

Draft SCS Cheshire East – Combined Priority Activity Matrix – Version 2 – 13<sup>th</sup> August 2008

High level priority themes (incorporating LAA indicators)	CSCS Priorities for action	Congleton	Crewe & Nantwich	Macclesfield
Reduced inequalities – areas and sectors				
			Reduce number of neighbourhoods in the worst 25% nationally re IMD (J&P)	
NI 153 Working age people claiming out of work benefits in the worst performing neighbourhoods (DWP DSO) *				
NI 120 All-age all cause mortality rate (PSA 18) *  NI 137 Healthy life expectancy at age 65 (PSA 17) *				Improvements in the health of the local population, increased life expectancy, and reductions in illness for all ages (HC&OP)  Improve 2% in QoL feedback on people's own health and well being (H&OP)
NI 121 Mortality rate from all circulatory diseases at ages under 75 (DH DSO) *	Reduce risk from heart disease /strokes		Increase number of people who do 30 mins of physical activity 5 times per week (H)	Increase adults physical activity (H&OP)
NI 123 Stopping smoking (PSA 18) *	Reduce smoking and number of people with cancers	Reduce smoking prevalence amongst 16's - 24's from 41% (2005) to 33% by 2016 (H)	Reduce adult smoking rate to 21% or less by 2010, focus areas where smoking rates are highest (H)	Reduce smoking in: 16+ 21% by 2010 Manual workers 26% Pregnancy 5% Young people by 9% (H&OP)
	Increase well-being programmes in areas of highest disadvantage	Appoint to a health and well being post early 2007 to engage local groups and individuals (OP)		Improve mental health and well being of vulnerable groups (H&OP)
C & YP – Enjoy and Achieve See Statutory Indicators 72 to 101 inclusive for attainment and early years in LAA  NI 110 Young people's participation in positive activities (PSA 14) *	Improve attainment in children and families from low income backgrounds	Improve % of Looked After children attaining 5 GCSEs A-G from 10% (2003) to 20% by 2010 (C&YP)  Promote learning via website, newsletters, Adult Learners week community events and 3	Increase number of people qualified NVQ level 4 (LL)  Reduce number of people no qualifications (LL)  Increase community learning venues (LL)	Increase attendance rates by 0.4% in line with best statistical neighbours (C&YP)  Reduce number of excluded pupils (C&YP)  Increase young people gaining educational and vocational

<p>NI 117 16 to 18 year olds who are not in education, employment and training (NEET) (PSA 14) *</p> <p>How does this fit with 46?</p>		<p>skills for life (Maths and English) awareness raising sessions per year (LLL)</p> <p>Improve geographic access, disabled access and affordability of learning opportunities (LLL)</p>	<p>Raise attainment levels at Key Stage 2,3,4 to Cheshire average by 2016 (C&amp;YP)</p> <p>Increase activities for young people to do (C&amp;YP)</p> <p>Reduce 16 year olds not in employment, education, training (C&amp;YP)</p> <p>Increase number 16year olds staying in education (LL)</p>	<p>qualifications (C&amp;YP)</p>
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	Reduce proportion of people who are very overweight			<i>Increase adults physical activity (H&amp;OP)</i>
(Mental Health – number of organisations adopting the Mental Health Employment Charter)	Reduce mental health related unemployment and sign up to 'Mindful Employers Charter'	Develop multi-agency mental health framework by 2008, priorities for action to improve mental health of population (H)		<i>Improve mental health and well being of vulnerable groups (H&amp;OP)</i>
	Increase access to support for emotional and psychological difficulties			
	Improve access to jobs and key services		<i>Increase numbers of local people in employment (J&amp;P)</i>  <i>Increase local wage levels, focus lowest end of earnings scale (J&amp;P)</i>	
NI 4 Percentage of people who feel they can influence decisions in the locality (PSA 21) *	Increase in numbers of people who feel influence over decisions in their locality - <i>with specific appropriate targets for key areas</i>	Increase % of eligible voters who vote in general elections from 64% in 2005 to 67% in 2010 (STC)	Increase participation in Youth Parliament elections by 30% above 2006 baseline by 2009/10 (C&YP)  Increase awareness of the LSP (P)  Increase number people involved in LSP and SCS (P)	Develop measures, baselines and actions relating to increasing the influence of local communities in their local areas (S&SC)  Children and young people are empowered and involved in improving the quality of their lives and the neighbourhood in which they live (C&YP)  Increase involvement of children and young people in decision making around service delivery (C&YP)  Engaging more people in shaping the future of their local environment (E) <i>NB Through Parish Plans, Village Design Statements and Neighbourhood Action Plans for specific areas</i>
	More people feel they belong to their neighbourhood			
	Increase community gardens and allotments to grow own food			

