This is the summary of the community strategy.

A full version of the plan is also available.

Further information about this Strategy or the North Yorkshire Coast Community Partnership can be found at

www.mycoast.org.uk

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If you would like copies of this document in an alternative format or language please contact us using the details above.

Sustainable Community Strategy for the Borough of Scarborough

2010 - 2013
Welcome
Welcome to the Sustainable Community Strategy for the Borough of Scarborough.

Much has happened since the last Community Strategy was developed in 2006.

Scarborough has been officially recognised as the most enterprising place in Europe and our tourism markets are strong with national recognition for the area. There has been significant public and private investment which has delivered improvements across the Borough. New community facilities have been developed, including Green Lane Neighbourhood Centre in Whitby and a new Community Cafe in Eastfield.

The vibrancy of the arts and culture scene continues to grow with a new Creative Industries Centre, new festivals and events, as well as more local community arts projects.

Crime overall has reduced, the amount of waste recycled has increased significantly and the standard of homes in the social rented sector has improved. New initiatives have been put into place to keep our town centres safe and to reduce the problems of alcohol misuse.

Exciting transport initiatives in Scarborough and Whitby, with the introduction of new Park and Ride facilities will enable congestion and traffic growth to be better managed.

We have strengthened our links with specialist partnerships and increased our focus on employment and skills, with new partnership arrangements and delivery plans in place to respond to this key issue for the Borough. We introduced the Area Forums in 2007 to enable the Partnership to reflect and respond to the different needs of communities across the Borough.

We are far from complacent, however. We know we have more to do as a partnership to ensure we respond effectively to major global challenges such as climate change and the recession. We also need to ensure we continue to tackle the problems of serious disadvantage faced by some of our communities and respond to the needs of our rural communities, to ensure they can thrive and remain sustainable now and for the future.

This Community Strategy sets out what some of these challenges are. It looks at what is distinctive and unique about the area and our strengths and weaknesses. It identifies our priorities and some of the actions which need to be taken to address those.

Finally, many individuals, groups and organisations invested time, energy and commitment to help develop this strategy. I would like to thank all those involved and I look forward to working with you all.

Councillor Tom Fox
Chair of the North Yorkshire Coast Community Partnership
What is a Sustainable Community Strategy?
Every area is required to produce a Sustainable Community Strategy to promote “economic, social and environmental well being”. This Strategy sets out what some of the challenges are in the Borough. It looks at what is distinctive and unique about the area and our strengths and weaknesses. It identifies our priorities and some of the actions that need to be taken to address those.

The Strategy has been developed in partnership and will be delivered through a wide range of partners in the public, private, voluntary and community sectors.

Who are the North Yorkshire Coast Community Partnership?
This Strategy has been developed by the North Yorkshire Coast Community Partnership. This is the Local Strategic Partnership (LSP) for the Borough of Scarborough and brings together partners from the public, private, voluntary and community sectors.

The partnership takes account of the views and needs of the local community, identifies what is important in an area and works together to promote the interests of the Borough and the well being of its residents.

The Partnership includes a Board, links to other thematic partnerships that deal with issues such as community safety and employment and skills and four area forums.

More information about the Partnership and how to get involved can be found at www.mycoast.org.uk

How has this strategy been developed?
This strategy has been developed by looking at key information and statistical data about the area and by listening to the views of people who live and work in the area.

Our Vision for the Borough of Scarborough is:
A dynamic, vibrant and prosperous place where people want to live now and in the future. A place where people have opportunities to achieve their full potential in an outstanding natural environment.

The Community Strategy sets out what we need to do to make this vision more of a reality and is set out around 5 key themes.

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Our VISION
Our Vision for the Borough of Scarborough is:
A dynamic, vibrant and prosperous place where people want to live now and in the future. A place where people have opportunities to achieve their full potential in an outstanding natural environment.
Protecting local and global environments

This is about big global issues such as climate change and the need to reduce our consumption of finite natural resources to reduce greenhouse gas emissions. We also need to mitigate (or reduce) the effects of climate change. Although this is a global issue, as a rural and coastal community the Borough could be affected by climate change through a rise in sea levels, increased risk of flooding, changes in soil quality and tourism patterns.

Examples of how we will do this

- Adopt the Local Development Framework Core Strategy for Scarborough Borough Council by July 2011 with core policies that promote energy efficient buildings, utilise renewable energy and reduce energy consumption.
- Deliver the Community Renewable Energy project (in the National Park) and achieve a 20% carbon saving in target communities.
- Deliver through the Community Energy Savings Programme, energy efficiency measures to homes in the most disadvantaged areas of the Borough.

