#### ● Reduced levels of obesity

Gain commitment across workplaces to help address levels of obesity

#### ● Increased levels of participation in physical activity across communities

Improve and promote the provision of opportunities for physical activity that is affordable and accessible to all

#### ● Improved access to services for all and particularly older communities

Promote accessible service provision across all agencies

Support volunteer activity especially those providing services to older people

#### ● Increased mental well-being

Promote and improve people's mental well-being across all communities



## How will we know we have achieved this?

## Key priorities and measures:

- **Increasing the prevalence of breastfeeding at six to eight weeks from birth**  
from 39.2% in March 2009 to 49% by March 2011
- **Increasing adult participation (16+) in sport and active recreation for at least 30mins on three or more times a week**  
from 21.4% in March 2009 to 25.4% by March 2011
- **Reducing all-age all-cause mortality rate**  
(Rate per 100,000 population)  
from 707 males and 502 females in March 2009 to 591 males and 470 females by March 2011
- **Increase the number of vulnerable people who are supported to maintain independent living**  
from 98.4% in March 2009 to 99% by March 2011

## A healthier and more active lifestyle across all communities





# Safer communities

## Where we are now:

Crime rates in South Derbyshire are lower than the county and national averages. However, the public perception of crime is that it is higher than actual crime rates indicate. Problems exist in relation to underage drinking, leading to incidents of criminal damage and anti-social behaviour, and road safety.

## Our vision for the future for safer communities:

Communities that people feel are safer places in which to live, work and visit

### Difference we want to make by 2029:

### How we'll get there:

- Reduced occurrences of anti-social behaviour and criminal damage

Improve multi-agency support offered to young people

Reduce the supply and consumption of alcohol to under eighteens

Increase the range of activities and opportunities available to young people

- Further reduced levels of crime

Continue to raise awareness of the need to keep both homes and vehicles secure to prevent theft of property

Actively involve communities in addressing crime and anti-social behaviour

- A realistic view across communities of the relatively low levels of crime

Consult and communicate with all communities about crime and disorder reduction initiatives

Further reduce levels of crime particularly in relation to acquisitive crimes and assault

- Fewer casualties from road accidents

Improve road safety and reduce the number of road accidents in the area

- The integration of all individuals and groups into the wider community

Reduce crime based on prejudice

Increase community acceptance of people from different backgrounds

Identify and engage with those communities that are hard to reach

Improve information sharing and communication with hard to reach communities



## How will we know we have achieved this?

## Key priorities and measures:

- **Reducing incidents of criminal damage in the District** (per 1,000 population) from 12.5 in March 2009 to 10.0 by March 2014
- **Reducing % of residents feeling fairly or very unsafe when outside in their local area after dark** from 24% in March 2009 to 18% by March 2014
- **Reducing the rate of domestic burglary in the District** (per 1,000 population) from 7.2 in March 2009 to 6.2 by March 2014
- **Reducing the rate of vehicle crime in the District** (per 1,000 population) from 7.3 in March 2009 to 6.0 by March 2014

## Communities that people feel are safer places in which to live, work and visit





# Vibrant communities

## Where we are now:

South Derbyshire provides an attractive rural environment with many areas of natural beauty including The National Forest. There is generally a strong sense of community and people value the environment, culture and heritage. This is translated into action through an active voluntary sector that cares for people and the environment.

## Our vision for the future for vibrant communities:

Communities that are vibrant and active where there is a strong sense of community.

