
Cabinet	21 st June, 2011
Council	28 th June, 2011

Name of Cabinet Member:

Cabinet Member (Policy, Leadership and Governance) – Councillor J. Mutton

Director Approving Submission of the report:

Assistant Chief Executive

Ward(s) affected:

All

Title:

Sustainable Community Strategy - Executive Summary 2011 - 2014

Is this a key decision?

Yes

The Sustainable Community Strategy sets the strategic direction for the Corporate Plan and the City and therefore could have a significant impact on residents or businesses across the City.

Executive Summary:

The Sustainable Community Strategy (SCS) 2008 – 2028 has been live for three years and during that time the City has moved forward, there has been an economic recession, the Comprehensive Area Assessment has been abolished and the three year Local Area Agreement which was refreshed and approved by Cabinet in March 2010 has ended in March 2011.

It was considered an appropriate time to review the SCS to take into account the above changes and any new emerging evidence to see if the existing priorities within the SCS were still relevant for the City, its people, stakeholders and partners.

The review included an analysis of a wide range of information including statistical data, performance measures, city plans and strategies, consultation findings and took into account the current economic climate. The review has ensured that the priorities in this Executive Summary for the next three years are those that are really important to local people, stakeholders and partners.

The approval of Cabinet is being sought for the refreshed SCS for Coventry 2011 – 2014 as under the Local Government Act 2000 Part 1, it is still the responsibility of Coventry City Council to ensure that the strategy is developed and adopted and that local organisations and local people are involved in this process. This duty is currently being consulted upon.

Recommendations:

Cabinet recommends to Council to:

- (1) Approve the refreshed Sustainable Community Strategy – Executive Summary for 2011 – 2014 with any appropriate comments.

Council is recommended to:

- (1) Approve the refreshed Sustainable Community Strategy – Executive Summary for 2011-2014.

List of Appendices included:

Appendix A – Draft Sustainable Community Strategy – Executive Summary for 2011 - 2014

Other useful background papers:

Review Process Coventry Partnership website: www.coventry.partnership.com

Results of the "Have Your Say" questionnaire – (G) Coventry partnership/scs review 2010/scs questionnaire/final count-Dec 10th Survey Summary.

All consultation literature; research information and responses are located on (G) Coventry Partnership – SCS Review 2010

Has it been or will it be considered by Scrutiny?

No

Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?

No

Will this report go to Council?

Yes

Report title:

Sustainable Community Strategy - Executive Summary 2011 - 2014

1. Context

1.1. A review of the existing SCS 2008 – 2028 has now been completed and all the findings, both qualitative and quantitative have been analysed. The summary document for 2011 – 2014 builds on the comprehensive and positive work that has already taken place across the city over the last three years and identifies what more needs to be done over the next three years to continue to improve the general 'quality of life' for everyone in the city with a partnership approach.

2. Options considered and recommended proposal

2.1 The existing SCS was adopted by the Council in 2008 and this provided the framework for the work of the Coventry Partnership and informed the Council's Corporate Plan and other plans and strategies.

2.2 The process for the refreshing of the SCS has led the Coventry Partnership to listen carefully to a wide range of local people, partners and stakeholders and their priorities in order to deliver a more focused strategy over the next three years.

2.3 The Coventry Partnership have agreed their key objectives for the next three years following the review process and these have been compared with the work of the Council on their vision, objectives and values. The synergy between the two areas of work is closely aligned. The Coventry Partnership therefore, at their last meeting on 7th April, 2011 agreed to adopt the Council Vision: **Coventry proud to be a city that works....** with four Coventry Partnership objectives where partners believe they can add 'real value' over the life time of the refreshed SCS, these are:

- Creating growth, jobs and enterprise, particularly through advanced manufacturing and green technologies
- Making the city more vibrant
- Reducing health inequalities and
- Improving Children and Young People's education and opportunities

2.4 The SCS cannot be delivered by one organisation on its own, but together partners bring their combined resources, energy and creativity to meet the economic, social and environmental needs of Coventry by working together to improve the 'quality of life' of local residents and to improve the city as a place to live, work and play.

2.5 The Council are recommended to approve the revised SCS Executive Summary document for 2011 – 2014.

3. Results of consultation undertaken

3.1 The review included an analysis of a wide range of information including statistical data, performance measures, city plans and strategies, consultation findings and took into account the current economic climate. The review has ensured that the priorities in this Executive Summary for the next three years are those that are really important to local people, stakeholders and partners.

3.2 There were six stages to the review process for the SCS and these are shown below:

- Stage 1 – By mid-July 2010– analysis of a range of evidence from recent surveys; strategic assessments; government inspections and new and emerging partner strategies to identify any potential change to short-term priorities and note any cross-cutting issues.
- Stage 2 – The Leaders and Advisors of the SCS Thematic Groups were consulted during July and August to assess the evidence gathered at Stage 1 and comparisons made with any other information that needed to be taken into consideration on each theme.
- Stage 3 – Public Consultation from September to November on priorities. Responses gathered and analysed.
- Stage 4 – During December 2010 and January 2011 new priorities were drafted from all the gathered evidence and a draft Executive Summary SCS document developed.
- Stage 5 – February a short consultation took place with key stakeholders on the final draft SCS document.
- Stage 6 – Approval of an Executive Summary SCS with new priorities in April 2011 by Cabinet and the Coventry Partnership on 7th April, 2011.

3.3 The groups consulted are shown in Table 1 below:

Table 1: Groups Consulted

Groups	Contact	Method of Consultation
Partners via the Theme Groups Leads	Coventry Partnership Team	Face to face meetings.
General Members of the Public, Elected Members, CCC staff and staff of partner organisations	Coventry Partnership Team	Interactive Survey on the Coventry Partnership Website. Communications 'In site' Local media
Partners	Coventry Partnership Team	Interactive Survey on the Coventry Partnership Website.
Vulnerable Groups	Surinder Nagra,	Key Equality Stakeholders were consulted via their umbrella organisation. All groups were emailed a link to the interactive survey and some workshops were held e.g. Women's Voices, Community Cohesion Group.
New Emerging Communities	Sabir Zazai	Links to the interactive survey were sent to all relevant groups. Hard copies of the survey were distributed, and the consultation was discussed at any planned seminar during the consultation period.
Fire Service	Andrea Simmonds	Link to the interactive survey were sent to all relevant partners and staff.
Community Centres	June Morley	Link to the interactive survey were sent to all relevant partners.
Neighbourhood Groups	Sarah Crawley, Michelle Price	Link to the interactive survey were sent to the Neighbourhood Management Database.
Voluntary Sector	Stephen Banbury	Hard copies (40) of the survey will be circulated to the 3 rd Sector Assembly.

