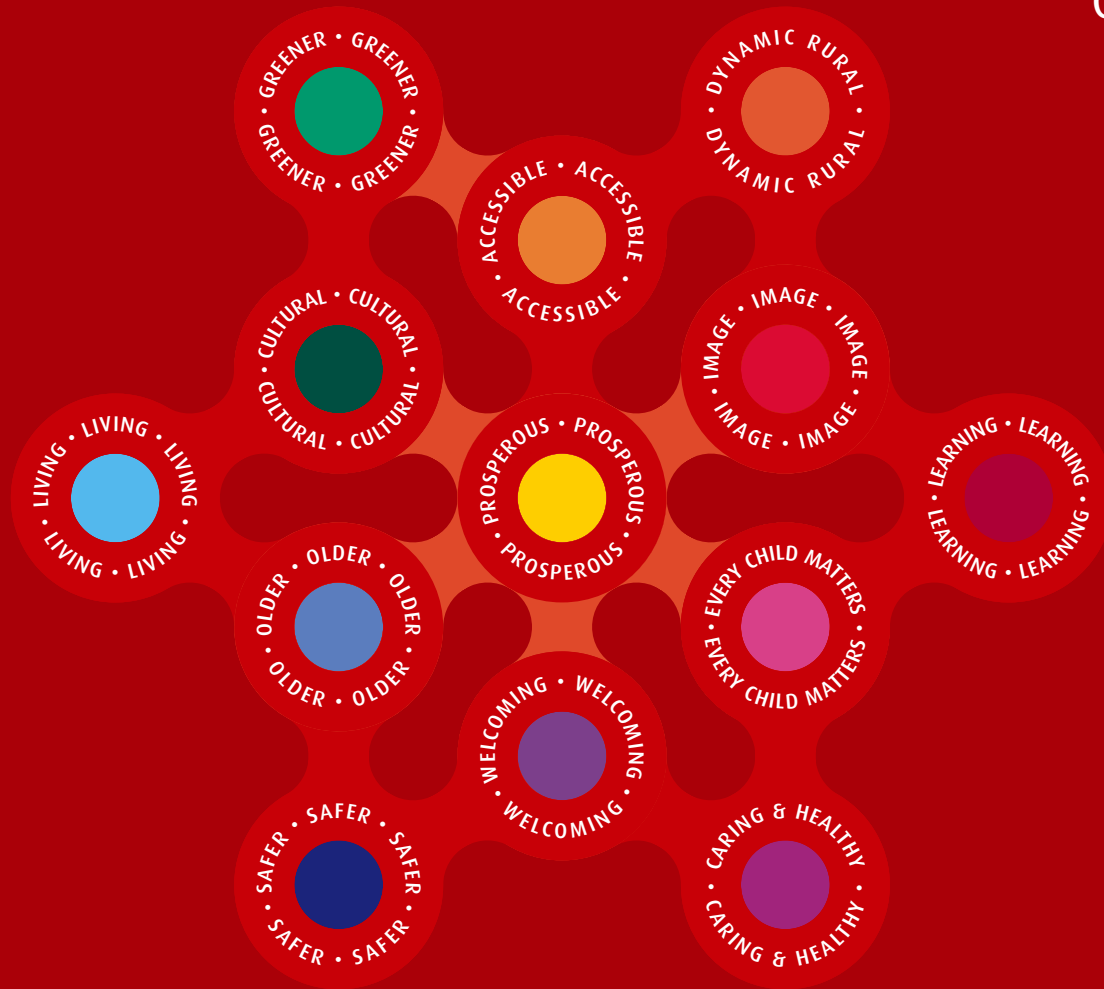


A high-speed photograph of a water droplet falling into a pool of water. The droplet is captured mid-fall, just above the surface, with a smaller droplet above it. The impact has created a series of concentric ripples that spread outwards. The water is a clear, light blue color, and the background is a soft, out-of-focus blue.

# **ambition**lancashire

**2005-2025** strategic vision for the future of lancashire

the lancashire partnership



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# ambitionlancashire visiontree

To position Lancashire by 2025 as an area of outstanding opportunity, combining a world-class economy with a breathtaking environment and exceptional communities.

Lancashire's towns, cities and rural areas maintain their separate identities, but inter-dependence is strengthened through strong economic, social and environmental connections.

Lancashire is an economically prosperous County, characterised by its innovative and dynamic businesses, social enterprise, training opportunities and skilled workforce. Major new developments in key locations have created the conditions for growth throughout Lancashire.

Improve business performance and address skills shortages to secure Lancashire's economic growth.

Provide the infrastructure to deliver a renaissance of Lancashire's towns, cities and rural areas.

Lancashire's first class travel infrastructure means that travel is safe and clean, and services are easily accessed. Our modern communications system minimises the need to travel.

Achieve a highly effective and efficient transport and communications system.

Invest in Lancashire's strategic highway network.

Invest in rail, Rapid Transit and bus improvements and infrastructure.

Lancashire is a County with a dynamic rural economy that is financially, socially and environmentally sustainable.

Broaden Lancashire's rural economic base and assist in the support and diversification of agriculture.

Deliver social rural regeneration, including the delivery of central government services at a local level in Lancashire.

Lancashire is 'the' place where people choose to live, work and enjoy life.

Actively promote Lancashire as a successful place to live, work and enjoy life.

Lancashire is a learning County where everyone enjoys learning and achieves success.

Raise standards, learning and attainment levels for children and young people in Lancashire.

Ensure opportunities are provided for all to benefit from learning and development.

Lancashire is a County where the contributions of children and young people are the forefront of life. They are actively involved in taking decisions that affect them, and are supported and cared for at every stage of their growth and development.

Every child and young person has the opportunity to fulfil their potential, and no child slips through the net.

Positively engage children and young people in their communities, and strengthen their support and access to services.

Lancashire is a County where people are enabled to make good choices about their lifestyle, and where income and social class are no longer major factors in life expectancy.

Reduce health inequalities and provide opportunities for Lancashire people to live healthy lives.

Invest in and strengthen access to high quality health services to improve public health in Lancashire.

Support all vulnerable adults to lead more independent lives.

Lancashire is welcoming, ambitious and harmonious. Diversity is celebrated. Tolerance and pride are embedded in a modern multi-cultural Lancashire. Lancashire's vibrant Voluntary, Community and Faith Sector makes a major contribution to a just and civilised society.

Promote awareness and understanding between Lancashire's communities.

Reinvigorate local democracy, and support the Voluntary, Community and Faith Sector.

Lancashire is a safe place to grow, live and work. There is a strong sense of community responsibility and involvement in community life.

Reduce crime levels and the fear of crime.

Reduce the risk factors associated with criminality.

Make living, working and travelling in Lancashire safer.

Make Lancashire a safer place for vulnerable people.

Lancashire is a county where older people are empowered to live their lives in the way they choose and where their skills and expertise are valued.

Maximise the life opportunities for older people and engage them in all levels of decision-making.

Promote older people's health, safety and independence and ensure that all older people and their carers are treated with respect, dignity and fairness.

Lancashire offers a choice of good quality housing in successful, secure and sustainable communities.

Invest in neighbourhoods and replace obsolete housing in a sustainable way.

Meet Lancashire's needs for affordable, specialist and supported housing.

Lancashire's cultures are rich and diverse and belong to us all. We work together to enhance, develop and care for culture because it is central to how we feel, live, earn a living and inhabit our environment and to how we understand each other.

Increase investment in culture and develop cultural activity that makes a greater contribution to Lancashire's economy.

Promote the role of culture in developing welcoming and harmonious communities and celebrating our rich and diverse culture.

Develop partnerships and structures to deliver the cultural vision.

Lancashire is a County where the dramatic beauty of our landscape and wildlife is cherished, and our urban areas contain fine buildings and inviting open spaces. Lancashire plays its part in addressing global environment issues and delivering environmental sustainability.

Protect and improve air, water and land quality, and use resources wisely.

Conserve and promote Lancashire's natural and built heritage.

# foreword



*Frank Hayden*

**Frank Hayden**

*Chair of The Lancashire Partnership and  
Director & General Manager, BAE Systems*

People who live or work in Lancashire, or who visit our County, know that it is a very special place. From our outstanding landscape to our unmistakable, proud heritage, we have many things going for us. But we also face some critical challenges.

**ambitionlancashire** is about the future of Lancashire. It is about sustaining our positive attributes and tackling the critical challenges to create the conditions to make Lancashire truly exceptional.

**ambitionlancashire** focuses on the future, looking forward to the next 20 years. This will be a time of considerable change and experience shows this change will be very rapid.

Predicting the future is notoriously difficult. By mapping out a future direction for Lancashire, the main agencies in the County can collectively focus resources and investment on a shared vision that reflects the aspirations of the people of Lancashire.

This is very much the start of a process. **ambitionlancashire** is the first Community Strategy for Lancashire. It will develop and evolve over the coming years.

The key is to ensure that the Vision transcends organisational boundaries and allows everyone with a stake in Lancashire to shape the future of our proud and historic County.

I commend this vision for the future of the County. And as Chair, I will seek to ensure The Lancashire Partnership is instrumental in driving forward delivery of this strategic vision.



# introduction

How was **ambition**lancashire prepared?



Priorities and services have developed over many years and provide a starting point from which to improve and develop our approaches through one integrated strategy. The topics covered in this document reflect recent work, central government priorities and known future needs and requirements. **The State of Lancashire report**, which highlights key trends and challenges facing the County, has underpinned this development work.