### Difference we want to make by 2029:

### How we'll get there:

- Increased participation in community and voluntary action

Promote and encourage the benefits of volunteering across all communities

Create an environment that supports a thriving voluntary and community sector

- Improvements in the management of open space and local sites to benefit their value to people and wildlife

Pool knowledge, resources and information through the Environmental Forum and enable local groups to manage and improve their own sites

- An increase in the percentage of people who feel South Derbyshire is an attractive place to live

Reduce levels of litter

Promote and support The National Forest

- Reduced carbon emissions per person

Raise awareness of the need for action on carbon emissions

- An increased number of people taking part in cultural activities

Increase the number of cultural activities

Promote the uptake of opportunities across all communities

- Services that meet the needs of a changing and diverse population

Encourage a more diverse range of community representation on the South Derbyshire Partnership board and theme groups

Improve consultation methods so that all groups can take part

Better identify and plan to meet the changing needs of the population

## How will we know we have achieved this?

## Key priorities and measures:

- **Reducing the % of streets that contain unacceptable levels of litter, graffiti, detritus and fly posting**  
from 6% in March 2009  
to 4% by March 2012
- **Reducing the carbon emissions in the District (tonnes per head)**  
from 11.40 in March 2005  
to 10.39 by March 2011
- **Increasing the % of people who believe people from different backgrounds get on well together in their local areas**  
from 77% in March 2009  
to 82% by March 2014
- **Increasing the number of known volunteering opportunities**  
from 290 in August 2009  
to 400 by March 2014
- **Increasing the number of organisations signed up to the COMPACT agreement between public and voluntary services**  
from 18 in March 2009  
to 30 by March 2014
- **To increase the % of organisations that think the relationship between statutory and voluntary sector is good or very good**  
from 76% in March 2009  
to 88% by March 2014
- **Increasing the number of adults engaged in the arts at least three times in the last 12 months**  
from 41% in March 2009  
to 46% by March 2014

## Communities that are vibrant and active where there is a strong sense of community







# Sustainable development

## Where we are now:

South Derbyshire has a higher level of owner occupied houses than the regional and national average and a better carbon footprint. Targets for building affordable housing are being met. The transport footprint, however, is worse than the national average due to high levels of commuting in this rural area. The economic downturn has affected the local economy and unemployment, though this is still less than the national average. However an increasing number of households are seeking advice on preventing homelessness. There is a lack of skills and qualifications in some areas.

## Our vision for the future for sustainable development

Successful existing and new communities which meet the population's needs and aspirations.

### What we want to see in 2029: How we'll get there:

- |   |   |
|---|---|
| ● Adequate, appropriate and affordable housing for all, in well-served communities                        | Seek housing growth that is accompanied by the provision of appropriate services and supporting infrastructure<br><br>Address development and economic issues through cross-border working wherever appropriate   |
| ● Improved transport solutions for those without a car and enhanced access for those with a car           | Pursue joined up transport solutions that are accessible to all communities<br><br>Seek to enhance the accessibility of local centres, including parking facilities   |
| ● Sustainable employment and support for people to access the skills required                             | Bring employers, business support organisations and education and training providers together to co-ordinate and focus their activities<br><br>Improve accessibility for all to education, training and related support<br><br>Enhance progression routes for learners at all levels<br><br>Promote the retention and re-attraction of graduates to the area  |
| ● A robust and diverse economy, resistant to downturns and providing a strong base for sustainable growth | Co-ordinate the supply of land and property with investment and business support activities<br><br>Work with East Staffordshire Borough Council to identify and develop cross boundary economic opportunities arising from key strategic locations in East Staffordshire and South Derbyshire.<br><br>Maximise the potential of The National Forest to support growth in tourism and the woodland economy |
| ● High quality development that minimises the impact on the environment                                   | Develop sub-regional approaches to tourism-related activities<br><br>Take opportunities to implement environmental improvements alongside growth  |

## How will we know we have achieved this?

## Key priorities and measures:

- **To achieve growth in visitor spend**  
(bi-annual survey)  
by £1.5m per year from March 2009 to March 2014
- **Number of affordable homes completed**  
250 by March 2014
- **The % of small businesses showing employment growth rises**  
baseline will be established in 2009-2010 with an increase by 2014
- **The proportion of the population aged 19-64 for males and 19-59 for females qualified to at least Level 2 or higher rises**  
from 69.3 in March 2008 to 76 by March 2012
- **Reducing the carbon emissions in the District**  
(tonnes per head)  
from 11.40 in March 2005 to 10.39 by March 2011

