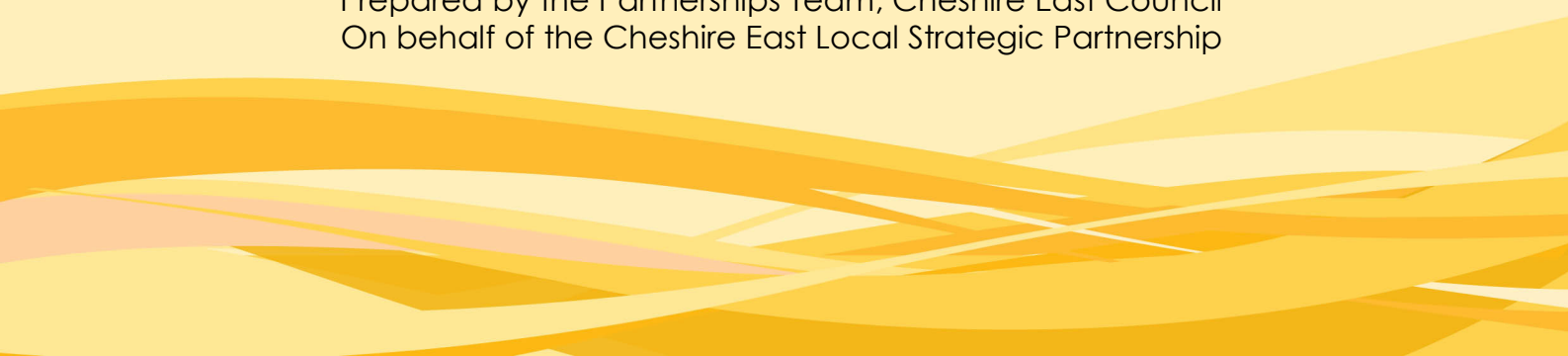


Cheshire East Shaping the Future of our Communities 2010-2025

Discussion Document for our
Community Strategy, Local
Development Framework and Local
Transport Plan

February 2010

Prepared by the Partnerships Team, Cheshire East Council
On behalf of the Cheshire East Local Strategic Partnership



Shaping the Future of our Communities - Introduction

This is an exciting time for Cheshire East as we consider our vision and priorities for the next 15 years. Developing our Community Strategy provides the opportunity to look to the horizon, take our thoughts out of the day-to-day and set a course for a future we will be proud of.

As well as our Community Strategy we are also preparing our Local Transport Plan and our Local Development Framework, setting out Cheshire East's spatial and transport priorities for the next 15-20 years. These two plans will be crucial in achieving our long-term ambitions.

The Cheshire East Community Strategy must answer 3 important questions:

1. Cheshire East in 2010 - what are our defining characteristics and what are the key issues we are facing?
2. Cheshire east in 2025 – where do we want to be and what is our vision?
3. Cheshire East next steps - what are the “must-do” actions to ensure we achieve our vision?

Our Community Strategy must not be a summary of all the things we were planning to do anyway. We must agree together what our priorities are and how we are going to deliver them – where can we work together as a partnership to make a difference? Once we have agreed our Community Strategy we will translate this into action plans and projects to make real change on the ground.

The purpose of this document is to provide a prompt for discussion and debate. It considers the defining characteristics of Cheshire East, the key issues we are facing, and what we know are immediate priorities. It also identifies the strands of our vision for 2025 based on what people have said so far. We have drawn on the contributions made at the LSP Assembly in October 2009 where over 160 representatives from service providers, town and parish councils, business representatives and voluntary organisations gathered to consider Cheshire East's future. A number of questions are posed throughout the document for you to answer.

The table over the page shows the different ways to get involved and have your say about Cheshire East's vision and priorities, about the Community Strategy, the Local Development Framework and the Local Transport Plan. We will update our [website](#) with more information on each of these strategies as they develop.

This work is being co-ordinated by the Partnerships Team at Cheshire East Council on behalf of the Cheshire East Local Strategic Partnership (LSP). If you have any questions about this document, the timetable overleaf or how to get involved then please contact the Partnerships team on 01270 685807 cheshireeast2025@cheshireeast.gov.uk

Shaping the Future of our Communities – how to get involved

1. Consider the questions in this document and send your responses to the Partnerships Team address below, or hand it in to a local library, **by Friday 19th March**. Please include your contact details if you would like to be added to our mailing list.