Moreover, during 2003 and 2004 The Lancashire Partnership has used a range of opportunities for wide-ranging discussion with individuals, community representatives, groups and partner organisations about the contents of **ambition**lancashire.

The needs of Lancashire will vary over time, as will the opportunities available, so **ambition**lancashire will not be a fixed blueprint for the future. Information about

services and the changing circumstances of the County will be monitored and the Strategy reviewed to keep it focused on key issues and priorities.

The needs of the people of Lancashire vary throughout the County. The Lancashire Partnership will continue to work with District Councils, County level agencies and other Local Strategic Partnerships (LSPs) to develop joint approaches to issues of common concern.



A key aim is to add value and complement the work of district-level LSPs, and this strategy should be read in conjunction with district Community Strategies. These are contained on the CD on the back cover of this document.

#### **The preparation of this Community Strategy has been informed by:**

- The views of the Lancashire Partnership Executive.
- The *Imagine Lancashire* strategic visioning event attended by over 150 individuals from a broad range of agencies in the County.
- **The State of Lancashire report** that analyses social, economic and environmental conditions in Lancashire.
- An analysis of the issues emerging from the Community Strategies of the twelve Local Strategic Partnerships in Lancashire.
- The strategic issues set out in a number of Lancashire-level plans and sub-regional strategies.
- The views of each LSP in Lancashire (consulted in November-December 2003, April-May 2004 and July-September 2004)
- Views from 2,477 residents in the **Life in Lancashire 2003 MORI survey**. (September-December 2003)

- Comments from Lancashire people in response to the 2004 consultations. These include: comments received following a front page article (and invitation to comment) in the *Vision* newspaper; comments received via The Lancashire Partnership website; comments received via a freephone number.
- Comments from Parish and Town Councils. All Lancashire Parish and Town Councils have been consulted.
- Comments received from the district level Community Networks.
- A special *Imagine Lancashire* event for and by young people in the Lancashire Youth Council who told us what they wanted for the future.

## **Scope and Structure**

### **This report is divided into thirteen chapters.**

Each chapter sets out a subject specific vision. Collectively, they set out a strategic vision for the future of Lancashire.

### **Each chapter follows a standard format.**

**Chapter Links** - At the beginning of each chapter you will find a diagram which highlights the links between chapters. There are many issues that are cross-cutting and which have a bearing on each other. For instance, poor health can have an impact on wealth, access to learning and culture as well as the immediate affect on the individual.

First there is the Vision for the year 2025 which describes a compelling picture of a successful future. Each is built on the premise that starting from a position of success is more motivating than focusing on challenges. Drawing on the *Imagine* visioning process organised by The Lancashire Partnership, the Vision of each chapter focuses on successes that might be achieved rather than challenges to be overcome.

The second section contains a series of Ambitions to work towards over the medium and long term. Each ambition contains a series of actions to help deliver it. Individual actions are evidence-based, containing a reasoned justification for pursuing the action.



Each Ambition also contains a section entitled Lancashire's Headline Targets. The section sets out the important targets for Lancashire relevant to the Ambition that will help towards achieving the Vision for 2025. The targets are either First Step targets that will help to initiate action towards achieving the vision or they are Milestone targets that mark significant progress towards the Vision.

**Lead agencies are identified after each target.**

The final section sets out the results of the Lancashire Quality of Life survey commissioned by The Lancashire Partnership, and undertaken by MORI at the end of 2003. The data sets out a range of views and aspirations on general quality of life issues, and these have been used to shape **ambitionlancashire**.

## Sustainability Appraisal

The ideas set out in the second consultation draft of **ambitionlancashire** were examined in a Sustainability Appraisal, which was undertaken with partner organisations from The Lancashire Partnership. The

results from the Appraisal have helped to shape this Community Strategy.

Through the use of an integrated Appraisal toolkit, developed by the Government Office for the North West, the Appraisal identified the most sustainable ways forward for addressing the challenges facing the County.

## Why Prepare a Community Strategy?

The Lancashire Partnership works together in the belief that many of the County's opportunities and challenges can be identified and met more effectively by working in partnership. The Local Government Act 2000 places a duty on Lancashire County Council to prepare a Community Strategy to promote the economic, social and environmental well-being of the County through a multi-agency partnership.

The County Council and other organisations have decided to work together through The Lancashire Partnership to prepare this Strategy.

**Statutory guidance suggests the Community Strategy should aim to:**

- Develop a long-term vision for Lancashire, focusing on the outcomes that are to be achieved.
- Agree which local services and developments are needed and agree an action plan.
- Ensure joint commitment to achieving targets and monitoring progress.
- Involve local people and communities throughout.

**ambitionlancashire** will not cover everything - the range of activity of partner organisations is too wide and too detailed.

It cannot meet everybody's aspirations and must be realistic. Resources are limited and services must conform to minimum legal requirements and central government targets and expectations. These will change over time.

However, substantial change and improvement are possible and the Community Strategy process reflects our commitment to achieve the best we can with the resources at our disposal.



# our principles

In delivering **ambition** lancashire, partner organisations will have regard to the following core principles:

## Participation

Seek to ensure that everyone has the opportunity to participate in decision making.

## Social Inclusion

Ensure that people in Lancashire are not excluded because of their personal circumstances.

## Accessibility

Strive to make all services, opportunities and information accessible to everyone.

## Sustainability and Future Generations

Ensure that any developments do not compromise the ability of future generations to meet their own needs.

## Equality

Ensure that people in Lancashire do not receive unfair treatment because of their personal circumstances.

section 3.0



# our overall vision

To position Lancashire by 2025 as an area of outstanding opportunity, combining a world-class economy with a breathtaking environment and exceptional communities.

Lancashire's towns, cities and rural areas maintain their separate identities, but inter-dependence is strengthened through strong economic, social and environmental connections.

## This means that by 2025:

Lancashire is an economically prosperous County, characterised by its innovative and dynamic businesses, social enterprise, training opportunities and skilled workforce. Major new developments in key locations have created the conditions for growth throughout Lancashire.

Lancashire is 'the' place where people choose to live, work and enjoy life.

Lancashire is a learning County where everyone enjoys learning and achieves success.

Lancashire's first class travel infrastructure means that travel is safe and clean, and services are easily accessed. Our modern communications system minimises the need to travel.

Lancashire is a County where the contributions of children and young people are at the forefront of life. They are actively involved in taking decisions that affect them, and are supported and cared for at every stage of their growth and development.

Lancashire is a County with a dynamic rural economy that is financially, socially and environmentally sustainable.



Lancashire is a County where people are enabled to make good choices about their lifestyle, and where income and social class are no longer major factors in life expectancy.

Lancashire is welcoming, ambitious and harmonious. Diversity is celebrated. Tolerance and pride are embedded in a modern multi-cultural Lancashire. Lancashire's vibrant Voluntary, Community and Faith Sector makes a major contribution to a just and civilised society.

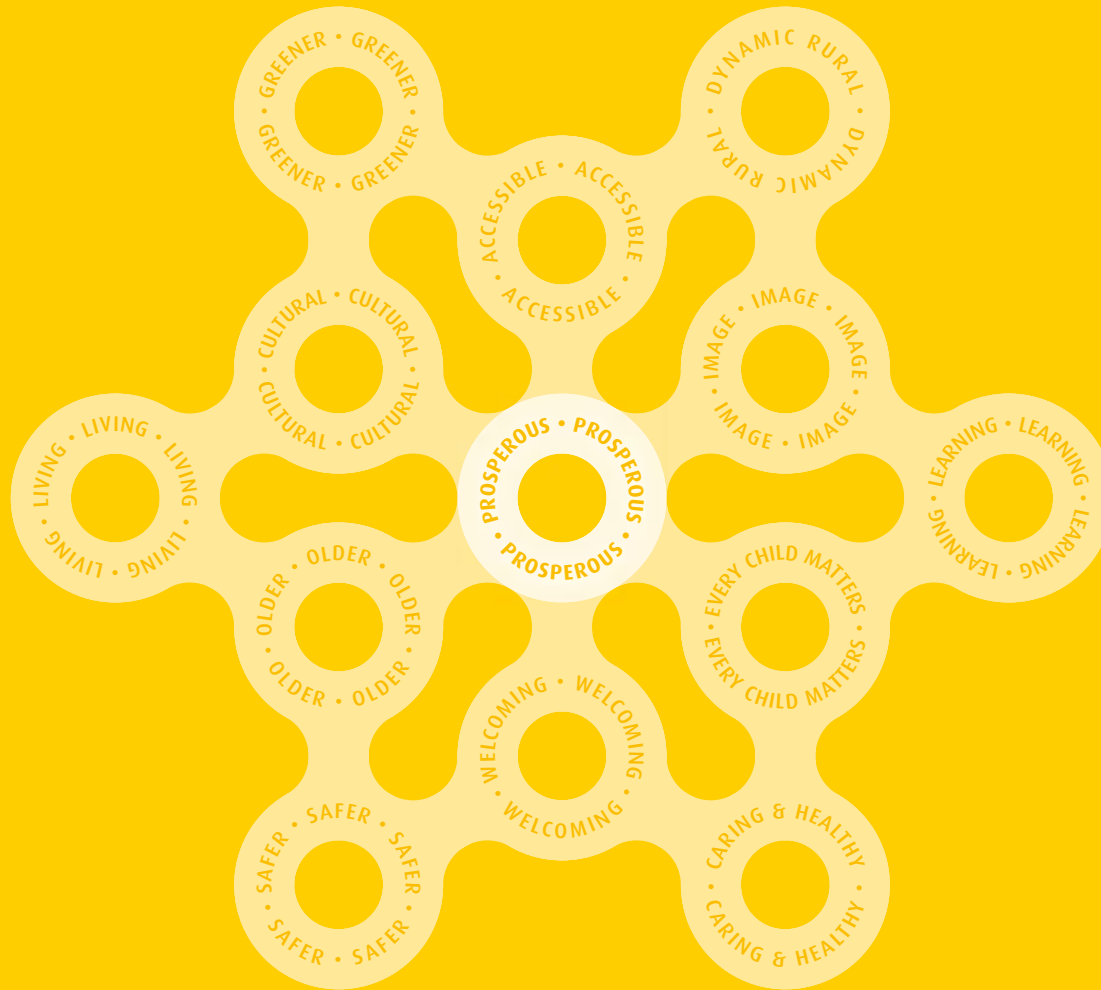
Lancashire is a safe place to grow, live and work. There is a strong sense of community responsibility and involvement in community life.