	More people feel people from different backgrounds get on well together in their local area	Increase the % of residents who feel their local area is a place where people from different backgrounds can get on well together (from 69% in 2005 to 75% in 2010) (STC)		
	Increase general/overall satisfaction with local area		Increase number of people satisfied with their neighbourhood as a place to live (B&BE)  Increase in people saying the Borough has improved (B&NE)	Increase street cleanliness and % residents feeling positive about their neighbourhood (ENV)  Improving environmental quality for people living in the most deprived neighbourhoods (E)
	Increase access to green spaces	Begin improvements in Milton Park, Alsager in 2007/8 and improve at least 2 other public open spaces (ENV)		Two Green Flag Awards for public parks and green spaces within two years (ENV)  Develop Play Strategy for Borough by March 2007 and action plan (ENV)
		Improve sexual health via screening schemes, target 5,500 for C&ECPCT in 2008 (H)	Increase babies who are breastfed (H)	
<b>Addressed key issues surrounding ageing population</b>				
<p>NI 125 Achieving independence for older people through rehabilitation/intermediate care (DH DSO) *</p> <p>C32 Older people only proxy for NI 136 People supported to live independently through social services (all adults) (PSA 18)</p> <p>NI 141 Percentage of vulnerable people achieving independent living (CLG DSO) *</p> <p>NI 142 Percentage of vulnerable people who are supported to maintain independent living (CLG</p>	Improve independence, well-being and choice where appropriate and chosen	Improve public transport access, bus stops safe walking routes through Town based transportation initiatives, including pilot scheme in Congleton 2008 (OP)		<p>Greater independence of older people (HC&amp;OP)</p> <p>Improve information and advice to older people (H&amp;OP)</p>

DSO) *				
NI 134 The number of emergency bed days per head of weighted population (DH DSO)  Emergency bed days for those 75 and over (current LAA sub outcome)	Reduce hospital and institutional care, support people at home, reduce falls	Prevent falls thereby reduce by 9% by 2010 number of unscheduled hospital bed days for over 75s in line with LAA (OP)	Reduce emergency admissions to hospital (H)	
	Improve housing and tackle fuel poverty	Improve suitability housing older people with diverse needs through extra care housing schemes by 2009 (OP)	Increase number of older people supported to live in their own home (OP)	
	Improve economic well-being at retirement age		Increase take up of welfare benefits (OP)	Reduce pensioner poverty (H&OP)
	Empower older people to have a greater voice and influence on decisions which affect them			
	Older adults retained/retrained to contribute to local economy		Increase the number of job opportunities for 60/65 supported by training (OP)	60/65 achieve higher employment and greater flexibility in continuing careers (H&OP)
NI 130 Social Care clients receiving Self Directed Support (Direct Payments and Individual Budgets – adults all ages)*  NI 135 Carers receiving needs assessment or review and a specific carer's service, or advice and information (DH DSO) *				
<b>Addressed priority services for children and young people</b>				
	Tackle child poverty		Increase local wage levels, focus lowest end of earnings scale (J&P)	
NI 112 Under age conception rate (PSA 14) *	Reduce teenage conceptions	Reduce teenage pregnancy rate from 20.4 per 1000 young women aged 15-17 (2003) to 14.2 by 2010 (C&YP)		
NI 56 Obesity in primary school age children in Year 6 (DCSF	Reduce childhood obesity	Reduce levels of obesity in children in line with LAA	Halt year on year rise in obesity children under 11 by	