## Successful existing and new communities which meet the population's needs and aspirations





# Children and young people

## Where we are now:

The number of children and young people in South Derbyshire is significantly above the national average, with further increases predicted. They generally achieve higher than the national average on many outcomes, but these achievements are under threat as the population grows and services are put under pressure. Some neighbourhoods in the District are disadvantaged, with children experiencing poverty, poor educational achievements and poor emotional well-being.

## Our vision for the future for children and young people

Communities where all children and young people achieve their full potential and make positive contributions to their communities.

### Difference we want to make by 2029:      How we'll get there:

- A healthy population of children and young people

Increase sexual health and relationships education to reduce teenage conception rates

Reduce obesity

Reduce excess drinking

- Safety for children and young people in all areas of their lives

Identify appropriate partnership interventions to ensure the safety and well-being of vulnerable children

Improve home safety for children

Improve road safety for children

- An enjoyable environment for children and young people in which they are able to achieve their potential

Provide access for all to positive activities in the District

Celebrate the achievements of children

Improve the aspirations of children in the District

- An environment where children and young people can make a positive contribution

Regularly involve children and young people in decision-making processes to develop all services

- Economic well-being for all children and young people

Improve opportunities for young people to remain in training and learning within the District

Develop provision to reduce poverty and improve access to Citizens' Advice Bureau and credit unions

Improve support services for homeless young people



**How will we know we have achieved this?**

**Key priorities and measures:**

- **Increase participation of young people aged 13 to 19 in positive activities**

from 25.11% in March 2009  
to 30% by March 2014

- **Reducing the number of 16 to 18 year olds who are not in education, training or employment**

from 9.9% in March 2009  
to 8.0% by March 2014

**Communities where all children and young people achieve their full potential and make positive contributions to their communities**



# Appendix 1

## Strategies related to the Sustainable Community Strategy for South Derbyshire

All of the organisations involved in the South Derbyshire Partnership have their own policies, plans and strategies for their work in the District, and the key, relevant documents are listed below.

Each of these documents plays its own part in working to improve the quality of life in South Derbyshire. This Strategy is different however; it provides an over-arching framework for organisations to work together with common goals. Organisations are committing to working collaboratively in ways that would not otherwise happen, extending their reach and adding value for residents, communities, visitors and businesses of South Derbyshire.

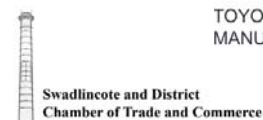
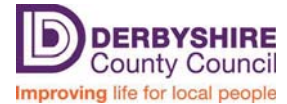
- Derby and Derbyshire Economic Partnership Business Plan 2009-2010
- Derbyshire Action on Smoking Action Plan 2007-2010
- DAAT Alcohol Harm Reduction Strategy for Derbyshire
- Derbyshire Constabulary Policing Plan
- Derbyshire Fire and Rescue Service Area Community Strategy and Action Plan
- Derbyshire Local Area Agreement
- Derbyshire Vision and Strategic Direction for Adult Mental Health 2007-2017
- Derbyshire County PCT Strategy
- Derbyshire Supporting People Strategy
- Safer South Derbyshire Partnership Plan
- South Derbyshire CVS Strategic Plan
- South Derbyshire and Dales Children and Young People's Plan
- South Derbyshire District Council Corporate Plan 2009-2014
- South Derbyshire District Council Economic Development Strategy 2008-2012
- South Derbyshire Homelessness Prevention Strategy
- South Derbyshire Housing Strategy
- South Derbyshire Local Development Framework
- South Derbyshire Sport, Recreation and Physical Activity Strategy
- Services for Older People Joint Commissioning Strategy 2008-2011
- The Derby and Derbyshire Strategic Framework for Obesity 2007-2010
- The National Forest Strategy 2004-2014
- Visit Peak District and Derbyshire Business Plan 2009-2010