Key measures of success

Reduce the per capita CO2 emissions in the Borough.

Reduce the % of people receiving income based benefits living in homes with low energy efficiency rating.

Increase recycling rates.

Achieve and maintain a level 1 (very effective) for improved street and environmental cleanliness.

Increase the % of residents who are very/fairly satisfied with their area as a place to live.

Key facts

38% of waste in the Borough is recycled (Jan 2010)

If everyone consumed at the level we do currently in the UK we would need three planets to support us

Quality environments
Quality environments

High quality built and natural environments that people take pride in.
The quality of the natural environment is one of the greatest assets of the Borough. There are many distinctive local environments and people are keen to protect these as part of the special qualities of the area. Despite the quality of much of the area, issues such as litter, graffiti, flytipping and dog fouling are a concern for many communities.

WHAT DO WE NEED TO DO?
- Ensure planning policy encourages and supports high quality buildings and protects our natural landscape for future generations.
- Ensure development is of a scale and type to support sustainable rural communities and a strong rural economy.
- Create clean, safe and high quality public spaces with less flytipping, litter and dog fouling.
- Promote and support community pride.
- Support communities to develop and implement plans for the use of green space within neighbourhoods.

EXAMPLES OF HOW WE WILL DO THIS
- Increase the capacity of the Council’s dog warden service and increase the number of prosecutions for dog related offences.
- Develop a “masterplan” for Filey Country Park by September 2010, followed by delivery of projects.
- Develop “masterplans” for Eastfield and Barrowcliffe by December 2010, followed by delivery of projects.

KEY FACTS
- 83% of residents are satisfied with their local area as a place to live
- 98% of residents in Danby are satisfied with their area

27% of residents thought that clean streets were the thing that most needed improving in the Borough
Enterprise and Innovation
In recent years the Borough has experienced positive economic growth with significant new investment. However, the recent recession has had an impact and brought greater focus to some of the underlying economic problems. To strengthen the economy the focus is to encourage enterprise and innovation to diversify the economy, improve business start up, competitiveness and tackle economic inactivity.

WHAT DO WE NEED TO DO?
- Maximise regeneration funding and deliver key projects to stimulate new enterprise and opportunities.
- Address disadvantage and worklessness.
- Encourage economic diversification and year round employment opportunities.
- Develop and support rural business opportunities.
- Research innovative ideas that will enhance enterprise and business opportunity.
- Support and promote social enterprise.

KEY MEASURES OF SUCCESS
Increase the proportion of the working age population qualified to levels 3 and 4 or higher.

Increase the achievement of 5 or more A*-C grades at GCSE.

Reduce the number of 16-18 year olds not in employment, education or training.

Increase the number of new members and access points for the Credit Union.

Increase the overall number of visitors by 5% by 2013 (compared to 2008).

Increase visitor spend by 5%.

KEY FACTS
42% of the working population are qualified to NVQ, level 3 or higher

EXAMPLES OF HOW WE WILL DO THIS
- Establish funding for an Enterprising Communities Programme business start up programme.
- Feasibility work to test market demand for an Innovation Centre in Scarborough.
- Feasibility work and development of a masterplan for infrastructure improvements to Whitby Business Park, including access to next generation broadband.
- Develop options for Low Carbon Rural Capitals Projects in Whitby to include Kelp Farming, Whitby Pier Power, and Biomass Steam power.

KEY FACTS
The average weekly wage in the Borough is 82.5% of the national average.
The % of pupils in 2009 achieving 5 A*-C grades in GCSE was 44%.

Prosperous communities
Employment and Skills
The Borough has lower than average skills levels, lower attainment at GCSE and higher than average levels of working age people claiming benefits. This section is about improving aspirations and skill levels in the Borough as part of building a stronger economy. It is also about addressing the barriers that prevent people from moving into work.

Financial Inclusion
This is about debt and exclusion from mainstream financial services such as bank accounts or credit. As well as causing financial hardship the wider implications of debt can include homelessness, physical and mental health problems and the financial loss to organisations of unpaid bills.

WHAT DO WE NEED TO DO?
• Increase skills and aspirations.
• Improve the attainment of young people.
• Increase employer engagement and the demand for training from local businesses.
• Increase support to help people without work into employment.
• Improve and expand Further and Higher Education infrastructure.

EXAMPLES OF HOW WE WILL DO THIS
• Delivery of Scarborough JobMatch programme which will assist 500 local businesses and support 360 people into employment by June 2012.
• Creation of 100 jobs by December 2011 through the Future Jobs Fund.
• Increase participation in apprenticeships.