Groups	Contact	Method of Consultation
		Monthly E-bulletins promoted the consultation with members and links to the interactive survey will be emailed to all members (1,000). Possible focus groups in Nov with the Migrations Forum, facilitated by the Migration Community Champions.
Young People	Sheila Bates	Consultation via an event with Young People's Network to include vulnerable and looked after children.
Community Engagement Network (CEN)	June Jeffrey, Sheila Bates	Via an agenda slot at a pre-arranged Training Event in late November. Plus all members will be sent a link to the interactive survey.
Residents	Rory McGovern	Consultation via Ward Forums.
Residents	Coventry Partnership Team	Hard copies of the survey will be available in all Libraries across the City
Community Safety	Completed via the Priorities Self Assessment	
Education, Learning & Skills (ELS)	Completed via the Priorities Self Assessment	

- 3.4. The refreshed SCS document is attached as **Appendix A** to this report and reflects the priorities of the public, what the Coventry Partnership can do to address those and how the community can help and support the delivery of the SCS.

4. Timetable for implementing this decision

- 4.1 The new SCS Executive Summary will form the basis for the Coventry Partnership work programme over the next three years. Performance measures and targets will be set against the four objectives, evaluated, monitored and reported as part of the Coventry Partnership performance management framework.

5. Comments from Director of Finance and Legal Services

5.1 Financial implications

The proposed new SCS will help inform the review of the Council's Corporate Plan and priority setting and which in turn will inform the Council's future decision making including the allocation of resources.

5.2 Legal implications

The Council has a statutory responsibility under Section 4 of the Local Government Act 2000 to promote the economic, social and environmental well being of Coventry and to develop an SCS document with other organisations and stakeholders. The new SCS sets out priorities for the Coventry Partnership over the next three years. The SCS forms part of the Council's policy framework which requires Council approval.

6. Other implications

6.1 How will this contribute to achievement of the Council's key objectives / corporate priorities (corporate plan/scorecard) / organisational blueprint / Local Area Agreement (or Coventry Sustainable Community Strategy)?

The new SCS document identifies the priorities for the City for the next three years and will set the new key objectives on which the Corporate Plan and other key strategy documents are developed.

6.2 How is risk being managed?

The management of risk associated with the development and delivery of the proposed SCS will be identified and managed through the Coventry Partnership performance management framework as the new SCS is implemented.

6.3 What is the impact on the organisation?

The SCS has been reviewed with the intention of reducing the number of priorities to better reflect the context of changes happening, to take account of emerging policy and to also take account of a reduction in resources. Fewer priorities means that Partners can have a clearer focus on where their endeavours can add most value to both improve outcomes for the people of Coventry and reduce costs.

6.4 Equalities / EIA

An EIA was completed as part of the review of the SCS on 1st October, 2010. The outcome being that equalities data resulting from the consultation has been analysed and any issues from the consultation addressed within the SCS. The Equalities and Community Cohesion Theme Group have reviewed the equality issues and these will be monitored throughout the life time of the SCS. Deprivation is linked with a number of issues associated with inequality. Whilst the cause and affect is unclear, deprivation is a common thread in health, educational, employment inequalities; therefore tackling deprivation is a key issue for the SCS.

6.5 Implications for (or impact on) the environment

Making Coventry's streets, neighbourhoods, parks and open spaces attractive and enjoyable places to be and tackling climate change is a key objective of the SCS.

6.6 Implications for partner organisations?

Partner's organisations have agreed the process and content of the refreshed SCS and will work with the Coventry Partnership on an ongoing basis to address the priorities within the document and look to reduce the inequalities that exist within the most disadvantaged areas of Coventry.

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This report is published on the council's website:

www.coventry.gov.uk/meetings

Executive Summary:

Coventry

The Next Twenty Years 2011 – 2014

**The Coventry Sustainable
Community Strategy**



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02 Foreword



This revised Sustainable Community Strategy for 2011 – 2014 builds on the comprehensive and positive work that has already taken place across the city. It identifies what more needs to be done to continue to improve the general 'quality of life' for everyone in the city with a partnership approach.

Everyone deserves to live in a strong community, where people feel welcomed, where they get along with each other, where no-one feels excluded and where everyone has the chance to play a full and fulfilling part in their local community.

The Coventry Partnership will work to deliver positive change within the city and will continue to demonstrate the value of collaboration between organisations to create a better future for all.

The process of refreshing the Sustainable Community Strategy has led the Coventry Partnership to listen carefully to a wide range of local people, partners and stakeholders and their priorities in order to deliver a focussed strategy over the next three years.

Roger Lewis, Chair of the Coventry Partnership and Company Secretary – Director Legal PSA Peugeot Citroen



With the challenges that face the city and the public sector unprecedented levels of cuts it is not always easy to remain positive about the future, especially for our more vulnerable people, but it is important, more than ever, that partners work together for a positive future.

Coventry is proud to be a city that works to create jobs and growth and to support and protect its people. The Olympics next year will bring great celebration to Coventry and will showcase and promote all that is good about our city and its future.

Refocusing our priorities over the next three years to reflect the aspirations of the people of Coventry, the Council working together with its partners through other city plans and strategies will work towards achieving the outcomes set out in this document.

Everyone in Coventry can help achieve the city's objectives and working with residents, communities and partners we will get things done.

Councillor John Mutton, Leader of Coventry City Council

03 Introduction and overview

The Sustainable Community Strategy (SCS) for Coventry, “Coventry The Next Twenty Years” 2008 – 2028 is now in its third year and it was considered an appropriate time to carry out a review to see if the priorities set out in 2008 are still relevant for the city in 2011.