The Partnerships Team
Cheshire East Council
Westfields
Middlewich Road
Sandbach
CW11 1HZ
Cheshireeast2025@cheshireeast.gov.uk

2. If you don't want to answer all the questions just answer the Big 3 questions on page 3 and send your answers to the address above, or hand it in to a local library.
3. Book a place to attend one of these consultation events which start at 6pm, with tea and coffee available from 5.45pm:

DATE	AREA	VENUE
Tuesday 23 rd February	Knutsford and Wilmslow	Cranford Suite Knutsford Civic Centre
Wednesday 24 th February	Macclesfield and Poynton	Assembly Rooms Macclesfield Town Hall
Thursday 25 th February	Nantwich	Main Hall Nantwich Civic Hall
Tuesday 2 nd March	Crewe	Conference Room Crewe Library
Thursday 4 th March	Congleton	Fellowship House Congleton

4. Contact The Partnerships team on 01270 685807 cheshireeast2025@cheshireeast.gov.uk if you have any further questions.

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The 3 Big Questions:

In order to agree our vision and priorities for Cheshire East we want your views on the 3 important questions below. You can choose to just answer these 3, or consider all the questions in this document.

Cheshire East 2010 - what are the defining characteristics of Cheshire East? What are our biggest strengths and opportunities? What do you feel we most need to improve?

Cheshire East 2025 – Where do we want to be in 15 years time? What is your vision for the place and for the people of Cheshire East? What should Cheshire East be like in 2025 for...

- A child born in Cheshire East this year?
- A Cheshire East resident entering retirement this year?
- A young person leaving Cheshire East this year to go to University?
- A working family with teenagers at school this year?

Cheshire East next steps – what are the “must-do” actions you want to see happen in the next 2-3 years to ensure we achieve our vision?

Cheshire East 2010 – defining characteristics

These are the important facts and figures about the area we need to bear in mind as we develop our priorities for action.

- We have a diverse mixture of urban and rural - approximately 40% of the population living in rural areas and 60% in 2 major towns of Crewe and Macclesfield and smaller towns of Wilmslow, Congleton, Sandbach, Poynton, Nantwich, Middlewich, Knutsford and Alsager.
- Cheshire East covers a large geographical area and has the 3rd largest population in the North West after Manchester and Liverpool.
- We have an older age profile than the national average, and the fastest growing older population in the North West. 17.8% (30,500) of our population is over 65 compared to 15.9% nationally.
- Cheshire East is generally a good place to live – our residents have a longer life expectancy than the national average, employment rates are high, average household income is higher than average, educational achievement is above national levels, and the crime rate is one of the lowest in the country.
- Despite good overall quality of life, there are some areas where the experience is different. 6% of our population live in neighbourhoods classified as being in the 20% most deprived nationally, based on the 2007 indices of Multiple Deprivation. The majority of these neighbourhoods are in Crewe town, with the rest in Wilmslow, Macclesfield and Congleton towns.
- Cheshire East has a strong relationship with surrounding economies, particularly Greater Manchester to the north and Stoke-on-Trent to the south-east.
- Our location means we have excellent national and international transport links via the motorway network, rail connections, and proximity to Manchester and Liverpool airports.
- Cheshire East has a rich and varied heritage and many unique environmental and cultural assets. These boost our tourism economy and include Macclesfield Silk industry, Crewe rail heritage, Tatton Park, Teggs Nose, the canal network and the Peak District National Park.
- We have active and vibrant communities – a strong town and parish councils network, pro-active town partnerships such as Congleton and Sandbach, neighbourhood action groups from Macclesfield to Crewe, a strong volunteer force consisting of a plethora of large and small voluntary groups at work throughout our communities.

Question 1 – Do you agree that these are defining characteristics of Cheshire East? What else would you ask people to bear in mind as we develop our priorities?

As we think about the next 15 years what are our key issues and what will drive change?

As we develop our priorities for action we need to be aware of the challenges we face and also the great things about Cheshire East that we might be able to build on. What are the issues we need to address and what could be the drivers of our future success? The Local Strategic Partnership Assembly identified these big issues that we need to be aware of as we develop our priorities for action.

Strengths, Opportunities and Un-tapped Potential

As we plan for the next 15 years it is vital that we make the best use of our existing strengths. At the first LSP Assembly event participants were asked to identify what opportunities they see in Cheshire East. Here are some examples of what was said.....