Lancashire is a County where older people are empowered to live their lives in the way they choose and where their skills and expertise are valued.

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Lancashire is a County where the dramatic beauty of our landscape and wildlife is cherished, and our urban areas contain fine buildings and inviting open spaces. Lancashire plays its part in addressing global environment issues and delivering environmental sustainability.



section 5.01



# prosperous lancashire

**our vision** for 2025: Lancashire is an economically prosperous County, characterised by its innovative and dynamic businesses, social enterprise, training opportunities and skilled workforce. Major new developments in key locations have created the conditions for growth throughout Lancashire.



Lancashire was at the forefront of the Industrial Revolution and is where many of Britain's traditional industries – most notably textiles, but also engineering, vehicles and chemicals among them – had their earliest start. To this day, the legacy of canals, older industrial premises and industrial structure still bears witness to the County's fundamental contribution to the development of manufacturing industry in Britain at a time when it was said that "England's

bread hangs by Lancashire's thread." Many of Lancashire's towns still have the unmistakable physical stamp of an earlier manufacturing era.

Today, Lancashire has a very diverse economic base with a strong mix of both international and indigenous companies from the likes of BAE Systems, Baxi Heating, British Nuclear Fuels, Leyland Trucks and Rolls Royce to Matalan, MyTravel and Time Computers. Manufacturing

remains a key and highly-valued wealth-creating sector, still accounting for a fifth of the workforce, supported by a modern and efficient transport infrastructure.

However, despite the continuing key role of production industry, as elsewhere in the UK, it is services, particularly the commercial, business and technical services along with public-sector employment in areas like education, health and welfare that are today fuelling much of the new jobs growth.



Our Ambition	Improve business performance and address skills shortages to secure Lancashire's economic growth.
OUR ACTIONS	WHY
<b>001</b> Diversify Lancashire's economy by encouraging and supporting a broader range of business sectors.	Almost 21% of people in the County work in manufacturing, compared to 14% nationally. In East Lancashire the figure is almost 30%, and is 36% in Pendle. Financial and business service sectors are under-represented in the County, accounting for only 13% of jobs.  Lancashire has high levels of low value-added/ low wage and vulnerable industries and services. <sup>1</sup>
<b>002</b> Prepare a Lancashire Development Programme to set out how the County can contribute effectively to accelerating economic growth in the North, as set out in the Northern Way Growth Strategy.	The North of England needs to unlock the potential for faster economic growth and bridge the £29 billion output gap between the North and the rest of the UK.
<b>003</b> Exploit the growth potential of key business sectors in Lancashire.	A key factor in the economies of successful regions is the presence of thriving clusters of businesses with networks to support them. The Regional Economic Strategy identifies 16 sectors in the North West with long-term growth potential, and many of these are in Lancashire, for example: aerospace, automotive, aviation, energy, environment technologies, tourism and textiles.
<b>004</b> Improve the competitiveness and productivity of Lancashire's businesses.	Lancashire has a high level of SMEs ( <i>often family-owned</i> ) that are not yet fully equipped to deal with new opportunities and challenges. <sup>2</sup>
<b>005</b> Develop and exploit Lancashire's knowledge base and translate this into competitive products, processes and services.	The creation and translation of knowledge into competitive products, processes and services are vital to economic prosperity. Lancashire's knowledge base is rich and diverse, with excellent Higher and Further Education institutions, including the University of Lancaster with its five-star research rating.



006	<p><b>Invest, innovate and diversify our tourism industry, building on our strengths (eg: coastal resorts, Lancashire's Hill Country, sporting assets and landscape beauty) and developing new initiatives.</b></p>	<p>Tourism is a major economic activity and one of Lancashire's most important industries. In 2001 there were 47,600 tourism-related jobs accounting for 8.1% of all jobs in the County, compared with 7.4% for UK as a whole. Structurally, the tourism industry in Lancashire is a highly fragmented amalgam of small independent businesses and a few large multi-interest groups. The County's coastal resorts face particular challenges associated with the decline or change in traditional family holidays.<sup>3</sup></p>
007	<p><b>Maximise development, competitiveness and sustainable growth for Minority Ethnic Businesses (MEBs), whilst facilitating and increasing the integrated working between businesses of all origins.</b></p>	<p>The foundation of a unified and tolerant society is a vibrant local economy. By working together, an atmosphere can be created where businesses can celebrate their diversity and success and acknowledgement made of the important role ethnic minority businesses play in growing and sustaining the Lancashire economy, while creating wealth and opportunities for many more people.<sup>4</sup></p>
008	<p><b>Increase the start-up and survival rates of new businesses in the County.</b></p>	<p>Between 1994 and 2002, the stock of VAT-registered businesses in Lancashire fell by 5%. This compares with a net gain in the UK of 3%. In The Fylde and some Western Lancashire districts, the net change in stock is between -3 and -30%.<sup>5</sup></p>
009	<p><b>Develop programmes to foster and support social enterprises and community businesses, especially in the County's most deprived wards.</b></p>	<p>Social enterprises and community businesses offer alternative models for expanding economic activity whilst securing social gains and building community capacity in the County's most disadvantaged neighbourhoods. Whilst only 4% of the County's workforce is unemployed, relative dependence on lower paying employment means that over 15% claim some form of benefits.<sup>6</sup></p>
010	<p><b>Develop the role of the public sector in Lancashire to support local businesses and Lancashire's economy through joint procurement and supply chain opportunities.</b></p>	<p>The public sector in Lancashire has a substantial economic footprint: as an employer, a purchaser of goods and services, and as a service provider. The sector employs in excess of 150,000 people.<sup>7</sup></p>



011

Improve substantially the skills of Lancashire's workforce by:

- Investing in early years support for children.
- increasing the attainment of school leavers.
- Transforming and supporting the learning of young people after the age of 16.
- Developing the skills of people to meet those needed by employers.
- Strengthening the development of innovative Modern Apprenticeships.
- Strengthening the graduate retention programme to keep graduates of Lancashire's universities in the County.
- Generally developing a culture of lifelong learning among individuals and employers.
- Supporting the development of basic skills and increasing opportunities for accessing training, Further and Higher Education.

The future economic prosperity of Lancashire in large part depends on whether our workforce is sufficiently skilled and productive to enable Lancashire's businesses to compete in national and global markets. The productivity of our workforce lags behind that of our major competitors. In Lancashire, we lag behind both the regional and national benchmarks. The need to improve skills in order to boost productivity is the biggest challenge facing businesses. Too many individuals do not have the basic skills they need to work or to achieve the quality of life they want. There is a duty to support social inclusion as well as economic competitiveness. In Lancashire, the number of people lacking basic skills remains above national averages.

012

Bring more people into employment in Lancashire, focussing on areas where there are significant concentrations of people not in work.

The proportion of people of working age on incapacity benefits is much higher in Lancashire than in the UK as a whole. Within the County there are small areas where the concentration of worklessness is very significant. The Department of Work and Pensions is leading efforts in this area.

The Voluntary, Community and Faith Sectors can also have a role in helping people return to work and access training opportunities.

### Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.