# Appendix 2



## South Derbyshire Partnership Members Working together for a sustainable South Derbyshire

- South Derbyshire District Council
- Derbyshire Constabulary
- Derbyshire County Council
- Derbyshire Association of Local Councils
- Derbyshire Connexions
- Derbyshire County Primary Care Trust
- Rural Action Derbyshire
- Old Post Regeneration Association Ltd
- Environment Agency
- Sharpe's Pottery, Heritage and Arts Trust
- Trident Housing Association
- Derbyshire Learning and Skills Council
- Derbyshire and Nottinghamshire Chamber of Commerce
- People Express
- The National Forest Company
- East Midlands Airport (Nottingham, Derby and Leicester)
- Toyota Motor Manufacturing (UK) Limited
- Swadlincote and District Chamber of Trade and Commerce
- Swadlincote District 50 Plus Forum
- South Derbyshire Council for Voluntary Services
- South Derbyshire Citizens' Advice Bureau





# Appendix 3

The last South Derbyshire Community Strategy ran until 2009. It contained 55 actions to be delivered by a range of partners including South Derbyshire District Council, South Derbyshire Council for Voluntary Services, Derbyshire County Council, Derbyshire Dales and South Derbyshire Primary Care Trust and Derbyshire Constabulary.

A final review of performance against the actions in the plan shows that we have delivered the majority of them.

## Safe Communities

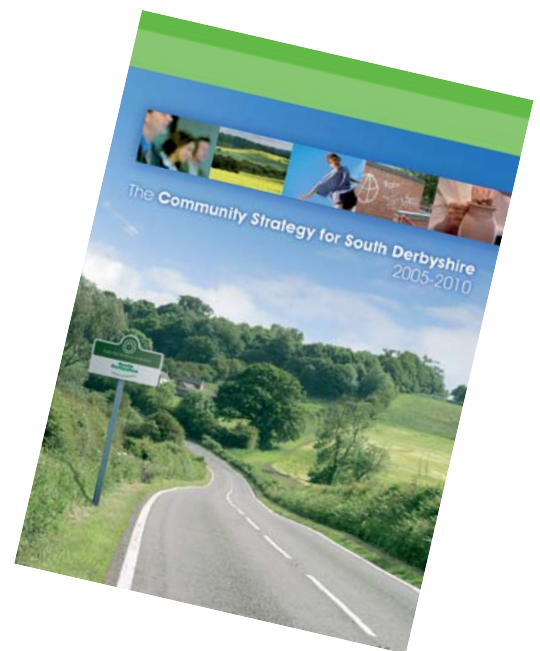
The original strategy identified a number of actions that it said people in the District should see progressed/completed by 2009.

### Actions included:

- More facilities and activities to engage young people and keep them from getting involved in anti-social behaviour.
- An increased number of Neighbourhood Watch groups.
- Promotion campaigns to help people understand and deal with fear of crime.

### Achievements include:

- Youth engagement/diversion has been improved through working in partnership. Bringing organisations together has seen improved co-ordination of activities and resources with more opportunities and facilities are available.
- The number of active Neighbourhood Watch groups in the District has increased significantly too.
- The development of Safer Neighbourhoods groups has seen a significant improvement in community engagement with local people taking responsibility for local issues. This in turn provides a vehicle for dealing with fear of crime and with providing information.



## Healthier Communities

The original strategy identified a number of actions that it said people in the District should see progressed/completed by 2009.

### Actions included:

- Improved information and more opportunities for people to pursue healthier lifestyles.
- Better information about health and health services available locally.
- Better support for vulnerable groups such as children at risk and victims of domestic abuse.