- Promoting Cheshire East as a great place to live
- Shout about the excellent education
- Great visitor experience
- People passionate about their local communities
- Proximity to Manchester Airport and West Coast Rail
- Hidden Heritage
- Fantastic Countryside – and its free!
- Wonderful festivals and shows
- Fantastic Food
- Wealth of skills and experience in older population
- Well organised third sector
- Large Hard working workforce
- Excellent place to retire

Question 2 – what do you think are the biggest opportunities for Cheshire East? What are our biggest strengths?

Key Issues

- **Our ageing population** – over the next 15- 20 years we will experience a significant increase in older population and reduction in number of children and young people:

- Those aged 65-84 will increase from 56,000 in 2006 to 81,000 in 2026.
- The 85 plus age group will increase from 8,000 in 2006 to 16,000 in 2026.
- The population aged 16-64 is expected fall by 4% between 2006 and 2026

Our high life expectancy and ageing community is certainly something to celebrate, but we must also recognise that the 85+ age group in particular is a potentially vulnerable group who will require more from both social and health services. There are implications for housing, transport and how we plan and develop our towns and villages.

The increase in the elderly and decrease in the working population limits our capacity to expand the labour supply and results in a high "old age" dependency ratio i.e. low numbers of working-age people supporting a high non-working dependent older population

- **Inequalities** – despite our overall good quality of life there are a number of areas of inequality:
 - **health inequalities** – life expectancy ranges from 71 years for males in parts of Crewe to 85 years in parts of Wilmslow, and 77.9 years for women also in Crewe to 89.9 years in Congleton and Holmes Chapel.
 - **educational attainment** – historic data shows that at the end of Key Stage 4, the gap in performance between pupils entitled to free school meals and their peers who are not was 39% in 2008; this is the widest in the north west region.
 - **affordable housing** – affordability is a significant issue in Cheshire East as prices are high, making buying a home out of the reach of many people. In 2006 Cheshire East average house prices were £207,000, well above the £155,000 North West average.
 - **neighbourhoods** – there are a number of neighbourhoods in Cheshire East which experience a combination of factors leading to a lower quality of life for its residents. This includes poor health, high unemployment, poor educational attainment, high crime and a poor physical environment.
- **Connectivity** – how do we make the best use of economic, social and environmental connections with our neighbours, and to what extent do we need to improve our internal connections? This is a key issue for Cheshire East and has at its heart our unique location and our diversity of place. Particular issues include:
 - Our links with the Greater Manchester economy - north of the Borough is a popular residential choice for many of Manchester's skilled workforce and has potential to expand as the Greater Manchester economy expands.

- As we seek to improve connections with Greater Manchester how can we ensure public transport is a real alternative to the car? How can we improve internal transport links between our towns and villages, facilitating links between work and home for our residents?
- The need to ensure connectivity via information technology, particularly through next generation broadband.
- **The current economic climate** – clearly the current recession is a significant factor shaping our planning for the next 15 years. We must:
 - maintain our strong economic position in terms of employment, businesses, and skills, being able to resist competition from Greater Manchester and the Potteries
 - continue to actively support our town centres to minimise the impact of the recession on retailers and other businesses
 - recognise and plan for significant reductions in public spending
- **Climate Change and the need to reduce our Carbon Footprint** – The current North West Regional Strategy consultation document states that “*responding to climate change is probably the single biggest challenge facing the world over the next 20 years*”. The importance of addressing climate change must be reflected at a local level in the Cheshire and Warrington sub-regional work and also in Cheshire East. At present in Cheshire East the level of CO2 emissions per capita (11.8 tonnes) is higher than the average for the North West (9.1 tonnes) and the UK (9.3 tonnes).

Question 3 – do you agree that these are key issues and drivers for Cheshire East? What other issues do you think are important to bear in mind as we develop our priorities for action?

Cheshire East 2025 – What is our vision?

Our vision will describe the future we want to create for our communities and provide direction over the longer term. We want to be ambitious and consider what we want Cheshire East to be like in 15 years. Some of the things people have already said include....