The review included an analysis of a wide range of information including statistical data, performance measures, city plans and strategies, consultation findings and took into account the current economic climate. The review has ensured that the priorities in this Executive Summary for the next three years are those that are really important to local people, stakeholders and partners.

This summary is divided into themes; each theme page identifies the priorities for the Coventry Partnership, what the Coventry Partnership will do to address those priorities and what the community and other stakeholders can do to contribute. Case studies are included in the strategy showing some of the successes that have been achieved over the last three years.

A challenge to the Partnership is to ensure that what we do now is sustainable in the future and it considers issues such as climate change, the local environment, equality of opportunity for all in Coventry, child poverty and community cohesion (how people in local communities live and work together) as important.

A copy of this Executive Summary and the full SCS are available to download from the Coventry Partnership website www.coventrypartnership.com/scs

The Coventry Partnership

The Coventry Partnership is the Local Strategic Partnership (LSP) for Coventry and represents partners from the public, private, community and voluntary sectors.

The SCS cannot be delivered by one organisation on its own, but together partners bring their combined resources, energy and creativity to meet the economic, social and environmental needs of Coventry by working together to improve the 'quality of life' of local residents and to improve the city as a place to live, work and play.

The Coventry Partnership is recognised as a mature and well established partnership with good working relationships and the effective participation of all partners. Partners recognise that joint ventures and cooperative and collaborative working will give better results, reduce duplication and lead to greater efficiencies.

The Partnership will work together to deliver positive change within the city through the delivery of the SCS and its focus over the next three years will be on delivering the

Vision: Coventry proud to be a city that works...

To achieve the following objectives:

- To create growth, jobs and enterprise, particularly through advanced manufacturing and green technologies
- To make the city more vibrant
- To reduce health inequalities and
- To improve Children and Young People's education and opportunities

Working beyond Coventry

Although the primary focus within this strategy has been Coventry, the Coventry Partnership will work with Partners locally and regionally, such as Coventry, Solihull and Warwickshire Partnership (CSWP) and the emerging Coventry and Warwickshire Local Enterprise Partnership (LEP) on matters that cross boundaries (such as economic development, climate change, housing and transport) and where economies of scale can be achieved by working better together.

For information about CSWP visit www.cswp.org.uk or the LEP visit www.cwlep.com

04 Themes and Priorities

Economy, Learning, Skills and Employment

A prosperous Coventry with a good choice of job and business opportunities for all the city's residents

Priorities:

- Support people to develop the skills needed to access jobs and progress to higher skilled jobs to ensure local people benefit from the growth of the city and increase their household income
- Create the conditions for growth and enterprise in the city's economy
- Create a diverse range of businesses, jobs and apprenticeships to meet the aspirations and potential of all Coventry's residents

What we will do to achieve these:

- Provide appropriate guidance and support, with additional support for disadvantaged individuals, to reduce the number of people claiming Job Seekers Allowance and other out-of-work benefits
- Increase entrepreneurship within the city and reduce barriers to growth
- Work with public, private and third sector partners including our two leading Universities to exploit emerging opportunities for economic growth in sectors such as advanced manufacturing and green technologies
- Continue the transformation of the city centre
- Attract and retain new graduates within the city by providing appropriate jobs and housing
- Work in partnership across the sub region to attract inward investing business to the city, encourage the growth of businesses already in the city and exploit International trade to create new jobs for local people
- Increase the level of qualifications and skills of people in the city by supporting individuals into training, apprenticeships, further and higher education and volunteering opportunities so that individuals are able to progress into work and earn more
- Improve people's financial position to reduce child poverty, reduce health inequalities and increase equality of opportunity
- Increase the proportion of school leavers who complete a first year of further education, employment and training and continue into a second year
- Every adult will be offered a Lifelong Learning Account bringing together information about available grant funding and learning opportunities
- Establish an all-age careers service providing high quality, professional careers guidance to young people and adults, with intensive support available for those with greatest need

What you can do:

- Make use of the extensive advice and guidance services in the city to improve your employment opportunities
- Look at ways of improving your own learning and skills
- Encourage children and young people in your family to achieve in school and in the work place
- Support local businesses and shop locally

Case Study: Alan's story

Alan is 19 years old and he has Attention Deficit Hyperactivity Disorder (ADHD) a learning disability. He lives at home in Coventry with his mum and his sister.

After leaving school Alan did various college courses and was referred to The Employment Support Service (TESS) in 2009 when he applied for the EAST (Employment Access Support and Training) course. EAST is a joint partnership between Coventry City Council and Henley College Coventry. The course aims to support people with learning disabilities to develop their understanding of work and as part of this an Employment Advisor from TESS works with the students to find a relevant work placement with local employers. The Employment Advisor then works closely with the individual and employer to provide support and monitor progress.

After some discussions with Alan it was clear that he had a lot of great attributes to offer the workplace. Alan was unclear about what type of work he wanted to do so his Employment Advisor worked with him to compile a vocational profile and as a result it was decided to approach the Council's Streetpride Team. Although Alan had never tried anything like it before, he really liked the idea of working outside in a manual role and being part of a small team.

The placement was set up for one day per week which was soon extended to 2 days as Alan was gaining so much from the experience. He quickly learned about health and safety, how the various tools worked and became a valued member of the team. TESS supported with regular monitoring and feedback from Alan's Manager and the team. Towards the end of the course Alan had shown such potential and commitment to the role that his Manager wanted to try to offer Alan a position in some way.

At that time there were no vacancies in the Streetpride Team so TESS did some research around what funding was available to support Alan in another way. A number of options were explored and finally TESS looked into the Coventry Partnership's own Employment Placement Scheme which is open to Alan as he falls into the NEET (Not in Employment, Education or Training) criteria. From this we were finally able to set up a full time 6 month post with the Streetpride Team which will give Alan valuable experience and put him in good stead for the future.

Alan said "When I started the EAST course I didn't dream that I would get a full time job at the end of it. Getting a job has made such a big difference to my life and my confidence."

Dave Hearne, Support & Project Officer, Streetpride said "When Alan came to us he very quickly showed that he had the willingness to learn and is committed to the job. Luckily TESS were able to find alternative funding and Alan is now a valued member of our team."