### Achievements include:

- A jointly funded Healthy Lifestyle Officer has worked to develop the Healthier Communities agenda.
- The Get Active in the Forest (GAIF) project has expanded its delivery of opportunities for the public to support healthier lifestyles. GAIF was recently acknowledged by the public vote nationally through winning a National Lottery award for excellent practice.
- The implementation of Citizens' Advice Services (CAB) within surgeries to support people managing debt and its impact; a new "information port" [www.healthiersouthderbyshire.org](http://www.healthiersouthderbyshire.org) website.

## Vibrant Communities

The original strategy identified a number of actions beneath the heading of Opportunities for All that it said people in the District should see progressed/completed by 2009.

### Actions were:

- Greater availability of community facilities.
- Social activities that celebrate the variation in South Derbyshire's communities.
- Improvements to the lines of communication.
- The organisation of events to provide communities with information and ask them their opinions.

### Achievements include:

- A community buildings mapping exercise produced an action plan based on the gaps identified and needs of the various venues.
- Increase in the number of hard to reach groups with which we work and provide services for.
- Increased awareness within the LSP of the need to include the community within its work and more open to suggestions about ways in which this can be achieved. Production of a communication and consultation strategy for the LSP.
- Raising volunteering up the agenda for local businesses and have had a high profile project with Toyota.

## Sustainable Development

Under the Vibrant Economy and Sustainable Environment themes of the original strategy, a number of actions were identified that people in the District were told they should see progressed/completed by 2009.

### Actions included:

- Creation of a support package involving a range of organisations, for growing businesses and those coming into the area.
- More people employed in forest-related businesses.
- The setting up of an Environmental Forum for South Derbyshire.

### Achievements include:

- Business Navigator (business frontage grants, advice and support on enhancing environmental performance).
- National Forest Business Grant Scheme (Woodland Economy Business Support).
- Establishing the Environmental Forum and supporting the work of many voluntary groups across the District undertaking environmental projects.



## Obtaining alternative versions of this document

If you would like this document in another language, or if you require the services of an interpreter, please contact us. This information is also available in large print, Braille or audio format upon request.

**Phone: 01283 595795 E-mail: [customer.services@south-derbys.gov.uk](mailto:customer.services@south-derbys.gov.uk)**

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ਜੇ ਤੁਹਾਨੂੰ ਇਹ ਦਸਤਾਵੇਜ਼ ਕਿਸੇ ਦੂਸਰੀ ਭਾਸ਼ਾ ਵਿਚ ਚਾਹੀਦਾ ਹੈ, ਜਾਂ ਕਿਸੇ ਦੁਭਾਸ਼ੀਏ ਦੀਆਂ ਸੇਵਾਵਾਂ ਦੀ ਲੋੜ ਹੈ ਤਾਂ ਸਾਡੇ ਨਾਲ ਸੰਪਰਕ ਕਰਨ ਦੀ ਕ੍ਰਿਪਾ ਕਰੋ ਜੀ ਇਹ ਜਾਣਕਾਰੀ ਮੰਗ ਕਰਨ ਤੇ ਵੱਡੇ ਅੱਖਰਾਂ, ਬ੍ਰੇਅਲ ਜਾਂ ਆਡਿਉ ਦੇ ਰੂਪ ਵਿਚ ਵੀ ਉਪਲੱਬਧ ਕਰਵਾਈ ਜਾ ਸਕਦੀ ਹੈ।

اگر آپ یہ ڈاکیومنٹ کسی اور زبان میں چاہتے ہوں، یا اگر آپ کو کسی ترجمان کی خدمات درکار ہوں، تو براہ کرم ہم سے رابطہ کریں۔ درخواست کرنے پر یہ معلومات بڑے پرنٹ، بریل یا آڈیو فارمیٹ میں بھی دستیاب ہیں۔

Fit for the Future - A Sustainable Community Strategy for South Derbyshire 2009 - 2029

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**A summary booklet is also available online at [www.south-derbys.gov.uk](http://www.south-derbys.gov.uk)**

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for South Derbyshire

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