- Cheshire East is known as a great place to live where residents enjoy an enviable quality of life, our economy is strong, and our environment is beautiful in its diversity.
- Excellence in education, skills and innovation – defined by a “can-do” attitude where individuals and businesses are actively supported to be aspirational and successful.
- Communities and volunteers who use their experience, intelligence and creativity to solve problems and improve quality of life for themselves, their communities and their neighbourhoods.
- Well-cared for and well-used cultural and environmental assets.
- Vibrant towns and villages, diverse in character and popular places to visit and to live.
- Excellent progress in developing a low-carbon economy.
- Healthy, strong communities who experience high quality housing and a good quality of life into old age.

Question 4 – What is your vision for Cheshire East in 2025?

Question 5 – What should Cheshire East be like in 2025 for...

- A child born in Cheshire East this year?
- A Cheshire East resident entering retirement this year?
- A young person leaving Cheshire East this year to go to university?
- A working family with teenagers at school this year?

Cheshire East next steps

As we seek to identify our must-do actions for the next 2-3 years it is useful to consider priorities identified to date. Whilst Cheshire East as a local authority area is less than a year old, partners have been working together for some time to gain a good understanding of the issues we face and how to address them.

We must consider whether these actions will be sufficient to achieve our vision, are there gaps, do we need to do something radically different?

The information provided on the following pages gives an overview of the priorities identified within the Partnership's themes of:

1. Health and Wellbeing
2. Children and Young People
3. Economy, Transport and Housing
4. Environment and Climate Change
5. Safer Communities

A number of cross-cutting priorities are also identified. This information is provided as a prompt for thought and discussion, with an opportunity for you to respond.

Health and wellbeing

The recently completed Cheshire East Joint Strategic Needs Assessment provides a robust evidence base and analysis to guide our planning for health and wellbeing. The priorities identified in the JSNA are:

1. **Improve the health of older people** – our ageing population is a key issue for Cheshire East. We must plan and deliver services which maximise people's opportunity to live independent lives. One of the biggest issues for the whole system of Cheshire East is going to be the huge increase which is predicted in the incidence of dementia amongst older people. That will place enormous pressure upon both formal and informal care.
2. **Improve the health of children** –
 - Breastfeeding is lower than expected in Cheshire East and it is a priority to increase rates due to its positive health legacy for both baby and mother.
 - Teenage conception rates are lower than average in Cheshire East, but there are high rates in wards in Crewe and Macclesfield
 - Uptake of childhood immunisations is good across Cheshire East but Measles, Mumps and Rubella (MMR) immunisation has remained low for several years (88%). This is lower than immunity requirements and sporadic cases and outbreaks continue to occur.
3. **Reduce alcohol harm** – out of 324 local authorities in England, Cheshire East currently ranks 156th for binge drinking, 309th for hazardous drinking, and 216th for harmful drinking (where a rank of 1 is the best and 326 is the worst). There are 112,000 “increasing and high risk” drinkers across the Central and Eastern PCT area, approximately 30% of the population. Alcohol harm is a significant issue for Cheshire East – it costs the PCT £31.5 million per annum – and we will see more of the adverse effects of alcohol in the future.

Partners must work together to address the needs of the very large group of hazardous drinkers who, without support, may become harmed by alcohol and whose care needs will increase by £1million per annum.
4. **Reduce Cardiovascular disease** - this is the biggest killer in Cheshire East accounting for nearly 40% of all deaths, particularly in the most deprived neighbourhoods where rates are significantly higher. This requires reductions in smoking, improved diet, and increased physical activity.
5. **Reduce cancer rates** – cancer is the second biggest cause of premature mortality in Cheshire East (26% of all deaths), with breast, colorectal and lung cancers being the most significant causes. The priority is to reduce smoking, improve diet, and increase physical activity, alongside earlier detection and better treatment and care of cancer. Cancer predominantly affects older people and is a priority for our ageing population.

Health and wellbeing

In addition to targeted actions to address the particular issues identified above, addressing our priority health and wellbeing issues means we must prioritise the following:

1. Ensure that care services for children and adults focus on prevention and safety, with an additional focus on reablement for adults. We must build on the excellent progress made recently in transforming the provision of adult social care to support independent living, and further work is underway to transform Children's Services.
2. Provide accessible, high quality local services such as libraries, parks, leisure, play and sports facilities.
3. Increase and widen participation in cultural and physical activities by all Cheshire East's people so that they enjoy greater social interaction and make healthy choices in their lives.

Question 6 – What specific actions would you like to see happen in the next 2-3 years to improve the Health and Wellbeing of the people of Cheshire East?