Alan started his Job with the Streetpride Team in October 2010 and is going from strength to strength.



Left to right: Simon Bush, Alan Danks, Jason Booth from the Streetpride Team.

Health and Well-being

People in Coventry living longer, healthier and independent lives

Priorities:

- Reduce health inequalities between communities
- Reduce alcohol and drug use and provide effective treatment services
- Tackle obesity by getting more people involved in physical activities and eating a healthy diet

What we will do to achieve these:

- Work with others to ensure that the causes of health inequalities are understood and focus efforts on enabling every child to have the best start in life and in preventing ill health, particularly among those most at risk
- Continue to work with the Community Safety Partnership and wider partnerships to promote awareness of the health impact of alcohol and drugs misuse, improving access to services targeting specific at risk groups as appropriate
- Actively support implementation of Coventry's Healthy Weight Strategy and its associated action plans. We will work with all sections of society to promote awareness of the health risks associated with obesity and in supporting individuals, families and communities in making healthier lifestyle choices

What you can do:

- Educate your children about health issues and encourage them to be active
- Keep yourself and your family healthy
- Stop smoking
- Eat healthily
- Start exercising

Health Inequalities

Individuals, families and communities are born to different life chances depending on factors such as the wealth, employment and educational achievements of those close to them. These wider 'social determinants' influence the opportunities available to people to enable them to reach their full potential in life. People born to disadvantage are affected from their earliest days and, amongst other things, tend to have lower educational achievement, live in poorer housing and have less productive social networks than their affluent neighbours. There are many consequences of such social disadvantage including continued poverty, limited employment opportunities, poorer mental health and a tendency to adopt less healthy lifestyles. In summary the less advantaged tend to suffer more disability and die earlier than their wealthy counterparts largely as a result of social and economic inequalities in society. The SCS is targeted at addressing these inequalities so that all Coventry residents can enjoy long, fulfilled and healthy lives.

Case Study: Cooking good!

Cook and Eat Well has been designed to give children and adults in Coventry free advice, information and skills training about how to prepare affordable, tasty and healthy meals and snacks quickly at home.

Catherine Goodridge, Programme Support Manager from Groundwork West Midlands said "Coventry Cook and Eat Well will draw on the skills and expertise which Coventry people already have for good cooking and eating, to try and get everyone to have a go at cooking simple meals and try new things."

The programme is split into three areas, run by a partnership of organisations.

- 30 Coventry schools have now started their journey with the Food Dudes programme (developed by Bangor University). Positive role models encourage children to think positively about fruit and vegetables through short videos and rewards. Parents can get involved at assemblies and by working through the home pack with their children.
- Voluntary Action Coventry (VAC) is running the Cook and Eat Well Development Fund which will allow voluntary and community groups to bid for small grants between £500 and £5000. Funding will be available to help set up and run innovative and creative cooking projects and buy things like equipment and training. The money is particularly aimed at priority neighbourhoods and those with specific health problems.
- Groundwork West Midlands is working with ContinYou and Atrium Health Ltd to develop a network of cooking clubs and Community Food Champions.

The programme is funded by the Coventry Health Improvement Programme (CHIP), a partnership between NHS Coventry and Coventry City Council.

For more information about Coventry Cook and Eat Well please contact Catherine Goodridge on 01676 524320 or e-mail catherine.goodridge@groundwork.org.uk



Community Safety

A safer more confident Coventry

Priorities:

- Prevent and reduce crime through targeted activity including support to change offending behaviour and/or enforcement where appropriate and necessary to reduce re-offending
- Work with families and individuals causing concern in local neighbourhoods to address underlying causes of problematic and unacceptable behaviour
- Improve communications to reduce the fear of crime and anti-social behaviour to ensure local people are kept informed of true crime and disorder levels

What we will do to achieve these:

- Prevent harm by early identification and intervention
- Provide various mechanisms that local people feel confident in using to report crime and anti-social behaviour and are kept informed on action to address such
- Improve communication and education on community safety
- Support victims of crime and our most vulnerable
- Work with children and adult services to minimise risk of harm to families
- Identify and address root causes of offending behaviour
- Encourage offenders into treatment and support including drug and alcohol treatment
- Provide recovery-focused treatment for substance misusers
- Engage with all communities to build confidence
- Work with the Children and Young People's Partnership in developing solutions to and tackling anti-social behaviour

What you can do:

- Make your home safe and secure to prevent crime and harm
- Talk to your children about personal safety and how to respect others
- Report incidents of crime and anti-social behaviour to help us target our resources where they are needed
- Get involved in local action groups including Neighbourhood Watch, residents associations, and the Council's Ward Forums

Case Study: Not in My City Anti-Violence Campaign

Not in My City has been an extension of Not in My Neighbourhood Week (November 2009), the Home Office campaign designed to tackle anti-social behaviour. Not in My City has been a year-long campaign from March 2010 to March 2011 to tackle offending behaviour, including alcohol related crime, (particularly related to the evening economy), domestic violence and abuse and burglary. It builds on the effective partnership approach to social marketing in Coventry, combining a PR and marketing campaign with coordinated partnership enforcement activity.

Elements of the Not in My City campaign have included:

- Two related publicity campaigns around sexual violence and domestic violence which took place across the city around Valentine's Day 2009.
- Anti-Violence Week (from 17 March 2010) ensured that the local media was saturated with a clear message that violence in all its forms is unacceptable in our city. All marketing tools have been adopted for the campaign including bus sides and rears, billboards, posters, flyers, radio ads and outdoor banners.



Evaluation of the campaign highlights associated reductions in contact violence and assault with injury across Coventry, (20% year to date) as well as reductions in both forced and unsecure burglaries, though serious acquisitive crime remains a priority for the Community Safety Partnership.



The campaign also received the silver award at the LG Communications Reputation Awards 2011 in the Community Safety category.