DSO)		targets (C&YP)	2010 (H)	
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	Reduce number of children exposed to domestic abuse		Reduce children at risk (C&YP)	
		Reduce bullying of children ages 12-14 from 37% (2204) to a max of 26% by 2010 (C&YP)	<i>Reduce children at risk (C&amp;YP)</i>	Reduce rates of bullying, children and young people feel safe at school, workplace, neighbourhood (C&YP)
<b>Affordable and/or appropriate housing</b>				
NI 154 Net additional homes provided (PSA 20) *	Improve provision of new affordable housing in urban areas, market towns and sustainable rural areas to support local economy and wider economy of NW	30% affordable housing units and 25% low cost market housing units in new housing schemes, including min 50 affordable housing units built per year until 2010 (ENV)		Delivering 100 units of affordable, supported and adapted housing each year (ENV)
NI 155 Number of affordable homes delivered (gross) (PSA 20)				Increased provision of affordable, supported and adapted housing to meet the needs of both rural and urban areas ((E)
NI 156 Number of households living in temporary accommodation (PSA 20) *				
	Improve provision of supported and specialist housing for older persons and vulnerable client groups, especially homeless households	Reduce number under 25s accepted as unintentionally homeless by 15% by 2010 from 2005/6 baseline (C&YP)		
	Sustain regeneration and provision of decent homes and manage economic impacts on housing market			
<b>Reduced re-offending</b>				
NI 18 Adult re-offending rates for those under probation supervision (PSA 25) *	Address crime by reducing proportion of adult offenders who re-offend, with a focus on the most prolific offenders	Reduce British Crime Survey comparator crime by 15% by 2008 (SC)	Reduce crime levels by 15% (SC)	Reduce crime by 15% between 2003/4 and 2007/8, seven specific reduction targets set (SC)
NI 20 Assault with injury crime (PSA 25) *			Reduce vehicle crime by 26% and domestic burglary by 43% (SC)	
NI 30 Re-offending rate of prolific and priority offenders (HO DSO) *				
Reported incidents of ASB	Reduce young offenders entering criminal justice system	Reduce anti-social behaviour by 5% by 2008 (SC)	Reduce reported levels of youth nuisance and anti-social behaviour by 10% (CS)	Reduce anti-social behaviour 5% between 2005/6 and 2007/8 as recorded NSIR (SC)
	Number of drug users			

	recorded as being in effective treatment			
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NI 32 Repeat incidents of domestic violence (PSA 23) *	Increase reporting domestic abuse, reduce repeat incidents and increase criminal justice outcomes, focus on increasing safety of repeat victims			
NI 21 Dealing with local concerns about anti-social behaviour and crime by the local councils and police (PSA 23) *		Reduce fear of crime 6% (10% Alsager) by 2008 (SC)	Reduce fear of crime by 10% (CS)	Reduce fear of crime measured by Citizens Panel and QoL survey 2004 – 2007 by 10%, with specific targets set (CS)
<b>Adverse impact of alcohol</b>				
NI 115 Substance misuse by young people (PSA 14) *	Reduce number of people who engage in hazardous levels of alcohol consumption	Establish robust partnership and strategic approach to Alcohol and drug minimisation, implement Alcohol Harm Reduction Strategy (H)	Reduce alcohol related harm (H)	All children and young people protected from alcohol misuse (C&YP)  Reduce young people in need of treatment for alcohol misuse by 5% (C&YP)
	Restrict access to alcohol by children and young people	15% reduction in sale of alcohol to under age drinkers via test purchases Trading Standards (SC)		Reduce number young people in need of treatment for alcohol misuse by 5% (C&YP)
	Reduce the incidents of anti-social behaviour, violent crime (inc domestic abuse) and damage to property caused by alcohol		Reduce levels of violence particularly alcohol related by 15% (SC)	
<b>Sustainable management of waste resources</b>				
NI 192 Percentage of household waste sent for refuse, recycling and composting (DEFRA DSO)	Increase recycling and composting to 50% by 2020	Increase the levels of household waste recycled/composted to 50% by 2009/10 (ENV)	Improve and promote recycling facilities (N&BE)	Increase % of waste recycled and composted to 38% in 2007/8 and to 50% by 2010 (ENV)
NI 191 Residual household waste per household (Defra DSO) *	Reduce amount of waste sent to landfill sites		Reduce the amount of waste from households (N&BE)	
	Reduce waste growth to 1% by 2015			
<b>Challenge of climate change</b>				
	Adapt services to prepare for extreme weather through Risk Analysis, Emergency Planning etc			