Children and Young People

Cheshire East children, young people and families

The great majority of our children, young people and families do well in terms of the 5 Every Child matters Outcomes. When compared with others living in the region and across the country our children are amongst the healthiest, the best cared for and the most successful at school. Evidence from consultation and reviews of outcomes confirm that people feel positive about where they live, about their friends and about the opportunities they have and the schools and colleges they attend.

However, although there is a general picture of wellbeing there are some more concerning trends and issues. There is a widening gap between the majority who are doing well and whose outcomes are improving and a significant minority who are seeing either very small improvements in outcomes or even some deterioration when compared with their peers.

Those issues are particularly apparent in our most disadvantaged areas and for those young people who experience the most complex and challenging circumstances. For example, those who are in our care, those who are affected by violence or substance misuse, disabled children, young parents and those who have offended, all seem to achieve relatively poor outcomes.

School Standards

Analysis of achievement and attainment shows that we have many schools which are good or outstanding in terms of Ofsted assessment. Those results are rightly a cause for pride. However, there is a big gap between the attainment of children on free School meals and those who are not. At the end of Key Stage 4, the gap in performance between pupils entitled to free school meals and their peers who are not was 39% in 2008. That is the widest gap in our region.

The great majority of our young people make a successful transition from school into college, work or training. However, around 5-7% of young people aged 16-18 are not in Education Employment or Training (NEET). Research nationally highlighted that 71 per cent of young women who are NEET for six months or more between 16-18 years of age are parents by 21. While 5-7% is low compared with other parts of the country young people who have offended or who have been in care are up to 10 times more likely to be NEET.

The Council's objective is to drive up standards in schools and to engage all the players in contributing to that.

Keeping Children Safe

Currently there are between 400 and 430 children in our care a further 150 have plans in place to safeguard them. The number of children, young people and families identified as needing such intervention and support has increased by almost 40% over the last 2 years. Estimates suggest that many other children and young people need ongoing support to prevent their needs from increasing. Parenting difficulties, substance misuse and neglect are major problems which need tackling.

Children and Young People

The number of children and young people offending for the first time is falling and is more than 25% down in the last 2 years. There does though remain a significant group of young people who are not breaking out of patterns of offending behaviour.

Teenage Conception rates have reduced slightly in the last 10 years. There is room for more reduction. The rising rates of Chlamydia, particularly in young women aged 16-19, also need attention.

Health

The number of children and young people with persistent and severe weight problems is rising. The North West Child Height and Weight Measurement data show that the prevalence of obesity across Cheshire East is similar to the rest of the region. Nevertheless, at the reception stage and year 6, upwards of 30% of children appear to be overweight.

While most of our children get on well with their parents and with others, we are seeing more referrals for services in relation to children and young people's conduct/behaviour and specific mental health problems like depression.

Alcohol Misuse

The misuse of Alcohol is our principal issue in the area of substance misuse. Alcohol is an issue for our children and young people in 2 distinct ways;

- (1) Adult alcohol consumption in Cheshire East is relatively high compared with regional and national figures. One consequence is higher than average admissions to hospital for alcohol related illness and accidents. In the area of children's social care, alcohol was an issue in almost 25% of all cases. In 55% of incidents where domestic abuse is reported alcohol is involved.
- (2) Young people's alcohol consumption has a strong association with offending, violence and anti social behaviour. The Youth Offending Team reports that alcohol is more significant than drugs in causing offending behaviour. Young people are most likely to be victims of violence as a result of alcohol.

The Children's Trust will be consulting on a new Children and Young People's Plan for Cheshire East during the next 12 months. The initial priorities framework is as follows:

1. Ensure that our families' needs are addressed early and that children are kept safe.
2. Ensure that our children make excellent progress in their learning, regardless of where they live.
3. Support parents to improve their own and their child's learning, health and wellbeing.
4. Help children to be happy, confident and healthy.
5. Support our young people in making a successful transition into adulthood.

Question 7 – What specific actions would you like to see happen in the next 2-3 years to help the Children and Young People of Cheshire East?