Financial Inclusion

WHAT DO WE NEED TO DO?
• Promote benefit take up.
• Improve access to bank accounts and credit services.
• Reduce illegal money lending.
• Increase financial and debt services and improve financial skills and capability of residents.
• Strengthen partnership working and co-ordination of financial inclusion issues.

EXAMPLES OF HOW WE WILL DO THIS
• Expand and promote the North Yorkshire Credit Union.
• Deliver the Further Growth Fund Programme (delivery of affordable credit services to those denied access to mainstream services).
• Secure funding for a financial capability worker, to deliver financial capability training and advice in target areas.

Sustainable, accessible tourism

WHAT DO WE NEED TO DO?
• Increase visitor numbers and expenditure, particularly off peak.
• Ensure local tourism and customer service is of the highest quality.
• Develop civic pride and improvements to public realm.
• Ensure the planning system optimises the supply of high quality tourist infrastructure and protects the distinctive character of communities.
• Ensure town centres offer a vibrant, good quality and safe experience.
• Develop marketing and promotional initiatives, including on-line marketing activity.

EXAMPLES OF HOW WE WILL DO THIS
• Develop a new entertainment programme at the Scarborough Spa to achieve 38,000 new visitors by December 2012.
• Provide skills training for 50 individuals.
• Deliver the Rural Visitor Accommodation Improvement Scheme to offer grants to improve quality.

Tourism is estimated to be worth £368m in the Borough and supports 8,000 jobs.
Crime and anti-social behaviour

The Borough enjoys lower levels of crime compared to many other places. However, the impact of crime and the fear of crime effects quality of life and crime is a particular concern for some communities.

WHAT DO WE NEED TO DO?
• Reduce crime overall, in particular violent crime.
• Improve services and support to victims of sexual violence and abuse.
• Reduce the perception of anti-social behaviour and encourage parental responsibility.
• Provide opportunities for young people to participate in positive activities of their choice.
• Ensure feedback is given to communities who raise crime and disorder concerns.
• Encourage safe use of the roads.

EXAMPLES OF HOW WE WILL DO THIS
• Implement the Safer Communities Partnership Plan and the Domestic Abuse Strategy action plan.
• Deliver the Making Safe Scheme for victims and perpetrators of domestic abuse.
• Delivery of diversionary activities for young people.
• Delivery of road safety schemes and education events.

Key Measures of Success

Reduce overall crime.

Reduce the % of people who think anti-social behaviour is a problem in their area.

Reduce people killed or seriously injured in road traffic accidents.

Reduce the perception of drunk and rowdy behaviour as a problem.

Reduce hospital admissions for alcohol related harm.

Deliver an additional 299 units of affordable housing by March 2013.

Increase the number of successful homelessness prevention interventions by 10% a year.

Reduce the % of children in year 6 who are obese.

Reduce the all age, all cause mortality rate.

Alcohol Abuse

Alcohol misuse is a serious and growing issue for individuals and communities. It is a major cause of crime and disorder and a serious health issue, resulting in illness, increased numbers of deaths and hospital admissions. Alcohol consumption amongst young people is rising and young people who do drink are drinking twice as much as they did in 1990.

WHAT DO WE NEED TO DO?
• Reduce alcohol related deaths and hospital admissions by improving the identification, treatment and support of people with alcohol related problems.
• Improve awareness about the impact of alcohol.
• Continue to tackle under age drinking.
• Create vibrant and safe town centres through promotion of responsible retailing and drinking, effective enforcement and good design.

Key Facts

60% of people feel very/fairly safe when outside in their local area after dark.

Young people and those aged 65+ were least likely to feel safe

KEY FACTS

20% of residents think that people being drunk and rowdy in public places is a very/fairly big problem

EXAMPLES OF HOW WE WILL DO THIS
• Increase screening and treatment for people who drink above low harm levels.
• Undertake targeted alcohol awareness campaigns.
• Secure funding to maintain the Night Marshall initiative.
Safe and healthy communities

**Good quality, affordable housing**
Affordable housing is the single biggest housing issue in the Borough. The average house price is around 7 times the average annual wage and in many areas is far higher. Demand for second homes puts additional pressure on the housing market. Other local issues include the condition of some private sector rented housing, tackling homelessness and meeting the needs of an ageing population.

**KEY FACTS**
The average housing price in the Borough in March 09 was £151K

**WHAT DO WE NEED TO DO?**
- Increase the availability of affordable housing.
- Sustain the delivery of rural affordable homes to meet local housing needs.
- Improve the supply and conditions of private sector housing.
- Maintain progress in reducing homelessness through advice, mediation and support.
- Target resources to meet the challenges of an ageing population.
- Ensure existing and new services meet the needs of older people.