NI 186 Per capita reduction in CO2 emissions in the Local Authority area (PSA 27) *	Reduce CO2 emissions through improved energy efficiency and more sustainable travel			All LSP public sector orgs including educational establishments to have energy management and reduction plans in place March 2008 (ENV)
	Reduce CO2 per capita			
	Support and build capacity of local businesses and companies acting against climate change	Advise 5 companies how to reduce their pollution/CO2 emissions in 2007/8 and implement action plans in 3 Air Quality Management Areas to reduce annual average mean of NO2 to 40 micrograms per cubic metre (ENV)		Increasing number of businesses involved in ENWORKS Resource Efficiency Programme (ENV)
	Support increase use of alternative fuel supplies and renewable energy courses to avoid future fuel poverty and food scarcity			
	Ensure new economic growth is innovative and environmentally sustainable			
	Reduce amount of waste produced and improve re-use and recycling			
	Increase use of transport alternatives to the car	<i>Develop traffic management schemes to improve use of public transport (EC)</i>		
<b>Reduced worklessness and improved skills</b>				
NI 163 Proportion of population aged 19-64 for males and 19-59 for females qualified to Level 2 or higher (PSA 2) *  NI 164 Proportion of population aged 19-64 for males and 19-59 for females qualified to Level 3 or higher (PSA 2) *	Reduce number working-age people with no qualifications and increase number adults with Levels 2 and 3 qualifications	Work with schools, colleges and local businesses to enable recruitment of people with skills to do the job (LL)		Reduction in recruitment pressures for employers through development and communication of skills and training measures (ED&E)  Annual increase in apprenticeships completed (ED&E)  Annual increase of 2% adults in

				work based training (ED&E)  Annual decrease 2% working age people with no qualifications (ED&E)  Annual reduction in employers reporting skill shortages (ED&E))
	Increase number of local employers to sign up to 'Skills Pledge'	Support 12 small and medium sized local businesses re work based learning via knowledge and info sharing sessions (LL)		
	Reduce worklessness in most disadvantaged wards by delivering high quality partnerships services	Maintain below average unemployment and target reducing unemployment in Congleton North Ward from 3% in 2006 to local average for Congleton by 2016 (EC)	Increase number of local people in employment (J&P)	
	Increase number economically active older adults	Attract quality employment to enable earnings locally to meet regional level (EC)		
	Increase number disabled people in employment			
	Tackle worklessness in families where there are children			
		Develop partnership with Cheshire Family Learning, Lifelong Learning Network, Extended Schools and TLC initiatives (LL)		
			Increase the number of jobs created in knowledge driven sector (J&P)	Increase by 6% new jobs knowledge occupations by 2010 (ED&E)
<b>Improved business and enterprise</b>				
NI 171 New business registration rate (BERR DSO) *	Increase number of new businesses and social enterprises	Increase development of employment land and occupancy by 85 hectares by 2016 from 33 hectares between 1996-2006 EC)		An improved supply of available employment land to provide growth opportunities for new and expanding companies (ED&E)