Economy, Housing and Transport

The economic context of Cheshire East is changing and it is important that we set clear priorities for economic development, housing and transport in order to maximise the opportunities open to us. Further analysis and planning will take place in these key areas over the next few months as we develop the following:

- Cheshire East Local Transport Plan 3
- Cheshire East Local Development Framework
- Local Housing Strategy
- Tourism Strategy
- Cheshire East Economic Development Strategy – an interim strategy will be produced in April this year whilst a full Local Economic Assessment is undertaken. The final strategy will be in place by 2011.

These strategies and plans will be underpinned by other key pieces of work including Crewe Vision, Macclesfield Economic Masterplan and the Sustainable Towns Framework. Development of these Cheshire East plans is strongly linked to the development of the Regional Strategy 2010 and also the Cheshire and Warrington Sub-regional Strategy, both of which are currently in development.

Whilst further work is being undertaken in the coming months in relation to economic development, housing and transport, some clear priorities are emerging:

1. **Make the most of our economic opportunities** – The economy of Cheshire East is less and less dependent on traditional manufacturing and an increasing dependence on service sector jobs. We are also seeing the emergence of new sectors especially in high value, highly skilled trades, including the digital, creative and media sectors. Our location adjacent to the Manchester conurbation means that part of our economy relates to that City Region. Cheshire East needs to adapt its economy to make sure it remains competitive, attracts and retains high quality jobs and people, and provides improved employment opportunities for those that want them. We must engage with businesses and exploit the opportunities arising from growing business sectors, and develop a strong infrastructure to promote economic development.
2. **Improve and develop our towns** - Cheshire East needs to focus on key development priorities, especially to revitalise major town centres such as Crewe and Macclesfield to make them fit for a 21st century economy. There is a need also to ensure that the economies of our smaller towns are sustainable, and can continue to deliver essential services and employment opportunities. We must develop a robust approach to supporting our rural economy as well as deliver against our three spatial priorities:
 - i. **Crewe** – Crewe is an important gateway to the North West and Wales and represents a significant growth opportunity for the sub-region. The Crewe Visioning work, now nearing completion, aims to ensure that Crewe develops as a distinctive, successful location for jobs and homes, and becomes a location of choice for both public and private investment. This requires a full partnership approach to maximise the economic and social opportunities for Crewe and the development of a stronger physical infrastructure.

Economy, Housing and Transport

- ii. **Macclesfield** – North East Cheshire's economy is closely intertwined with that of Manchester, and enjoys the highest levels of GVA per head and household incomes in the sub-region. It is important that we ensure that the economy remains strong, that we maximise the opportunities available through connectivity with the Manchester City Region economy, and make best use of key development sites, particularly through the South Macclesfield Employment Area and regeneration of the town centre. The current North West Regional Strategy consultation document asks the question "what is the role of North Cheshire? To what extent should it focus on supporting the Manchester and Liverpool City Regions?" – this is a question we must clearly answer through our Community Strategy, Local Development Framework and Local Transport Plan.
 - iii. **Sustainable Towns** – Our market towns play a vital role in our communities and our economy and we must ensure that they are revitalised and that their success can be sustained. They provide jobs, access to services, shops, and are a focus for community life.
3. **Rural Communities** – much of rural Cheshire East enjoys a relatively vibrant economy, and plays an important role in enterprise as many people who choose to start businesses live in rural areas. Key issues we need to address include the lack of affordable housing (see below) and maintaining access to services. We must ensure that our rural communities are well connected to key services, experience economic growth, and that we make best use of Information and Communication Technologies in achieving this.
4. **Improve access to the housing market including affordable housing** – the supply of new housing is a key issue for Cheshire East, particularly affordable housing. There is a shortage of new homes, particularly in the north-east of the Borough. However, we also have too many empty properties and are seeking to address this. The current Regional Strategy sets out requirements for the development new houses and at current rates we need to find land for nearly 9,000 new dwellings up to 2021. House prices in Cheshire East are more than double the level of ten years ago and are now around seven times average earnings. The challenge is to ensure that sufficient affordable housing is provided across the Borough but especially in the northern part of the borough where the gap between house prices and average earnings is the greatest. We must also ensure that we have appropriate housing for our changing population, particularly our increasing older population (25% of current households are pensioners) and our increasing number of single person households.

Economy, Housing and Transport

5. **Connectivity within Cheshire East and with our neighbours** – this is crucial for a successful economy, sustainable towns and a good quality of life for our residents. It is also vital if we are to continue to be a major contributor to regional economic performance. This means developing and maintaining improved public transport links between homes and jobs; ensuring jobs are provided in the right place as close as possible to where they are needed; improving strategic road and rail transport; and developing access to high speed broadband networks. We must seek to reduce the need to travel and to ensure that public transport is a genuine alternative to the car.