- By 2008, deliver Lancashire's contribution to the Northern Way Growth Strategy target of making provision for 200,000 employer specified learner places through the Regional Skills Partnerships. **(Regional Skills Partnership)**
- By 2008, deliver Lancashire's contribution to the Northern Way growth strategy target of increasing the total number of business start-ups in the North from 30 per 10,000 people (2002 rate) to 33 per 10,000 people. **(Business Link Lancashire, Lancashire Economic Development Partnership)**



- By 2014, deliver Lancashire’s contribution to the Northern Way Growth Strategy target of bringing a further 100,000 people currently on Incapacity Benefit into work. **(Department of Work and Pensions)**
- By 2025, deliver Lancashire’s contribution to the Northern Way Growth Strategy target of ensuring that companies in key manufacturing and service clusters across the North continue to employ at least 1,750,000 people. **(Lancashire Economic Development Partnership)**

Our Ambition	Provide the infrastructure to deliver a renaissance of Lancashire’s towns, cities and rural areas.
OUR ACTIONS	WHY
<p><b>013</b></p> <p>Support Preston to develop high quality modern facilities in support of its role as a gateway interchange for visitors into Lancashire, and to improve and enhance its status as a historic city.</p>	<p>Preston has the potential to create the characteristics of a high performing city (<i>good transport links, a high-performing university and the growth of creative industries</i>).</p>
<p><b>014</b></p> <p>Support the renaissance of Lancashire’s Regeneration Priority Areas by strengthening their economic base and supporting town and city centre regeneration.</p>	<p>Lancashire has several areas of intensive need, requiring focussed attention. These Regeneration Priority Areas are set out in the Joint Lancashire Structure Plan and the Regional Economic Strategy. Essentially, for the administrative area of Lancashire, they are the areas of Burnley, Hyndburn, Pendle, Rossendale and Ribble Valley, the urban Fylde Coast and Skelmersdale. Large-scale redevelopment can assist with repositioning economic performance, and plans are being drawn up for the redevelopment of Preston (<i>Tithebarn</i>), Skelmersdale and Burnley. Skelmersdale is also part of the North West Metropolitan Area where wide-ranging regeneration and environmental enhancement should be secured, including the enhancement of Skelmersdale town centre.</p>
<p><b>015</b></p> <p>Accelerate the rate of business and industrial land development but with a reduction in the overall amount of land earmarked for development.</p>	<p>There is too much business and industrial land in Lancashire, resulting in under-used sites, marketing problems and potentially piecemeal, uncoordinated urban extensions.</p>



016

Develop a range of high quality serviced and readily accessible business development sites, including the development of four regional investment sites in Cuerden, Euxton, Whitebirk and Bailrigg.

Whilst Lancashire has much business and industrial land (*estimated at over 1,000 hectares*), many sites are underused and bear little relation to where potential workers live. There is a need for market-ready sites in suitable locations.

The four Regional Investment Sites will support the Regional Economic Strategy of the North West Development Agency (NWD A).<sup>8</sup>

The Regional Investment Sites have been identified for investment to support the region's sectoral priorities.

017

Press for the relocation of a substantial number of high quality public sector jobs and service centres to Lancashire from London and the South East.

The Lyons Review, The Gershon Efficiency Review, the Budget 2004 and the Spending Review all clarify that relocation is now a key issue for the UK public service. Government policies and programmes are being adjusted to move closer to the people they serve through improved location management. It is estimated that 30,000 jobs could be relocated and many more created in new locations outside the traditional central locations.

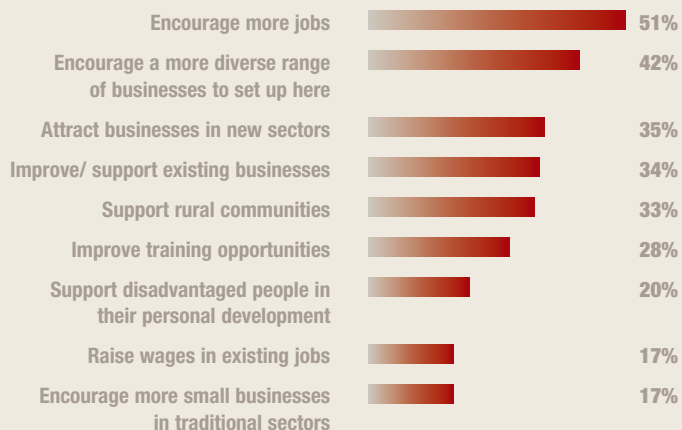
## Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.

- By 2006, reduce the amount of land allocated for business and industrial development in 2001 by at least 15% across the Regeneration Priority Area Districts. **(Lancashire County Council, Lancashire District Councils)**
- By 2006, reduce the amount of land allocated for business and industrial development in 2001 by at least 35% across the non-Regeneration Priority Area Districts. **(Lancashire County Council, Lancashire District Councils)**
- By 2016, achieve a 25% increase in the rate of development of business and industrial land in the Regeneration Priority Areas, compared with the 1991-2000 rate. **(Lancashire County Council, Lancashire District Councils)**
- By 2016, levels of vacant property in town centres to be less than the national average. **(Lancashire County Council, Lancashire District Councils)**

### The priorities of the people of Lancashire

#### Lancashire's economy

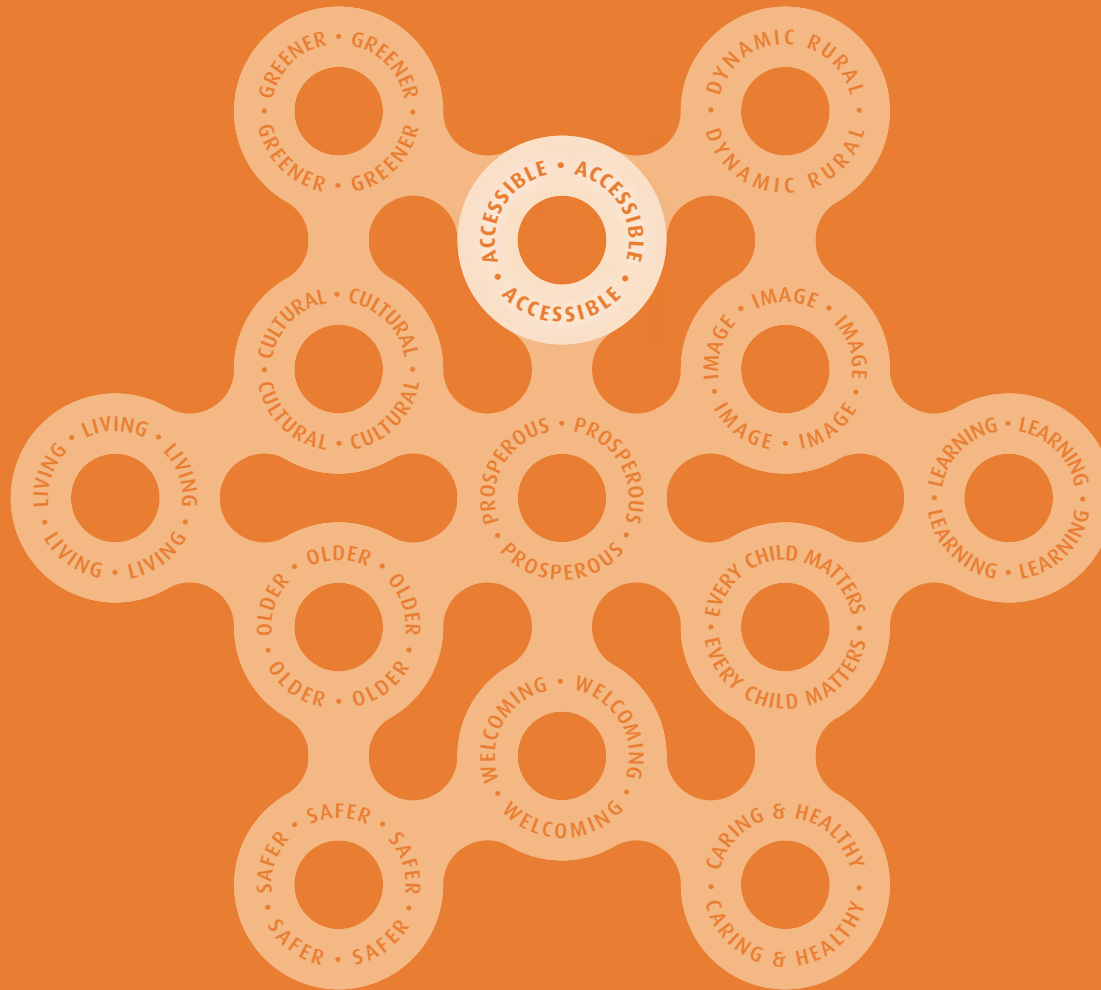
Top mentions (prompted)



Base: 2,477 Lancashire residents.

Life in Lancashire 2003 survey, MORI

**"Our aim is to boost investment in businesses and people across Lancashire, make a difference to individual's lives and help make everybody matter."** Lancashire County Developments Ltd

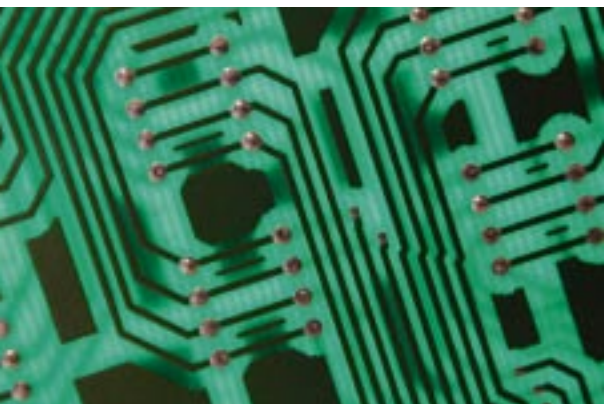


section 5.02



# accessible lancashire

**our vision** for 2025: Lancashire's first class travel infrastructure means that travel is safe and clean, and services are easily accessed. Our modern communications system minimises the need to travel.



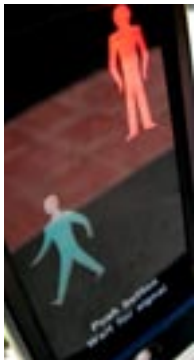
The transport sector has an essential and positive role to play in economic and social development, and the need for access to education, jobs, healthcare and other services as well as leisure opportunities will undoubtedly increase in the future.

Increasing use of the car has brought many

economic and social benefits for the people of Lancashire, providing greater freedom, widening horizons and supporting economic growth. Those without a car must have the same opportunities. Journeys have been getting longer, with more made by car, leading to increasing congestion and delay.