				<p>22 hectares of land with planning permission at South Macclesfield by 2010 (ED&amp;E)</p> <p>3 hectares of land at Parkgate by 2010 (ED&amp;E)</p>
		Regeneration of Town Chambers of Trades and development of Market Town Initiatives (EC)		<p>Improve vitality and viability of town and village centres (ED&amp;E)</p> <p>Planning permission Macclesfield town centre redevelopment scheme 2007 and open by 2012 (ED&amp;E)</p> <p>Action Plans for Macclesfield, Wilmslow, Knutsford, Poynton, Disley, Alderley Edge, Handforth by 2010 (ED&amp;E)</p>
(Tourism – STEAM the value of the Cheshire tourism economy)		Increase visitor attractions and graded bed spaces from 867 in 2006 to 1000 by 2016 (EC)		<p>To engage a greater number and wider range of Macclesfield businesses in activities related to the visitor economy in order to improve the visitor experience, prolong visitor stay and increase visitor spend within the borough. (ED&amp;E)</p> <p>Full Borough business membership of Peaks and Plains Tourism Association and Visit Chester &amp; Cheshire (VCC) by April 2007 and increase membership by 20% by April 2008 (ED&amp;E)</p> <p>Launch new 'Welcome to Macclesfield website by April 2007 (ED&amp;E)</p> <p>Increase hits on VCC's welcome to Macclesfield site by 20% by Dec 2007 (ED&amp;E)</p>

				Action plan for Cheshire Year of the Garden 2008 (ENV)
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<b>Improved road safety and maintenance</b>				
NI 47 People killed or seriously injured in road traffic accidents (DfT DSO) *	Reduce number of people killed or seriously injured on Cheshire's roads and motorways	Reduce number people killed or seriously injured in RTAs from 52 (2005) to 41 by 2008 (SC)		Reduce number of people killed and seriously injured by 6% between 2004/5 and 2007/8 (SC)
	Reduce number of children killed or seriously injured on Cheshire's roads and motorways			
	Increase awareness of contributing factors that cause road traffic collisions including speeding, impairment (alcohol), distractions (phones) and not wearing seatbelts			
NI 168 Principal roads where maintenance should be considered (DfT DSO) *  NI 169 Non-principal classified roads where maintenance should be considered (DfT DSO) *	Ensure road network is maintained in a good condition to reduce and prevent RTAs and improve road safety  Maintain Cheshire's highways at minimum cost			
<b>Environmental cleanliness</b>				
	Improve street and environmental cleanliness			<i>Increase street cleanliness and % residents feeling positive about their neighbourhood (ENV)</i>
	Ensure highway is kept in an acceptable condition environmentally			
<b>Well maintained, efficient transport network</b>				
	Maintain highways so that they provide an efficient system for transportation			
	Maintain highway in a safe and sound condition suitable for the use of vehicles, cyclists, pedestrians, equestrians and all other road users			

		We will influence decisions on public transport (ENV)  Develop traffic management schemes to improve use of public transport (EC)	Improve transport by supporting targets in the Local Transport Plan (N&BE)	
<b>Reduced anti-social behaviour, arson and criminal damage</b>				
NI 111 First time entrants to the Youth Justice System aged 10-17 (PSA 14) *				
(Anti-social behaviour – criminal damage)	Reduction in ASB measure by reported incidents			
Alcohol arrest referrals	Perceptions of drunk or rowdy behaviour as a problem			
	Increase % people stating police and local council dealing with ASB issues that matter in their area			
NI 33 Arson incidents (HO DSO) *	Work in Community Safety Partnerships to reduce arson			
	Reduce level of youth fire-setting by working with partners in youth orgs			
	Work with waste managers to reduce wheelie bin and rubbish fires			
	Increase prosecutions for arson offences			
	Work with commercial sector to reduce arson in commercial property			
Increase in proportion of non-Police referrals to the Cheshire DAFSUs and MARACs				
<b>Reduce risk of industrial and commercial emergencies</b>				
	Series of exercises to validate, train and test against multi-agency approach and Chemical Radiation Biological & Nuclear Plan and verify robust arrangements in place			