Question 8 – What specific actions would you like to see happen in the next 2-3 years to improve the transport, economy and housing of Cheshire East?

Environment and Climate Change

The current North West Regional Strategy consultation document states that “responding to climate change is probably the single biggest challenge facing the world over the next 20 years”. The importance of addressing climate change must be reflected at a local level in the Cheshire and Warrington sub-regional work and also in Cheshire East. At present in Cheshire East the level of CO₂ emissions per capita (11.8 tonnes) is higher than the average for the North West (9.1 tonnes) and the UK (9.3 tonnes).

We are at an early stage of developing clear environmental and climate change priorities for Cheshire East and this will be a focus of partnership work over the next 12 months. This will involve a full analysis of the particular issues facing Cheshire East and the key actions we must take. Clearly this must be set within the global, national and regional context. However, there are a number of emerging priorities which are identified below:

1. **Realise the opportunities from moving to a low-carbon economy** – this is a priority in the North West Regional Strategy and we must define what this means for Cheshire East – what does a low-carbon economy look like and how can we achieve it?
2. **Reduce our energy consumption** - the number one priority is to reduce energy use in our homes, schools, and businesses – not just to cut our CO₂ emissions but to ensure a long term security of energy supplies and to save money. The less we use, the less needs to be invested in new and expensive generation capacity.
3. **Adapt to climate changes** - the scientific evidence for climate change demonstrates that we will continue to experience more extreme weather conditions over time. It is important that we anticipate changes and plan for them. In other words, Cheshire East needs to find ways to adapt to those changes in the way we go about our daily lives.
4. **Efficient travel** - one of the biggest contributors to CO₂ emissions is travel. We need to reduce the need to travel, but for journeys that are essential like to work and to school, we need to secure safe, efficient and sustainable public transport and reduce our dependence on private car journeys. In Cheshire East 27% of CO₂ emissions are attributed to road transport, 3% above the national average.
5. **Green Infrastructure** – We must understand our green infrastructure – our natural resources, our biodiversity, our open spaces and parks – and how to get the best from these assets to support our adaptation to climate change and maximise our quality of life, whilst ensuring our use and enjoyment does not compromise their sustainability.

Question 9 – What specific actions would you like to see happen in the next 2-3 years to tackle climate change and improve the environment of Cheshire East?

Safer Communities

Cheshire East has one of the lowest crime rates in the country and good progress has been made in reducing crime in high crime areas in recent years. For example there was a 15% fall in crime in Crewe and Nantwich over the 5 year period to March 2008, with significant falls in the numbers of recorded and domestic burglaries, robberies and car crimes. Anti-social behaviour has also fallen but continues to be a concern to local people. We have 13 community wardens, with increased powers, patrolling the streets of Cheshire East to help tackle crime and anti social behaviour, and 16 PCSO's across the Borough.

The Safer Cheshire East Partnership has the following priorities and is working to address them:

1. **Public confidence and Area Working** – although Cheshire East is a safe place, there are some areas where public confidence in community safety needs to be increased. This relies on good engagement and communication with local communities at a neighbourhood level, and the Local Area Partnerships are a good vehicle to do this.
2. **Anti-Social Behaviour (ASB)** – tackling anti-social behaviour is a priority for residents in Cheshire East. Actions include the development of Preventing Offending Panels across Cheshire East, implementation of the Anti Social Behaviour Minimum Standards Pledge so that victims of ASB receive a standards service across the agencies and engaging young people in positive activities.
3. **Preventing Offending** – this includes the need to reduce re-offending rates for adults and young people, and reduce the numbers of young people entering the youth justice system. Key issues to address include appropriate accommodation, health services (including alcohol and drug services) and opportunities for education, training and employment.
4. **Protected Towns** - protecting the local economy from crime and disorder, by effective use of CCTV, targeted warden patrols, close working with the licensing team/Trading Standards to target problem premises and to reduce violence offences occurring during the evening/night time. Also engaging the local economy within our towns to work closely together to tackle business crime through the continued effective use of Pub/Shop Watch and SCOOT (Stamp Crime Out Of Town).
5. **Domestic Abuse** – the Domestic Abuse Forum is working to reduce the number of repeat incidents of domestic violence, and to increase the number of non-police referrals. Action includes increasing risk-assessment training and improving referral pathways for clients.
6. **Road Safety** – reducing the numbers killed or seriously injured on Cheshire East roads is a priority. A range of activities will continue to be delivered to improve road safety, including education, road maintenance, enforcement campaigns, and speed reduction campaigns.