Road transport will continue to play an

important part in Lancashire's transportation system. But in the medium to long term, better integration of spatial and transportation planning, bringing homes, jobs and services within easy reach will help to achieve better accessibility and manage the need for travel. New ways to deliver services are being introduced, including telecommunications and e-commerce.



Our Ambition	Achieve a highly effective and efficient transport and communications system.
OUR ACTIONS	WHY
<b>018</b> Plan jobs, homes, shops, leisure facilities and other services within easy reach when preparing land use plans and developing major sites.	<p>Access, rather than movement, is important to people and the environment. This reflects the need to reduce use of the car and strengthen access to services for those without a car. In 2001, some 70% of Lancashire people commuted to work by car, compared to 54% in 1991. And 53% of primary school children travelled to school by car in 2002.<sup>9</sup></p>
<b>019</b> Ensure good access to education, jobs, healthcare, and other services as well as leisure opportunities through a combination of transport services and innovative service provision.	<p>The ability of people to access places of work, learning, healthcare, shopping, leisure and other opportunities can significantly impact on their quality of life. Reaching services can be particularly difficult for those without access to a car.</p>
<b>020</b> Invest in state-of-the-art technology to deliver clear and accurate transport information and to operate intelligent transport systems.	<p>Providing realtime information on traffic and public transport will allow drivers and passengers to make their journeys more efficiently and will help to ease congestion.</p>
<b>021</b> Develop bus- and rail-based Park and Ride schemes close to major road corridors, railway stations and rapid transit corridors.	<p>Park and Ride helps to promote public transport and encourage car users to use public transport for a significant portion of their journey. It reduces the number of car journeys into urban centres, helping to reduce congestion and pollution levels. Potential Park and Ride sites will be identified through the Lancashire Local Transport Plan process.</p>
<b>022</b> Develop and promote a ‘world-class’ digital infrastructure in Lancashire to help meet economic and travel-reduction objectives.	<p>Lancashire’s broadband infrastructure is incomplete, particularly for the more rural and remote areas. Moreover, the take up of provision in well-served urban areas is low, and ICT usage in business is modest. E-commerce opportunities need to be grasped and extended to strengthen Lancashire’s economic performance.</p>



023	Develop state-of-the-art integrated ticketing and Smartcard initiatives to boost public transport patronage.	Multi-operator tickets can help towards making journeys more 'seamless', whilst Smartcards can be used to deliver public sector services for libraries, schools and colleges, social care facilities and a fully integrated transport system. The Northern Way Growth Strategy aims to increase the use of Smartcards.
024	Reduce long stay car parking in principal urban areas and main towns through an integrated approach to parking standards and network management.	Traffic within Lancashire's urban centres can have a damaging effect upon environmental quality and economic attractiveness. Morning and evening commuter flows in particular can have an impact. A reduction in long stay commuter parking is important to encourage a shift to more sustainable methods of travel.
025	Promote the development of work, school and personal Travel Plans.	Journeys to work and the school run are responsible for a large share of peak car travel in Lancashire. Travel Plans help reduce car journeys, cutting traffic congestion, pollution and road casualties.
026	Support the appropriate development of Blackpool Airport, accompanied by a Surface Access Strategy as an economic asset for Lancashire.	The Northern Way Growth Strategy recognises that airports can play a key role in the economic development of Lancashire and the region.
027	Provide a well maintained safe cycle and footpath network and promote its use throughout Lancashire.	Nearly three quarters of all journeys made are local trips under 5 miles, and half of all journeys are less than 2 miles. But most trips between 1 and 2 miles are still made by car. <sup>10</sup> Cycling and walking offer healthy and pollution-free alternatives to making these journeys by car.

### Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.

- From 2005, promote a comprehensive broadband infrastructure throughout Lancashire and maximise its use (**Lancashire Digital Development Agency**)
- By 2016, reduce long stay car parking levels in principal urban areas and within main towns by 5% compared to 2001 levels. (**Lancashire County Council, Lancashire District Councils**)
- By 2016, construct eight Park and Ride schemes in Lancashire. (**Lancashire County Council, Lancashire District Councils**)
- By 2016, the proportion of the population within 1 km of 5 basic services (*GP, primary school, food shop, post office, bus stop*) to be maintained to at least the 1996 level of 73%. (**Lancashire County Council, Lancashire District Councils**)
- By 2016, 90% of new development (*between 2001 and 2016*) to be within 400 metres of an existing or proposed bus stop or within 800 metres of an existing or proposed railway station. (**Lancashire County Council, Lancashire District Councils**)



Our Ambition	Invest in Lancashire’s strategic highway network.
OUR ACTIONS	WHY
<p>028 Press for improved cross-boundary links with our neighbours and beyond.</p>	<p>Important national and trans-European transport corridors pass through Lancashire, and North-South and East-West corridors cross here. Transport would benefit significantly from improved journey time, reliability and safety.</p>
<p>029 Pursue major improvements to the strategic highway network in Lancashire.</p>	<p>Substantial economic, environmental and safety improvements will be delivered by making the following major road improvements over the life of <b>ambitionlancashire</b>: Colne-North Yorkshire border, Broughton Bypass, completion of the Heyhouses-M55 Link, Heysham-M6 Link, Norcross-M55 Corridor, Ormskirk Bypass, Penwortham Bypass.</p>
<p>030 Press for improvements to give good road and motorway links to Lancashire’s ports.</p>	<p>Reliable and efficient links to the County’s ports are critical ingredients for Lancashire’s improved economic performance. The roads linking the ports of Heysham and Fleetwood with the region are operating close to capacity, with journey times becoming increasingly unreliable. Congestion is also having a significant impact on the communities through which these routes pass.</p>
<p>031 Develop a network of quieter and safer rural roads in the County.</p>	<p>The provision of a network of quiet lanes and greenways will result in a wider choice of options for people to travel safely on rural roads and enjoy rural areas. Pilot schemes in Chipping, Slaidburn and Downham will allow their effectiveness to be assessed.<sup>11</sup></p>
<p>032 Maintain Lancashire’s transport infrastructure to a high standard to provide good access to education, jobs, healthcare, and other services as well as leisure opportunities.</p>	<p>The highway network is the County Council’s most valuable capital asset and gives good access to all services. The maintenance of this asset is therefore paramount to ensure easy and safe access to essential services in Lancashire.</p>
<p><b>Lancashire’s Headline Targets... First Steps and Milestones towards achieving our Vision.</b></p> <ul style="list-style-type: none"> <li>By 2016, reduce traffic flows to and from the centres of Lancashire’s principal urban areas and main towns by 5% compared to 2001 levels. <b>(Lancashire County Council, Lancashire District Councils)</b></li> </ul>	



<b>Our Ambition</b>	<b>Invest in rail, rapid transit and bus improvements and infrastructure.</b>
<b>OUR ACTIONS</b>	<b>WHY</b>
<b>033</b> <b>Improve existing and provide new railway stations in Lancashire.</b>	<p>A concerted effort is needed to raise the profile of public transport and dramatically increase the number of people travelling by rail. Consideration will be given to new rail stations at the following locations: Coppull, Cottam, Garstang, Midge Hall, Buckshaw Village, Wrea Green.</p>
<b>034</b> <b>Provide new or improved rail/bus interchanges and bus stations.</b>	<p>Bus and railway stations located close together encourage the use of bus and rail, and make public transport interchanges much easier. New or improved rail/bus interchanges are being considered at Accrington, Burnley, Carnforth, Upholland station, Cleveleys, Kirkham, Ormskirk, Rawtenstall, Nelson and Burscough Bridge. New bus stations are planned at Preston and Skelmersdale.</p>
<b>035</b> <b>Pursue the implementation of Rapid Transit systems in East Lancashire and on the Fylde Coast.</b>	<p>Rapid Transit systems have the potential to facilitate regeneration, improve an area's image, and reduce congestion and pollution. Rapid Transit involves a comprehensive approach to public transport provision in a particular area. This can include the use of trams, trains or high quality buses. The following disused railway lines will be safeguarded for Rapid Transit: Accrington to Haslingden, Rose Grove to Padiham, Fleetwood to Poulton-le-Fylde, and Rishton to Great Harwood.</p>
<b>036</b> <b>Protect key disused rail corridors for future transport use.</b>	<p>Disused railway lines and rail corridors have the potential for possible long term reinstatement as new road, rail or Rapid Transit routes. The following disused rail corridors will be protected for future transport use: Burscough Curves, M6 to Preston city centre via Deepdale, Bamber Bridge to Preston, Colne to the North Yorkshire border.</p>
<b>037</b> <b>Promote Lancashire's role in a West-East Eurocorridor extending from Northern and Southern Ireland across the Irish Sea to the Transpennine Corridor of Northern England and thence via the Humber ports and North Sea to the Netherlands, North Germany, Poland and beyond.</b>	<p>Following the enlargement of the European Union, increased trade with Ireland, the Netherlands, North Germany, Poland and beyond will strengthen Lancashire's economic performance. Lancashire's ports at Heysham and Fleetwood have a significant role to play in this trade, complemented by road and rail network links that could provide a viable alternative to the M62 corridor.</p>



038

**Press for improvements to the strategic rail network.**

North-South rail traffic to London and the South East and through to Europe is restricted by capacity, time and quality constraints. Similarly, Trans-Pennine rail infrastructure needs strengthening. Effective and competitive links are vital if Lancashire is not to be regarded as peripheral.