**EXAMPLES OF HOW WE WILL DO THIS**
- Complete 2 affordable housing schemes per year in rural areas through the exception policy and work of the rural housing enabler.
- Complete and deliver a private sector renewal strategy and action plan.
- Develop extra care housing within phase 1 of Middle Deepdale.

**Better health for all**
Good health includes good physical and mental health. Although in many respects the health of the people in the Borough is generally similar to the England average, our health is worse than other parts of North Yorkshire and life expectancy is lower than the England average. There is a link between disadvantage and poor health. On average men in the most disadvantaged areas of the Borough die 10 years earlier than those in the least disadvantaged area.

**KEY FACTS**
Life expectancy is 81.6 years for women and 76.8 years for men

**KEY FACTS**
40% of residents identify affordable housing as most important in making somewhere a good place to live

**WHAT DO WE NEED TO DO?**
- Reduce health inequalities by targeting areas and groups that suffer the poorest health.
- Support residents to make healthy lifestyle choices, to reduce smoking and obesity and encourage healthy eating and exercise.
- Encourage outdoor recreation.
- Support the retention of local services.
- Deliver services as close to home as possible.
- Improve communication and co-ordination when patients are discharged from hospital.
- Improve the availability of information about health services and how to access them.

**EXAMPLES OF HOW WE WILL DO THIS**
- Deliver a preventative health checks programme in wards with the highest rates of Cardiovascular disease mortality.
- Deliver the Health trainer Pilot to work with residents aged 40-74 in wards of disadvantage.
- Complete the Scarborough Borough Strategic Review of Services and deliver service changes identified.
- Extending the Telehealth pilot which uses technology to deliver tailored health care for patients with long term conditions in their own homes.
Art, culture and sport

Art culture and sport bring huge economic, social and community benefits to the area. They help to improve health and well being for residents and are an important part of the attraction of the area for visitors.

Facilities and activities are provided across the Borough and the role of the voluntary, community and not for profit sector is crucial.

What do we need to do?

- Improve the quality of leisure provision in the Borough.
- Improve opportunities for participation in sporting activity, including supporting voluntary and community sector provision.
- Improve opportunities for participation in cultural activities.
- Support delivery of a wide range of festivals.
- Improve and develop cultural facilities and activities.
- Explore and maximise the potential of the 2012 Olympics for the arts, culture and leisure sector locally.

Examples of how we will do this

- Develop an agreed development model for a new sporting hub in Scarborough Town by December 2010 and development of facilities thereafter.
- Deliver a programme to improve arts and culture across the Borough, including development of the CHART arts trail across Scarborough, public art in Glen Gardens (Filey) and exploring Creative Coast development in Whitby.

Key measures of success

- Increase adult participation in sport by 1% per annum.
- Increase the % of 5-16 years olds accessing 2+ hours of quality physical education or school sport.
- Reduce the incidence of bullying.
- Increase the % of schools achieving healthy schools status.
- Reduce residential care admissions by 15%.
- Increase the % of people who think that older people receive the support they need to live independently at home.
- Increase the % of people who feel they can influence decisions in their area.
- Increase the % of people who think that older people receive the support they need to live independently at home.
- Increase the % of people who feel that people from different areas get on well together.

Key facts

The most popular physical activity for secondary school pupils is riding a bike for boys (56%) and going for walks for girls (60%).
Inclusive and vibrant communities

**Children and young people**
This is about ensuring that all young people have opportunities to thrive and achieve their full potential. This includes ensuring young people are safe, healthy and able to make a positive contribution to community life.

**WHAT DO WE NEED TO DO?**
- Improve support for families, especially those with complex difficulties or needs.
- Increase opportunities for children and young people to influence decisions.
- Improve opportunities for children and young people to participate in positive activities of their choice.
- Improve understanding and relationships between people of different ages.
- Reduce the incidence of bullying.
- Ensure young people have access to emotional and psychological support.
- Reduce drug and alcohol misuse.
- Improve educational attainment and increase progression to further and higher education.
- Encourage children and young people to have healthy lifestyles.

**EXAMPLES OF HOW WE WILL DO THIS**
- Deliver weight management services for overweight and obese children and their families.
- Complete the development of a new, innovative youth and community building in Scarborough (The Street).
- Fully establish and provide ongoing support to youth forums in Scarborough, southern and northern areas, led by young people. Feed views from the forums into service planning.

**Older people**
Older people contribute significantly to the economic and social lives of their community. For many people older age is a healthy and positive experience.