Climate Change and Environment

Making Coventry's streets, neighbourhoods, parks and open spaces attractive and enjoyable places to be and tackling climate change

Priorities:

- Encourage individuals and organisations to tackle climate change by reducing their carbon emissions
- Improve street cleanliness in the city
- Improve the quality and use of open spaces and local parks

What we will do to achieve these:

- Reduce the carbon emissions produced by the City Council and other partner organisations in the city
- Help residents to reduce their energy use, carbon emissions and reduce fuel poverty
- Work with businesses to help them to make the most of opportunities in the low carbon economy
- Develop and implement the Climate Change Strategy for the city
- Ensure street cleanliness in the city is maintained to a good standard
- Ensure parks and open spaces are maintained to a good standard

What you can do:

- Use parks and open spaces with your friends and family
- Grow your own food including the use of allotments
- Increase the energy efficiency of your home by improving its insulation and using lower energy appliances – and switching them off when not required
- Consider alternatives to car use such as walking, cycling or public transport
- Re-use, reduce and recycle to minimise waste
- Explore whether you can generate power through microgeneration such as solar panels
- Don't drop litter and keep public spaces tidy, treat them with respect
- Report issues such as fly tipping, abandoned vehicles and graffiti

Case Study: Tap into Savings

Tap into Savings is an ongoing programme helping Coventry residents save up to £50 on their utility bills and reduce their carbon footprints. Residents in Tile Hill, Canley and Earlsdon can request professional installers to visit and fit water and energy saving devices – all free of charge. The project began in 2010 and runs until mid 2011, aiming to install products in 2000 homes in total; so far 600 homes have received home visits.

Tap into Savings is a partnership programme funded in part by local partners including Whitefriars Housing Group, Severn Trent Water, Coventry City Council and the Environment Agency. The programme is led nationally by Waterwise working with Global Action Plan, with funding from Defra's Greener Living Fund.

Not only is the visit itself free, but each household that signs up receives free water-saving devices worth up to £30. These include items such as aerators for taps, dual-flush converters for toilets, and shower timers. Although the number of water-saving devices installed varies depending on the circumstances, on average, householders can expect to save up to 15% of their water use, as well as up to £50 off their household bills. Energy saving products include PowerDown plugs to switch off equipment and thermometer cards to help correctly adjust heating levels in each room.

Carol from Canley, who had a Tap into Savings home visit in September, says "if anyone has the opportunity of a home visit, go for it. The installer was very friendly, I was really pleased with everything, and the products are great."

Kate Hunter, Tap into Savings Project Facilitator says "we are getting a fantastic response from residents and are helping people not only save water, energy and look after our local water supplies and wildlife, but we are also helping people save money on utility bills."

In addition, householders who refer a friend to have a house call will be entered into a draw for great prizes: a washing machine, one year's supply of cleaning products, a leisure centre membership, or a digital photo frame.



Children and Young People

We will work to improve Coventry children and young people's education, health and wellbeing, protect them from harm, tackle inequality and support their families

Priorities:

- Improve children and young people's level of achievement, educational progress and aspirations, focusing on overcoming barriers to learning
- Improve children and young people's health and wellbeing by encouraging positive lifestyle choices and tackling health inequality
- Minimise the risk of harm to children and young people, through early intervention and prevention with families, strengthening safeguarding and improving outcomes for vulnerable children

These priorities will be underpinned by work to sustain and develop parenting and family support, offer opportunities for children and young people to participate in wider school and community activities, and consult and involve them in shaping services.

What we will do to achieve these:

- Work in partnership to improve achievement, educational progress, safety and health for children and young people
- Work with schools, parents and children to overcome barriers to learning
- Work to promote children's health, meet health needs and encourage healthy lifestyle choices
- Develop approaches to work with families at the earliest opportunity to minimise risk of harm to children
- Develop services and improve outcomes for children in local authority care
- Work with services to minimise the impact of family poverty on the lives of children and young people
- Consult and involve children, young people and families in shaping service delivery
- Provide targeted support for the most vulnerable and disadvantaged children and young people and their families
- Provide safe environments where children can play, interact and learn social skills
- Engage with families to tackle worklessness

What you can do:

- Support your children's schooling and their school
- Encourage your children to make healthy lifestyle choices
- Ensure your children are safe and provided with advice and guidance to keep themselves safe
- Encourage your children to respect others
- Be sensitive to your children's individual needs
- Support your children to read more
- Encourage your children to take up volunteering and community activities
- Encourage your children to play outdoors
- Become a mentor, volunteer or school governor

Case Study: Takeover Day

Takeover Day is a national event, organised by the Children's Commissioner for England; offering children and young people across the country the chance to work alongside adults and get involved in decision making in a wide range of organisations.

In Coventry we take the day very seriously and with the support of Coventry City Council staff and partners we offer a host of opportunities for children and young people to discuss issues close to their hearts.

This year some of the activities included 10 young people working as Coventry Telegraph reporters for the day. The young reporters travelled all over the city getting stories about 11 Million Day events and managed to secure 6 pages of the newspaper.

In other parts of the city children took over many of the jobs at the Moat House leisure Centre, one young man reported that it was hard work but better than school.

Over 60 young people took part in an event that asked for their views about key concerns for the city. The young people talked about issues as wide ranging as improved bus services, access to jobs for school leavers and reducing teenage pregnancy.

Both primary and secondary schools from across the city took part in the event; each school encouraged their youngsters to identify how they wanted to take part. Activity varied from children taking over key roles in the school such as Head Teacher to the whole school working together to develop an anti-bullying policy

Takeover Day is lots of fun but also highlights the importance of listening to children and young peoples views all year round. Services benefit from their involvement by improving access and making those services more relevant to the service user. Children and young people benefit because they feel valued and develop skills such as presenting and negotiation techniques which will benefit them in all aspects of life.

In Coventry Children and young people are regularly involved in all aspects of service design, delivery and monitoring. They play roles in commissioning, recruitment and selection, consultation and event planning to name but a few.