	to manage mobile cloudburst incident			
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	Review impact of regulation changes in relation to COMAH and develop and deliver programme for major and standard COMAH off site testing			
<b>Sport, Culture and Leisure</b>				
NI 8 Adult participation in sport and active recreation (DCMS DSO) *		Increase active participation in exercise all ages from 31% (2005) to 40% by 2016	Increase participation and access to sport and leisure (C&L)	
		Develop and improve cultural activity by identifying gaps in resources and acting to promote policy to improve (STC)  Evidence of promotional activities and roll out community events programme by 2008 (OP)	Increase number of culture and leisure amenities (C&L)	An improvement in the provision and maintenance of play, leisure and sports facilities in the borough (E)
		Improve access to leisure, cultural and sporting activities for children, develop targets for year on year usage increases to 2010 (C&YP)		Increase % children and young people taking part in physical activity out of school by 3% (C&YP)  Improve access to activities promote health and well being - transport to employment, health, leisure and recreational activities (H&OP)
		Promote volunteering and encourage good practice and participation – increase % of people who volunteer for min 2 hours a month from 38% in 2005 to 45% in 2010 (STC)		
				<i>Protecting and enhancing designated natural environments, heritage buildings and include local distinctiveness designations (ENV)</i>

				Undertake at least four Conservation Area Appraisals each year (ENV)
				Designate at least one new Local Nature Reserve every two years (ENV)
Other				Adoption of LDF by 2008
Percentage increase in Local Authority spending in contracts and grants to Third Sector organisations				
<b>Local/Targeted</b>	<b>Local/Targeted</b>	<b>Local/Targeted</b>	<b>Local/Targeted</b>	<b>Local/Targeted</b>
		Market Town Initiatives: <ul style="list-style-type: none"> <li>• Alsager</li> <li>• Congleton</li> <li>• Middlewich</li> <li>• Sandbach</li> </ul>	Driving Crewe Forward (check this out)  Market Town Initiatives: <ul style="list-style-type: none"> <li>• Nantwich</li> </ul>	Town plans
		Neighbourhood Renewal: Congleton North	Neighbourhood Renewal Strategy: <ul style="list-style-type: none"> <li>• Alexandra</li> <li>• Coppenhall</li> <li>• Grosvenor</li> <li>• Maw Green</li> <li>• St Barnabus</li> </ul> 8 priority themes: Children and Young People, Tackling Health Inequalities, Enhancing the physical environment and local image, Improving housing and housing conditions, Reducing crime and fear of crime, Reducing worklessness, Developing local economies, Improving learning and skills (NR Strategy)	Neighbourhood Renewal/Regeneration and 'Family Stress': <ul style="list-style-type: none"> <li>• Parts of Handforth</li> <li>• Macclesfield South</li> <li>• Knutsford Over</li> <li>• Macclesfield West</li> </ul> New or updated action plans for the Moss, Colshaw, Longridge, Weston by Dec 2008 (ENV)
		17 Parish Plans	Parish Plans	Parish Plans Further 15 Parish Plans over next 3 years (ENV)

Notes:

The matrix is to assist in analysis of the large amount of current information available to us and is compiled in the main from 'Cheshire LAA 2008 – 2011', 'A Sustainable Community Strategy for Cheshire' – Interim Document May 2008, 'Congleton Sustainable Community Strategy 2007 – 2016', 'A Sustainable Community Strategy for Crewe and Nantwich 2006 – 2016', 'Macclesfield Borough Sustainable Community Strategy 2007 – 2010'.