039

**Press for improvements to the quality and frequency of local rail services.**

Enhancing the quality and frequency of rail services will generate additional passengers. Schemes to be examined include: Clitheroe to Manchester; Blackpool South to Colne; Blackpool North to York; Barrow/ Windermere to Manchester Airport.

040

**Promote the growth of rail freight in Lancashire.**

Efficient distribution is central to the needs of business. The majority of freight is moved by road. The transfer of freight movement to rail and water can help reduce the impacts of distribution. Sites for rail freight development will be protected in the following areas: Bamber Bridge, Farington/ Cuerden, Fleetwood Docks and North East Thornton, the former Huncoat Power Station, Heysham Port and Preston Docks.

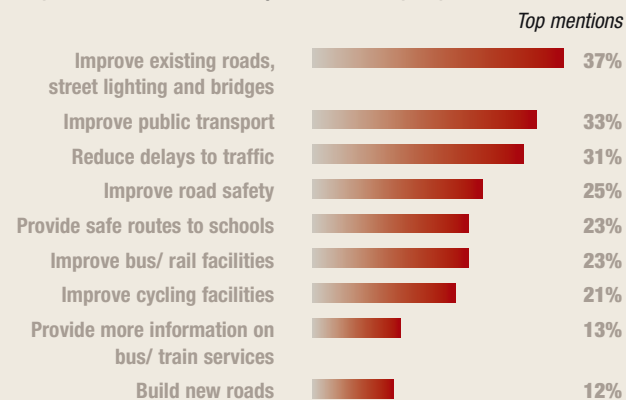
041

**Implement a programme of route-by-route improvements to support a Quality Bus network in Lancashire.**

Quality Bus routes raise travel standards and have the potential to increase patronage substantially. A 15% increase in patronage can be expected when the service on a route is raised to Quality Bus Standard.<sup>12</sup>

### The priorities of the people of Lancashire

When asked which of the following should be the main priorities for the County, Lancashire people said:



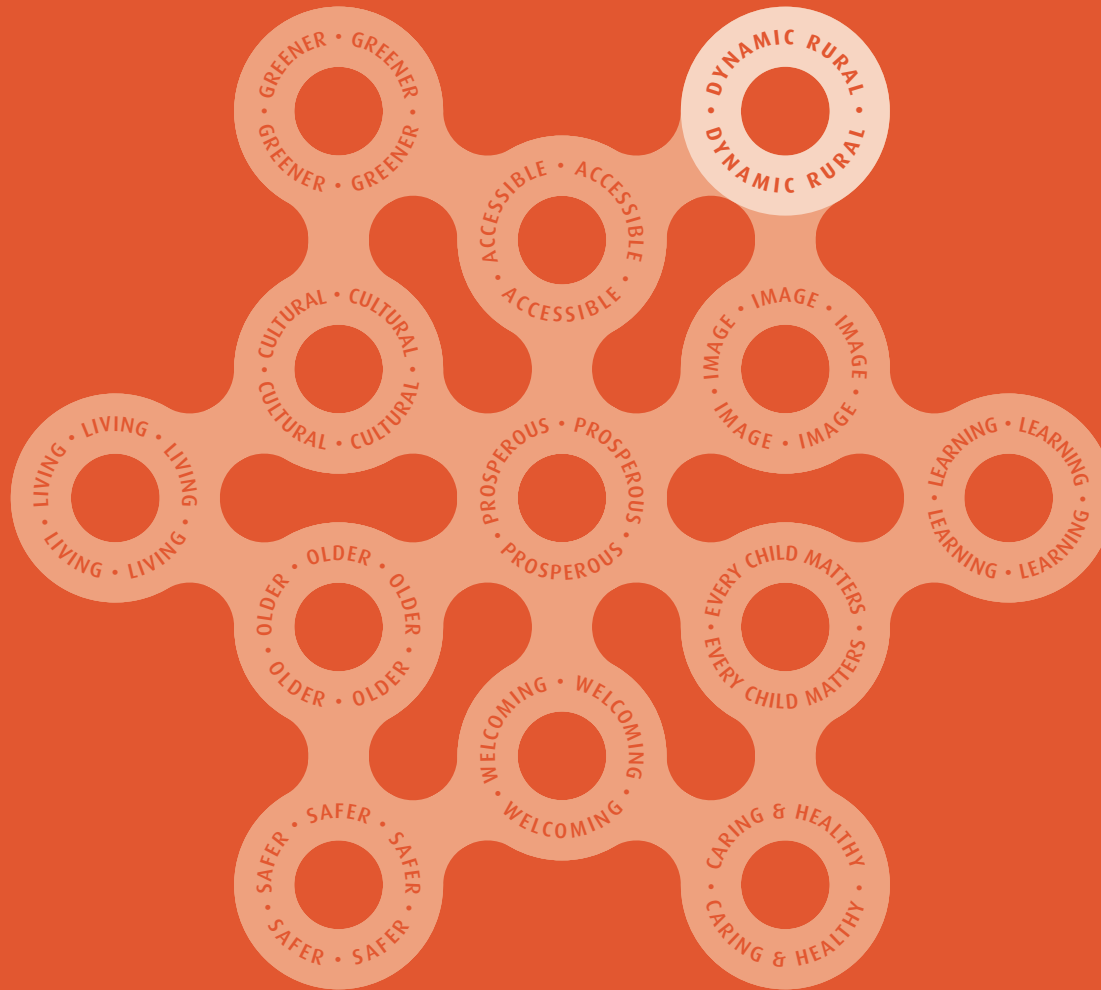
Base: 2,477 Lancashire residents.

Life in Lancashire 2003 survey, MORI

### Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.

- By 2016, increase rail patronage from stations in Lancashire by 75% based on 2001 levels. **(Train Operating Companies, Strategic Rail Authority, Lancashire County Council)**
- By 2016, increase bus journeys within Lancashire by 20% based on 2001 levels. **(Bus Operating Companies, Lancashire County Council)**

**“Promote public transport and provide better bus links to rural areas.”** Trough of Bowland Farmer



section 5.03



# dynamic rural lancashire

**our vision** for 2025: Lancashire is a County with a dynamic rural economy that is financially, socially and environmentally sustainable.



Although Lancashire is known for its industrial heritage, its association with the cotton and textile industry and its traditional mill towns, in reality it is a diverse, largely rural County. Over a quarter of its residents live within rural areas and over 80% of its land area lies outside the main urban centres.

The County's landscape varies from the remote Forest of Bowland and the East Pennine Moors to the intensive

agriculture of the coastal plain.

The varied nature of Lancashire's rural areas is reflected within its communities. In small, isolated communities, agriculture can still play an important part in the life of the village and its economy. Throughout the County, market towns provide important service centres and hubs of economic activity for the villages of the rural hinterland. On the urban fringes, settlements form closer relationships with the major towns of the County.

Population centres such as Preston and neighbouring Blackburn, together with the close proximity of Manchester and Liverpool, provide significant opportunities, for example, to support local producers and increase tourism and recreational activity. The relationship that exists between the rural areas of the County and the adjacent urban concentrations therefore presents unique opportunities in terms of assisting the regeneration of rural Lancashire.



	<b>OUR ACTIONS</b>	<b>Broaden Lancashire's rural economic base and assist in the support and diversification of agriculture.</b>
		<b>WHY</b>
<b>042</b> Encourage economic activity that will increase the range and quality of employment opportunities and suitable business workspace in rural Lancashire.	Rural areas of Lancashire are over-dependent on manufacturing employment and many jobs in this sector are low wage. Thirty-nine percent of rural employment is in manufacturing, compared to 25.4% across Lancashire and 18.2% nationally. <sup>13</sup> Business formation rates are low, but when they are formed their survival rates are higher than the average County rate. <sup>14</sup>	
<b>043</b> Facilitate access to training that directly meets business development needs and that will equip individuals to access local employment opportunities.	Although there is less rural unemployment, compared to the County's urban areas, this masks that a number of people (59%) wish to enter the labour market but are deterred from training because of poor access to childcare and public transport.	
<b>044</b> Encourage and promote sustainable rural land management, especially in Lancashire's protected areas.	Changes in agriculture, industry and society and the environment have had a profound and lasting influence over the landscape and its environmental assets. Recently, change has been driven by EU agricultural policy. Large areas of the County have special statutory protection or designation.	
<b>045</b> Attract and capture a larger share of the recreation and tourism market for rural Lancashire.	Rural, environmental and agro-tourism have the potential to make a significant contribution to Lancashire's rural diversification and the County's largely under-developed resource. Leighton Moss Nature Reserve and Beacon Fell are among the top visitor attractions in the County. <sup>15</sup>	
<b>046</b> Support the County's food producers and seek to stimulate the local economy by promoting farmers' markets, farm shops and similar initiatives.	Following BSE and Foot and Mouth there is a clear desire to make food traceable, locally produced and seasonal. This will help promote Lancashire's rural economy and its food producers and will provide quality food to the people of Lancashire and beyond. <sup>16</sup>	



047

**Maximise the take-up of financial and delivery support available for the diversification of Lancashire's farming industry.**

Agriculture and horticulture still provide significant employment opportunities and continue to be the mainstay of local economic activity in many areas. Agriculture provides paid employment for about 7,000 people or 2.1% of the total workforce, but the numbers of agricultural VAT-registered businesses have been falling since 1980.<sup>17</sup>

048

**Maximise the added value to primary products and the financial returns to local producers in the County.**

There has been a decline in the confidence in the farming sector due to prevailing low average returns and wage levels, the perceived instability of the industry, the length of hours worked and the isolation and fragmentation of the industry. The Farming Counts study, carried out in 2004, found that, on average, a basket of farmed produce including beef, eggs, milk, bread, tomatoes and apples, typically costs £37 in the shops but a farmer only gets £11 for it at the farm gate - just 26%.<sup>18</sup>

049

**Ensure Lancashire responds positively to the rural agenda within the European Union and the challenges brought about by the changes in the Common Agricultural Policy reforms.**

The changing Common Agricultural Policy is now focussing more funding to agricultural/ environmental schemes and this shift in funding is being met by Lancashire Rural Futures and other rural recovery schemes.