To find out more about how children and young people can support services to develop please contact Sheila Bates on 024 7683 1432 or sheila.bates@coventry.gov.uk



Housing

A good choice of housing to meet the needs and aspirations of the people of Coventry

Priorities:

- Improve the quality and use of existing housing
- Ensure that housing services contribute towards meeting the needs of local people
- Increase the supply and choice of housing across all tenures

What we will do to achieve these:

- Prevent homelessness and respond to housing need
- Maximise vulnerable peoples' ability to live independently
- Target investment, advice and support to improve existing housing, including energy efficiency
- Work with developers and other agencies to maximise the opportunities for additional affordable homes
- Increase the environmental sustainability of new build housing, with the target of all new housing to be zero-carbon from 2016
- Involve local people and communities in the development of Planning Policy
- Tackle the high number of people registered on Coventry Homefinder as a result of the recession, difficulties in securing mortgages and lower house sales
- Reduce fuel poverty

What you can do:

- Be a good neighbour
- Reduce your own energy use at home, installing insulation and considering new technologies
- Join residents associations and welcome new arrivals to your neighbourhoods
- Get involved in the development of planning policy
- Ensure your gardens are well kept and household rubbish is properly disposed of

Case Study: Orbit Heart of England

Working in partnership with Coventry City Council and the Homes and Communities Agency, Orbit Heart of England is building 23 new affordable homes at Sampson Close, Coventry. The new homes will form one of the first and largest passive housing developments for a housing association in the country.

The concept behind passive housing originated in the 1990s and since then more than 17,000 homes have been built to European passive housing standards. However, in the United Kingdom only two homes have achieved PassivHaus Certification. The Sampson Close scheme will be the first of its type in the West Midlands to receive certification and demonstrates Orbit's commitment to reduce carbon emissions in all its new housing developments.

The new homes will be capable of achieving up to 90 per cent energy saving, compared with traditional residential houses, due to an exceptionally thermally efficient design and state-of-the-art space and water heating technology. It is estimated that the annual heating bill for a two bedroom flat at Sampson Close will be £48.

Stewart Fergusson, Managing Director of Orbit Heart of England, said: "Orbit's new homes at Sampson Close have been designed to meet the world leading passive house standard in energy efficient construction. We'll be using effective sustainable materials to achieve low running costs while allowing for comfortable, high standards of living. We expect the new homes will save residents more than £300 a year in running costs."

The scheme consists of four two-bedroom houses, one three-bedroom house and 18 two-bedroom flats. They will be built using the latest eco friendly technology to ensure they exceed new building standards. A prefabricated timber frame construction will be used to achieve a cost effective and high quality finish. Solar thermal systems will be installed to provide hot water.

The homes are due to be available to rent by Spring 2011.

A website has been launched showing the retro-fitting pilots and the new build schemes that Orbit are involved in: www.orbitinnovation.org.uk



Transport

Making places and services easily accessible for Coventry people

Priorities:

- Continue to improve the quality of Coventry's public transport services
- Ensure that the transport infrastructure, especially public transport is able to cope with the growth in the city
- Make services, shops, healthy food and employment more accessible

What we will do to achieve these:

- Continue to improve public transport through programmes such as Bus Showcase and Bus Rapid Transport and by working in partnership with Warwickshire and the West Midlands to improve transport links across the region
- Improve the safety and perceptions of safety of people travelling by public transport, by bicycle or on foot
- Continue to improve services for people with special transport needs
- Ensure the transport infrastructure can cope with the growth in the city
- Reduce CO2 emissions due to transport by promoting the use of low carbon vehicles across the city
- Promote smarter travel choices and travel plans to reduce car usage and encourage people to travel by public transport or car share
- Encourage people to cycle and walk more frequently
- Plan to make services including schools, employment, shopping, healthy food and leisure more locally accessible

What you can do:

- Make more use of public transport
- Save money, improve congestion and reduce your CO2 emission by car sharing
- Walk and cycle more frequently
- Give us your views on public transport schemes via consultations or local transport meetings
- Become a volunteer driver for local voluntary organisations

Case Study: Smarter Travel Coventry

Between June and September 2010 the Jubilee Crescent Personalised Travel Planning project (PTP) took place to encourage more local people to use public transport, walk or cycle for more of their journeys. The project targeted 10,500 households along the Number 13 bus route which was being upgraded at the time to include bus lanes, real time information displays and improved waiting areas.

A team of ten trained travel advisors spoke with 5,365 households within the target area, offering tailored travel information to interested residents. The information included a Community Guide, developed to highlight the full range of local retail and community facilities within walking distance of people's homes and a local travel map, giving information on walking routes, bus stops and bus routes in the Jubilee Crescent area.

As well as door to door engagement, two summer events were undertaken, offering residents the chance to drop by and find out more information about travelling around Coventry by healthier, more environmentally friendly and potentially more cost effective methods.

Initial evaluation findings amongst a sample of 202 households indicate that the project has had the following impacts:

- 16% felt they had changed their travel behaviour;
- 9% felt they had increased their bus use;
- 5% felt they had reduced their car use;
- 14% of those receiving the community guide stated they had made more use of their local facilities.

Further detailed follow-up evaluation of the project will be undertaken in early 2011 to determine how residents have changed their travel patterns as a result of Smarter Travel Coventry.

For more information please see the Smarter Travel Coventry newsletter:
www.coventry.gov.uk/download/downloads/id/1937/smarter_travel_coventry_newsletter



Culture, Sport and Physical Activity

A creative, active and vibrant Coventry

Priorities:

- Improve equality of access so that all communities can participate in cultural, sports and physical activities
- Raise Coventry's cultural profile and reputation with local communities, visitors and tourists
- Make the city centre a vibrant cultural centre

What we will do to achieve these:

- Develop a distinctive programme for the 2012 Cultural Olympiad in which Coventry can build on its status as a centre for peace and reconciliation
- Promote cultural opportunities for the whole community and broaden cultural and sports participation
- Work with universities, schools, colleges and other partners to facilitate and support the development of the cultural, sporting and creative sector and its businesses
- Develop and sustain a joint marketing campaign for Coventry's growing cultural attractions
- Develop an online Web Portal for Culture
- Actively promote public art to enhance the quality of the city's environment and express the city's creativity
- Promote the city's role as a sub-regional centre for culture and sport
- Develop the evening economy in the city centre making it a busier and more vibrant place

What you can do:

- Get involved in cultural and sporting activities in your area
- Visit museums, galleries, libraries, sports centres, parks and play areas
- Get active - play a sport, take part in arts activities, use your local park and play areas
- Become a volunteer and support voluntary sector organisations to deliver cultural and sporting activities in your area

Case Study: Sport and the arts enriching the city

Coventry based theatre company, Theatre Absolute, and the City Council joined forces in December 2009 in a unique initiative that is seeing professional live theatre performed in a vacant city centre shop. This is the ONLY shop front theatre in the U.K. The former Fishy Moores shop in City Arcade took centre stage for the Theatre to be based there for 18 months, producing a wide range of live shop front theatre performances and workshops. The initiative is one element of a wider campaign to help support city centre traders in this difficult economic climate, boosting the numbers of people visiting City Arcade.