Question 10 – What specific actions would you like to see happen in the next 2-3 years to make the communities of Cheshire East feel safer?

Cross-cutting priorities for action

There are a number of topics which cut across all areas of partnership working where we need to take action.

1. **Stronger Empowered communities**

Cheshire East has strong and engaged communities with many excellent examples of individuals and groups using their skills and experience to make a real difference to the people around them and to the area they live. We have the opportunity to build on this experience, learning from different approaches across the borough. We must identify what empowerment really looks like in practice? This could include...

- a. Town, parish and neighbourhood plans implemented to deliver change.
- b. A strong, vibrant volunteer force
- c. Community champions leading change, taking action on the ground
- d. Effective and efficient use of funding and assets
- e. A clear voice for our rural communities
- f. Inter-generational connections
- g. Evidence of valuing diversity with engaged and supported communities of interest.

2. **Transforming service delivery**

The public sector must re-think the way it delivers many of its services due to increased demand from service users and the need to reduce public spending. We must ensure we deliver excellent value for money services. Good progress has already been made in service transformation in Cheshire East. For example the Council and Health Service partners have established an Integrated Care Programme to reshape services, initially focusing on Services for Children, Urgent Care Services, and Households causing high levels of concern and expenditure. Through this programme there is likely to be some reduction over time in the number of separate organisations delivering health and care services.

Other aspects of service transformation to explore as a partnership include:

- Devolved services to town and parish councils and other organisations
- Joint commissioning and pooled budgets
- A partnership approach to assets - getting the best use and the best value for money – ICT and buildings are significant priorities
- “Think Family”
- Improving customer access through joint partnership work

Cross-cutting priorities for action

3. **Local area focus** – we have now established 7 Local Area Partnerships and will build on their early work to improve outcomes on the ground through engagement, local governance and improved service delivery. Adopting a local approach means that communities can be more involved in local decision making, that services get better information about local issues and priorities, and those services can then be tailored to meet local needs and deliver an integrated service.

Question 11 – Do you agree that these are important cross-cutting priorities for action? What other actions would you like to see happen in the next 2-3 years?

Question 12 – What do you feel is the single most important action that needs to happen to improve Cheshire East?

Summary of Questions

- 1. Cheshire East 2010 – defining characteristics** – Do you agree that these are defining characteristics of Cheshire East? What else would you ask people to bear in mind as we develop our priorities?
- 2. As we think about the next 15 years** – what do you think are the biggest opportunities for Cheshire East? What are our biggest strengths?
- 3. As we think about the next 15 years** – do you agree that these are key issues and drivers for Cheshire East? What other issues or drivers do you think are important to bear in mind as we develop our priorities for action?
- 4. Cheshire East 2025** – What is your vision for Cheshire East in 2025?
- 5. What should Cheshire East be like in 2025 for...**
 - A child born in Cheshire East this year
 - A Cheshire East resident entering retirement this year
 - A young person leaving Cheshire East this year to go to university
 - A working family with teenagers at school this year?
- 6. Health and Wellbeing** - What specific actions would you like to see happen in the next 2-3 years to improve the Health and Wellbeing of the people of Cheshire East?
- 7. Children and young people** - What specific actions would you like to see happen in the next 2-3 years to help the Children and Young People of Cheshire East?
- 8. Economy, housing and transport** - What specific actions would you like to see happen in the next 2-3 years to improve the transport, economy and housing of Cheshire East?
- 9. Environment and climate change** - What specific actions would you like to see happen in the next 2-3 years to tackle climate change and improve the environment of Cheshire East?
- 10. Safer Communities** - What specific actions would you like to see happen in the next 2-3 years to make the communities of Cheshire East feel safer?
- 11. Cross cutting priorities for action** - Do you agree that these are important cross-cutting priorities for action? What other actions would you like to see happen in the next 2-3 years?
- 12. What do you feel is the single most important action that needs to happen to improve Cheshire East?**

Thank You for Your Contribution!