### **Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.**

- By 2006, the number of new business start-ups in rural areas to be 10% higher compared to 2001.  
*(Lancashire County Council, Lancashire District Councils, Business Link Lancashire)*
- By 2016, the number of new business start-ups in rural areas to be 20% higher compared to 2001.  
*(Lancashire County Council, Lancashire District Councils, Business Link Lancashire)*



<p style="text-align: center;"><b>Our Ambition</b></p>	<p style="text-align: center;"><b>Deliver social rural regeneration, including the delivery of central government services at a local level in Lancashire.</b></p>
<p style="text-align: center;"><b>OUR ACTIONS</b></p>	<p style="text-align: center;"><b>WHY</b></p>
<p><b>050</b> Enhance the capacity of rural communities, including Lancashire’s nine market towns, to engage in the social and economic regeneration process.</p>	<p>There could be serious environmental consequences if the County’s agricultural decline continues. New ways of working and generating income are needed and the Bowland Initiative has demonstrated the practical integration of environmental and economic actions.<sup>19</sup> Regeneration work in Lancashire’s nine market towns is gathering momentum.</p>
<p><b>051</b> Improve access to rural transport services in the County and continuously work towards increasing the amount of public transport available.</p>	<p>For many, living in rural Lancashire provides a good quality of life, but it is largely dependent on personal mobility.<sup>20</sup> Forty-seven percent of parishes are without a full weekly bus service, compared to 75% of parishes in the UK.<sup>21</sup> Fifty-nine percent of respondents stated that lack of public transport was a barrier to obtaining training.<sup>22</sup></p>
<p><b>052</b> Where practicable, strengthen community services and facilities with reference to the relevant Parish Plan.</p>	<p>Many parishes take an active part in engaging with their communities and are able to provide effective community leadership through Parish Plans. Such plans frequently seek to improve community services and facilities.</p>
<p><b>053</b> Address the problems of crime and the fear of crime and anti-social behaviour (<i>including litter</i>) in Lancashire’s parishes and market towns.</p>	<p>In 2004, many people were still fearful of crime in the rural areas of Lancashire, although this fell in non-rural areas. In 2004, there was an increase in violent crime in rural areas, as there was in urban areas.<sup>23</sup> Rural crime rose in the mid 90s at a greater rate than the national trend, but then fell again.<sup>24</sup></p>
<p><b>054</b> Explore the possibilities for more joined-up, flexible and effective rural service delivery at local level for services currently delivered by central government, County Council and other local government organisations.</p>	<p>It is often assumed that rural areas are amongst the most affluent in the County. In reality, many rural areas suffer from declining services, a lack of accessibility to quality employment and a variety of social problems.</p>



055

Work with the Lancashire Voluntary, Community and Faith Sectors Consortium to enable rural development through the Rural Infrastructure Action Plan.

The government has recognised the role of the Voluntary, Community and Faith Sectors Consortia in the development of rural areas. The Lancashire Voluntary, Community and Faith Sectors Consortium aims to bring about effective co-ordination to build a stronger Voluntary, Community and Faith Sector for Lancashire and recognition of the contributions made socially, economically and environmentally to rural and urban areas.

056

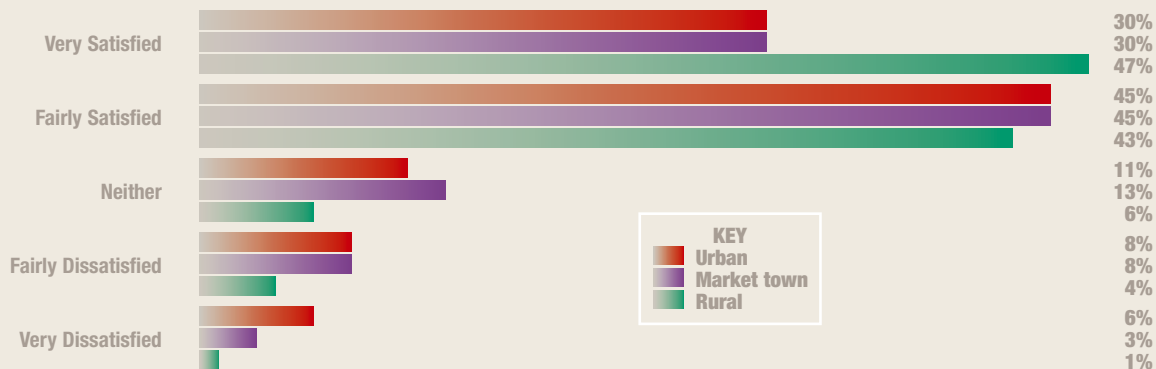
Work in partnership with all the parish and town councils in Lancashire, recognising there is mutual advantage that will enable delivery of both **ambitionlancashire** and parish plans.

During the consultation of **ambitionlancashire** many parishes indicated they wanted to work with The Lancashire Partnership and that they would play a role in delivering the Vision.<sup>25</sup>

### Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.

- From 2005, through a Lancashire Rural Pathfinder agreement with central government, develop a Lancashire Rural Action Plan Infrastructure to tackle local priorities and identify practical solutions to gaps, blockages or failures in service delivery to people in rural Lancashire. (**Lancashire County Council, Lancashire Rural Partnership**)
- By 2007, deliver the Lancashire Rural Recovery Action Plan. (**Lancashire Rural Partnership**)

### Thinking about the area where you live, how satisfied/ dissatisfied are you with it as a place to live?

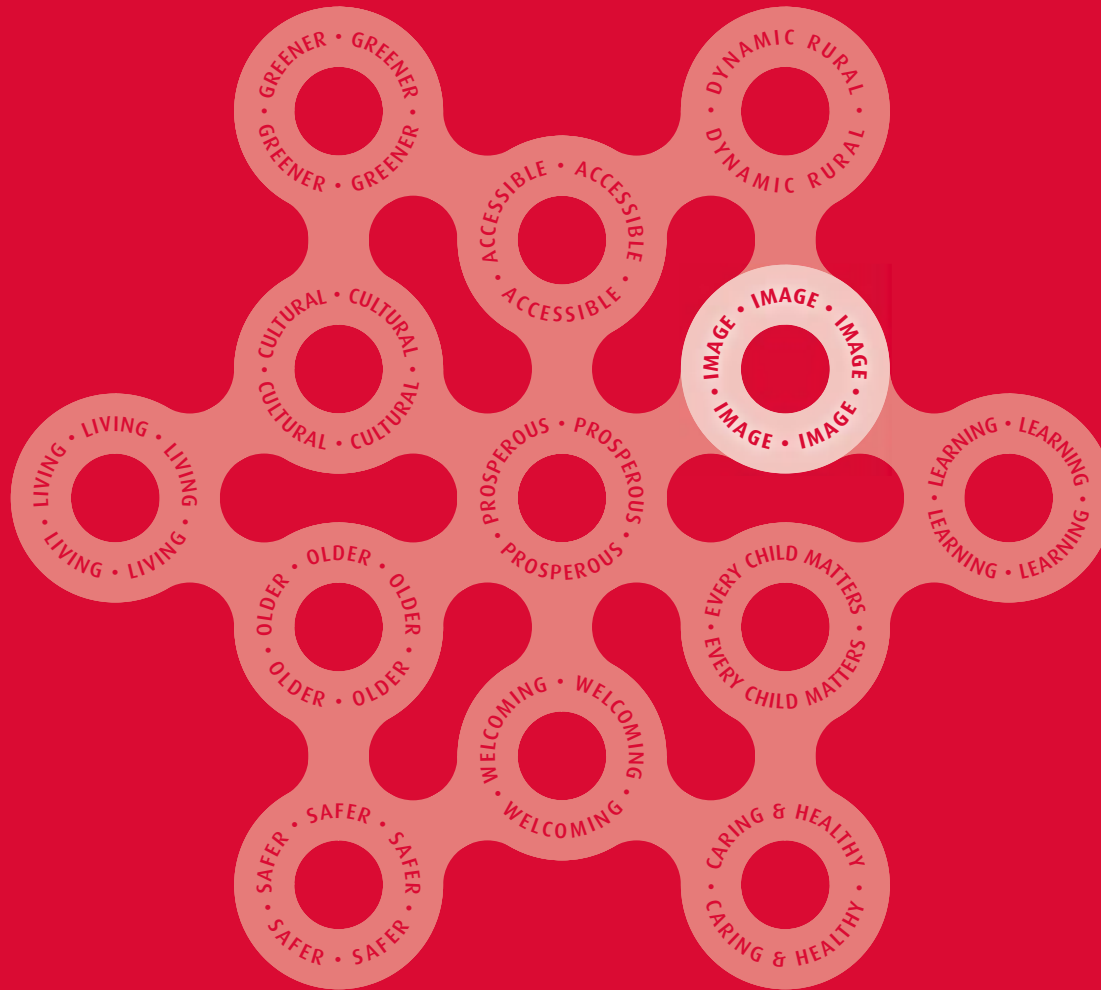


Base: 2,477 Lancashire residents.