Since opening its doors just over 12 months ago, the Theatre has hosted 25 activities, with 52 performances/events taking place. 246 creative artists or participants have either made, created or participated in the work, and 1,114 audience members have attended performances, readings, events or creative workshops. 24 volunteers (including 19 'Shop Keepers') aged 16 to retirement age support the theatre through activities such as working on the box office, ushering and collecting information.

The Shop Front Theatre provides a unique, intimate and vibrant experience, as its new-found audience will tell you...

"Lovely atmosphere, intimate setting and beautifully performed."

"Talented writers, talented cast. Hugely riveting and entertaining."

"Really good, real theatre...truly keeps you on the edge of your seat."

"Terrific! More Please."



Chris O'Connell – Artistic Director/Writer,
Theatre Absolute

Julia Negus – Producer,
Theatre Absolute

Equality and Community Cohesion

A more equal Coventry with cohesive communities and neighbourhoods

Priorities:

- To make Coventry a more inclusive and cohesive city where people will feel able to influence the quality of services and be involved in decision making
- To work towards greater equality for people from different backgrounds in Coventry

What we will do to achieve these:

- Provide vision and leadership on equality and community cohesion
- Deliver the Community Cohesion Strategy Action Plan
- Work with the Council to deliver regular meetings with faith organisations; and to support Inter Faith Week
- Involve local communities in decision making forums so that new and existing communities understand each others' needs and can understand how decisions are made locally, through the implementation of the Coventry Partnership Inform, Consult and Involve framework
- Proactively tackle myths and misconceptions and respond to negative media stories
- Run Coventry Community Cohesion Awards
- Continue to place priority on the way that Coventry citizens welcome new people to the city
- Identify and develop opportunities to bring people together to promote cohesion, including the Big Lunch and activities to celebrate the 2012 Olympics
- Develop new ways of working in neighbourhoods to improve outcomes for those who are most disadvantaged

What you can do:

- Become a local volunteer for the 2012 Olympics
- Organise or attend a Big Lunch in your local community
- Take part in public consultation
- Vote in elections and referendums
- Attend local ward forums
- Join local community groups and networks

Case Study: The Big Lunch

The Equalities and Community Cohesion Theme Group of the Coventry Partnership coordinates awareness raising of the national initiative 'The Big Lunch' here in Coventry.

The concept behind the Big Lunch is about: 'asking the nation to sit down to lunch with their neighbours in a simple but profound act of community'.

A Big Lunch can be anything from simply getting together with your immediate neighbours – in a garden, on the street – through to organising a bigger street party, with food, bunting and music that quite literally stops the traffic.

13 Big Lunches took place on Sunday 18 July 2010 across Coventry, from a simple lunch in the garden to a big community event. A big park lunch was lined up for Gosford Park and also, with the help of Whitefriars, in places like Willenhall and Foleshill.

The Big Lunch was a chance for different generations and backgrounds to hear each other out and share stories, skills and interests.

From a community cohesion point of view, the ultimate aim behind the Big Lunch is to foster better relations between people from different backgrounds.



05 Seeing it happen

The delivery of this strategy will require robust action planning and a performance management framework.

The framework will involve the setting of a number of performance measures against some key objectives for the Partnership over the next three years and these will be monitored and evaluated on a regular basis to measure progress and reported on the website.

The measures will be set against:

- Create growth, jobs and enterprise, particularly through advanced manufacturing and green technologies
- Make the city more vibrant
- Reduce health inequalities
- Improve Children and Young People's education and opportunities

The Coventry Partnership (www.coventrypartnership.com) contains a wide range of statistical data and performance information about Coventry and its people. The data is structured around the themes of the SCS and priorities for Coventry, as well as demographic information and neighbourhood maps for the city.

The data is updated on a regular basis and you will be able to see on an on-going basis how we are performing against a range of priorities.

There are also a number of links available providing a quick statistical overview of the city, a State of the City Summary Report which provides a detailed analysis of key Coventry data and also performance reports which show progress against the key priorities for Coventry.

If you would like more information then please visit www.facts-about-coventry.com