**WHAT DO WE NEED TO DO?**
- Promote and protect well being. This includes promoting active involvement in local communities, access to advice and information, promotion of healthy lifestyle choices.
- Protect the most vulnerable and ensure dignity in care.
- Improve early intervention and prevention; this includes access to practical support and respite care when required.
- Ensure access to good quality services, including local services to support older people and carers in their own homes and communities.
- Involve older people in shaping services that meet their needs.
- Effective communication to enable informed choices.

**EXAMPLES OF HOW WE WILL DO THIS**
- Target older people in the most disadvantaged areas for preventative health checks through the health trainer programme.
- Promote leisure activity targeted at older people.
- Expand and sustain the role of the Home Improvement Agency to support independent living.

**KEY FACTS**
- In a survey 22% of secondary school pupils said they had been bullied in the last 12 months.
- Over 40% of residents think that activities for teenagers is the thing that most needs improving.
- In a survey 34% of secondary school pupils (years 9 and 11) had drunk at least one alcoholic drink in the previous week.
- 7% of the total workforce is aged between 60-74.
- By 2028 over 40% of the population of the Borough are projected to be aged over 60.
Inclusive and vibrant communities

Harmonious communities and participation in decision making
This is about people being involved in caring for and shaping their community. It includes things like people taking an active role by volunteering, feeling engaged enough to use their right to vote or communities working together to become more involved in local decision making.

WHAT DO WE NEED TO DO?
• Provide more opportunities for individuals and communities to be involved in decision making.
• Support the development and implementation of Town/Parish and community led plans.
• Ensure the Parish and Town Councils have information, support and opportunities to be involved in influencing decisions that affect their area.
• Increase regular volunteering and create an environment where the voluntary and community sector can thrive.
• Recognise the value of facilities such as community centres and village halls.
• Provide opportunities for different groups in the local community to come together.

EXAMPLES OF HOW WE WILL DO THIS
• Increase the use of participatory budgeting.
• Development of improved accommodation for the voluntary and community sector in Scarborough Town.
• Provide practical advice and support to at least 2 communities per annum to review or implement Parish/Town or community plans.

KEY FACTS
28% of residents have given regular unpaid help in the last 12 months
77% of people think their area is a place where people from different backgrounds get on well together
Transport

Being able to get to work, leisure and social activities and to access services is vital for a good quality of life. Good quality, reliable transport is a major part of accessibility and is consistently raised by local people as a priority. Transport choices have an impact on the environment with transport emissions a significant contributor to greenhouse gas emissions.

**WHAT DO WE NEED TO DO?**

- Reduce the need to travel.
- Promote sustainable forms of transport such as walking and cycling.
- Increase the integration of transport systems in the Borough.
- Improve rail and bus infrastructure services.
- Improve information about public transport.
- Improve parking and traffic management in key areas.
- Increase the availability and use of community transport.
- Improve existing road infrastructure along the main transport corridors.

**EXAMPLES OF HOW WE WILL DO THIS**

- Complete a Park and Ride facility for Whitby and associated traffic and parking management.
- Complete a local A64 study to identify short, medium and long term measures to improve road and rail connectivity from Scarborough to York and beyond.
- Develop action plan for the “Cinder Track” and implement actions to improve the route for cycling, walking and recreational use.

**KEY MEASURES OF SUCCESS**

- Increase the % of people very/fairly satisfied with local bus services.
- Increase the % of people very/fairly satisfied with local transport information.
- Decrease the amount of traffic within the North York Moors National Park.
- Increase the % of transactions able to be completed on-line.
Accessible communities

Access to services and information
Accessibility depends on the way a service is provided and about the different needs and priorities of people accessing it. Transport is important but the challenge is also to look at the ways services are provided and whether they can be provided in different, more accessible ways. Delivery of services through the internet and other technology is growing and is very convenient for some people, however, this doesn’t suit everyone and every service, so good quality alternatives still need to be made available.

WHAT DO WE NEED TO DO?
- Develop seamless online service delivery and improve accessibility, ease of use and linkages between public sector service websites.
- Encourage and support the deployment of a high speed broadband network across the Borough.
- Develop community access centres and make use of established services to offer customer access to a range of services from statutory and voluntary sector providers from a single point.
- Support the provision and retention of services in local and accessible locations.
- Widen opportunities for people to contact public services in ways that suit them.

EXAMPLES OF HOW WE WILL DO THIS
- Develop a shared public sector web portal by July 2011 to enable customers to draw information from a range of public sector websites from a single search.
- Develop a single point of face to face contact through Customer First Centres through which access to Borough, County Council and Inland Revenue Services can be obtained by December 2011. Thereafter extended to include other services.

KEY FACTS
52% of people in the Borough have access to the internet