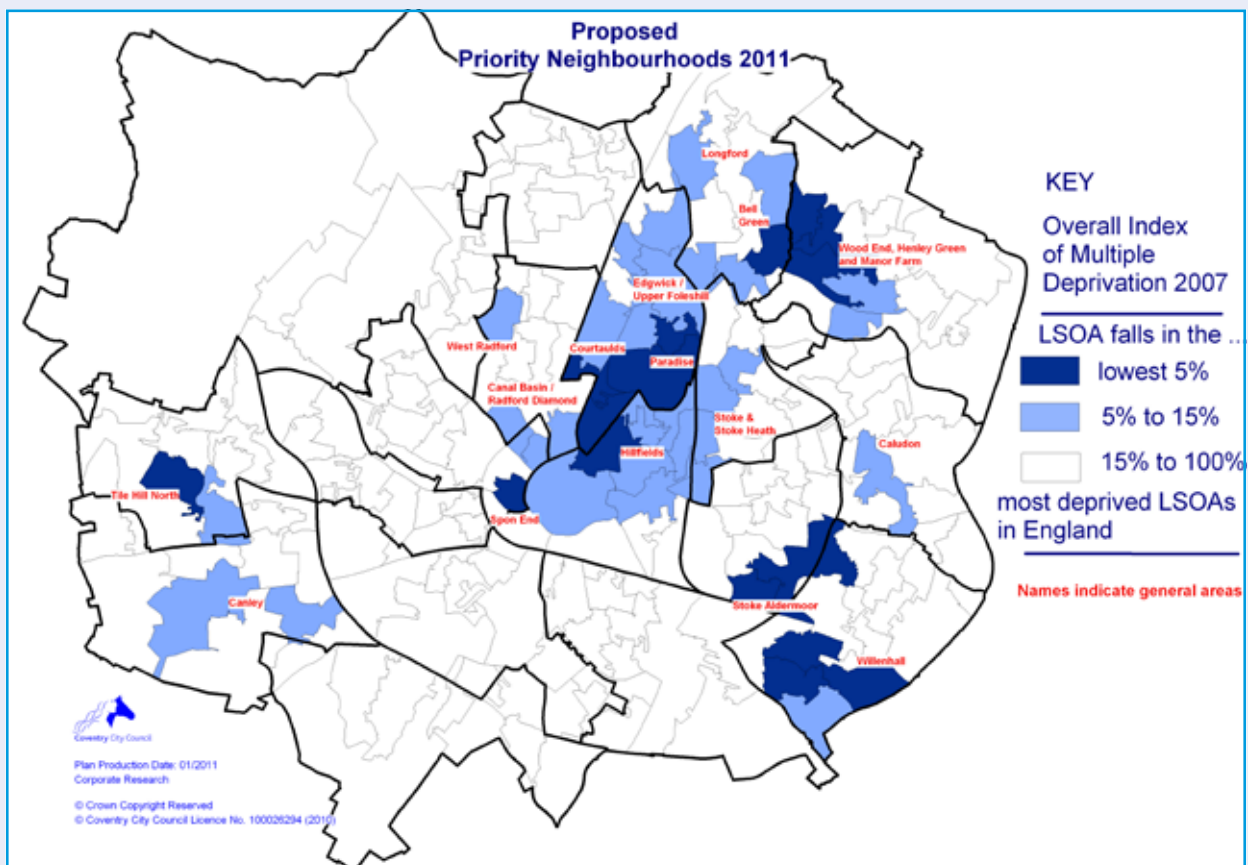


06 Facts about Coventry

Coventry Priority Neighbourhoods

The proposed Priority Neighbourhoods in Coventry are based on the 15% most deprived areas (Lower Super Output Areas¹) in England according to the Index of Multiple Deprivation (IMD). The work of Neighbourhood Action in the city will be mainly concentrated in the areas that are amongst the most deprived 5% of areas in England.

The IMD 2007², based on 2005 data, is comprised of seven domains, providing an indication of deprivation and disadvantage. The seven domains are: Income Deprivation, Employment Deprivation, Health Deprivation and Disability, Education, Skills and Training Deprivation, Barriers to Housing and Services, Crime and Living Environment Deprivation. These domains are weighted and combined to create the overall IMD 2007.



¹ Lower-layer Super Output Areas – pre-defined areas with fixed boundaries with an average population size of around 1,500. They are used as areas for which to publish statistical data. There are 197 LSOAs in Coventry. This type of area can be used to present local data.

² Department for Communities and Local Government

Population³

The most recent data from the ONS estimated the total population of Coventry in 2009 to be 312,800 people. Significant growth in the population size of Coventry is forecast by the ONS; it is projected to reach 324,400 in 2014. This growth rate of 3.7% over 5 years is broadly in line with the national population growth rate, but the population of Coventry is expected to grow faster than comparable urban areas in the 5 years up to 2014.

Age Structure⁴

The population of Coventry is younger than average. The city has an average age of 35.1 years, more than four years younger than the English average of 39.4. This is partly due to natural growth and also to the presence of the city's two universities; the 20 to 24 years age group is the largest age group in the city.

Ethnicity⁵

Just over a quarter of the population in Coventry are from Black and Minority Ethnic (BME) Groups (26% in 2007). In the same year about a third of children in Coventry's schools were from a BME background; by 2009-10 Coventry's school population had become more diverse still. The younger age structure of the BME communities in Coventry means that ethnic diversity is set to increase and it is estimated that by 2031 just over a third (35%) of the city's population will be people with a BME background.

Income⁶

The average annual household income in Coventry is estimated to be £31,965, about 10% lower than the England average of £35,409.

Child Poverty

It is estimated that 18,875 dependent children under the age of 20 live in poverty⁷ in the city, over a quarter of all children (27%). This is a slightly higher rate than in the West Midlands and in England as a whole.

CO2 emissions⁸

In 2008 each person in the city emitted an average of 6.0 tonnes of greenhouse gases compared with an average in England of 6.8 tonnes per person. This was a reduction in per capita emissions of 10.4% since 2005, nearly double the national rate of reduction of 5.6%.

Community Cohesion⁹

For a city of its size and diversity, Coventry is relatively well integrated and cohesive. Over three quarters of people in Coventry think that people from different backgrounds get on well together (78%), slightly more than in the West Midlands and England as a whole.

³ ONS Mid-year population estimates 2009. ONS Sub National Population Projections for England 2008.

⁴ ONS Mid-year population estimates 2009. Extracts from State of the City: Coventry in 2010 (Coventry Partnership).

⁵ ONS Mid-year population estimates by ethnic group 2007 (experimental). Coventry Annual Schools Census 2009-10. Extracts from State of the City: Coventry in 2010 (Coventry Partnership).

⁶ CACI pay check data 2009

⁷ Children that live in households in receipt of Child Tax Credit with an annual income of less than 60% of the national median or live in households that are dependent on out of work benefits. Data source: DWP, 2008 data.

⁸ Data source: Department of Energy and Climate Change, 2008 data.

⁹ Data source: The Place Survey 2008, Department for Communities and Local Government. Extracted from State of the City: Coventry in 2010 (Coventry Partnership).

THE TERRACE



WIN A HOLIDAY EVERY SUNDAY
FAMILY ENTERTAINMENT

WIN FREE FLIGHTS EVERY SUNDAY

FUNCE

FUNCE

The Coventry Partnership is committed to build on the considerable success the city has achieved in terms of regeneration and improving the quality of life for all residents.

If you would like any further information please visit our website www.coventrypartnership.com or contact us on the details below:

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Earl Street, Coventry CV1 5RR
Telephone: 024 7683 4355

If you need this information in another format or language please contact us. A text only version of this document is available on the Coventry Partnership website www.coventrypartnership.com

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