Life in Lancashire 2003 survey, MORI

“The central question is whether it is enough for the countryside to be a pretty and desirable place to live or whether our society wants a countryside that is socially and economically reliant.” Community Futures





section 5.04



# image of lancashire

**our vision** for 2025: Lancashire is *'the'* place where people choose to live, work and enjoy life.



Lancashire is a beautiful County with a proud history and a welcoming culture. As one of the cradles of the Industrial Revolution, the County pioneered advances in manufacturing. Lancashire has a lot going for it. It is a national centre of excellence in the aerospace industry. The dramatic coastal and upland landscapes are of international importance.

However, statistics put Lancashire at the wrong end of deprivation indices for low wage levels and the wider economy, as well as health and various social indicators.

At best, external perceptions of urban Lancashire are neutral and, at worst, negative. Some outdated and negative perceptions of the County are powerful determinants for future development.

The impact of existing negative stereotypes and in some of our communities, a low achievement culture, coupled with a lack of self-esteem and political extremism, should not be underestimated.

Addressing these challenges and championing the many strengths is the key to a successful Lancashire renaissance.



<b>Our Ambition</b>	<b>Actively promote Lancashire as a successful place to live, work and enjoy life.</b>
<b>OUR ACTIONS</b>	<b>WHY</b>
<b>057</b> Put in place marketing programmes so that Lancashire is perceived in the UK and overseas as modern and outward-looking, but championing our down-to-earth approach to life.	Research by MORI about attitudes to the North West throughout the UK and in selected markets overseas has identified a number of negative perceptions about Lancashire and the region. <sup>26</sup>
<b>058</b> Develop and implement a co-ordinated Lancashire marketing programme, targeting key influencers and opinion-formers.	Excellent marketing work is already undertaken in different parts of Lancashire, but a more co-ordinated approach would strengthen the message. This could also support area regeneration proposals.
<b>059</b> Improve the image of East Lancashire and encourage a strong and positive identity.	Political extremism and civil disturbances have damaged East Lancashire's image. High levels of unfit terraced properties have not helped. <sup>27</sup> The positive developments and outlook now growing in Burnley can support progress throughout East Lancashire.
<b>060</b> Develop a positive external PR message and work closely with the national press and the broadcast media to ensure Lancashire's strengths are championed.	Influencing the national media and editorial coverage, challenging negative publicity, and promoting Lancashire's assets, can influence the perception of decision-makers and people generally.
<b>061</b> Develop and implement a major cultural, sporting and leisure events strategy for Lancashire.	Lancashire's image and reputation can be transformed by attracting regionally and nationally significant events, and by enhancing our existing events and facilities. <sup>28</sup>
<b>062</b> Support the 'Made in Lancashire' initiative.	Lancashire produces a range of unique foods and drinks. 'Made in Lancashire' is an initiative that provides active support in developing quality new food products and assists with marketing and adherence to standards. It provides a single point of access to a host of support facilities, as well as a channel through which local produce can be promoted to the region's consumers.



063

Champion Lancashire's rich heritage of fine buildings and dramatic countryside.

Lancashire has much to celebrate. A strong and positive image can be harnessed by bringing together and promoting what is good in the County.

064

Champion innovative, forward-looking Higher Education provision in the County.

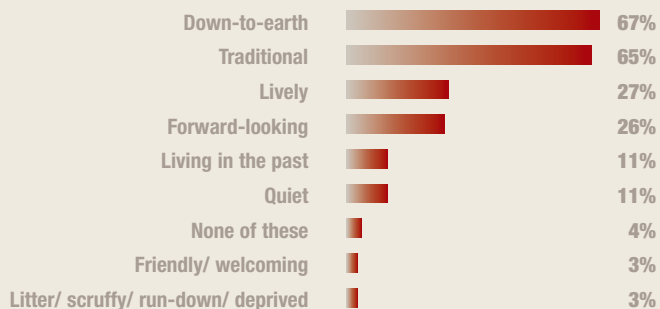
Successful universities bring a promise of enterprise and innovation to an area and raise Lancashire's profile in the UK and overseas.

### Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.

- By 2007, develop and implement a co-ordinated Lancashire marketing programme, targeting key influencers and opinion-formers. **(Lancashire Partnership)**
- By 2007, develop a series of flagship projects in both rural and urban areas – a programme of high-profile initiatives designed to bring in significant new money from the Lottery and other sources. **(Lancashire Cultural Partnership)**

### The priorities of the people of Lancashire

When asked to describe Lancashire to a stranger:

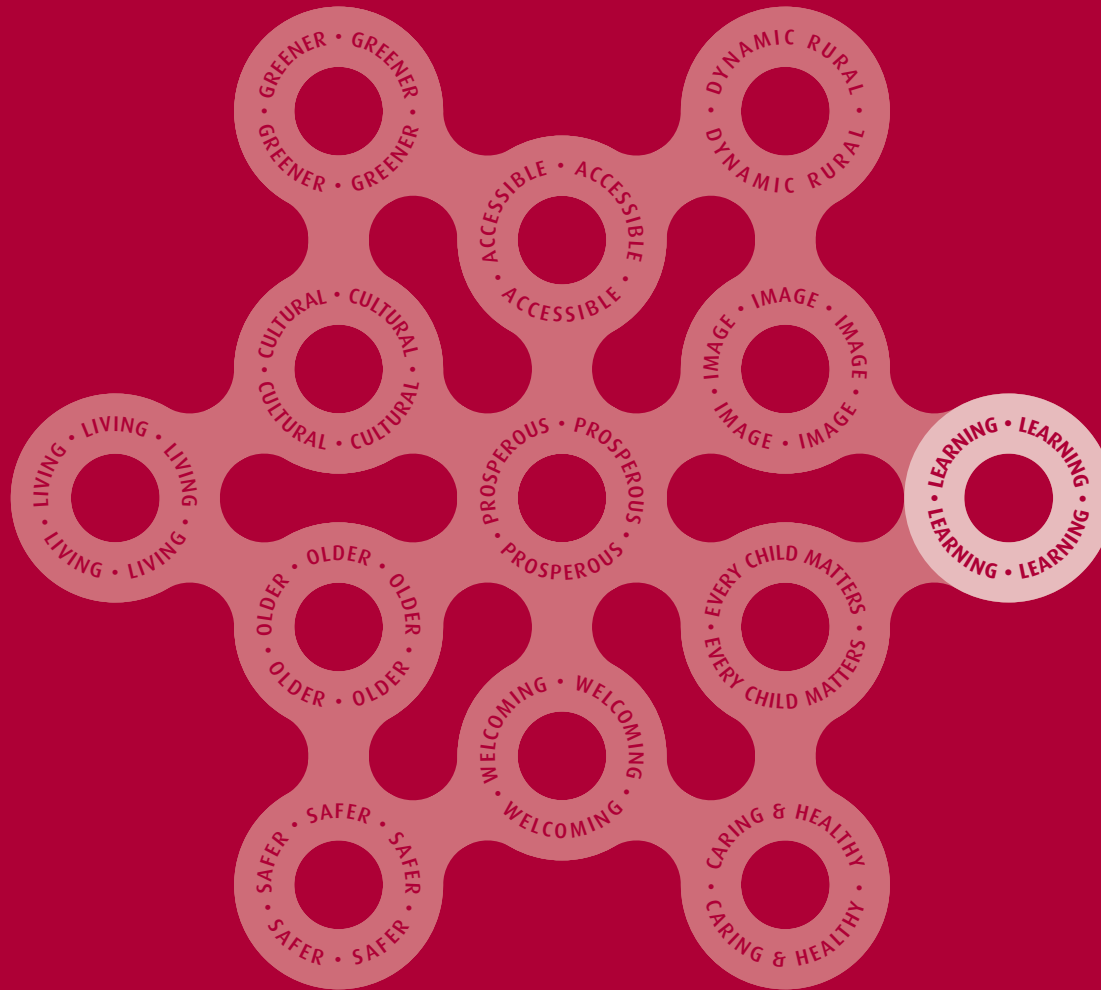


Base: All respondents (1,177)

Source: Life in Lancashire, 2002

“Let's keep Lancashire's rich and unique identity.” Ribchester Mum





section 5.05



# learning lancashire

**our vision** for 2025: Lancashire is a learning County where everyone enjoys learning and achieves success.



Learning makes a vital contribution to the prosperity of Lancashire and to people's quality of life. Learning in this sense is broadly defined and includes learning for life as well as gaining more formal qualifications and skills for employment. Learning underpins most of the chapters within **ambition**lancashire.

The economic prosperity of the County is

increasingly dependent on a knowledge and skills-based economy. The provision of appropriate education, training and lifelong learning opportunities will ensure that the necessary skills are attained to allow the development of a diverse, innovative and productive Lancashire economy.

In this sector, there are significant challenges to be addressed, and these include the

relatively poor attainment in school in some of the County's most deprived areas when compared to affluent areas and a significant proportion of adults who have difficulties with basic skills. But substantial progress is being made. Planning to re-organise Lancashire's Secondary Schools is underway, significant investment is being made in early years provision, and opportunities for partnership working are being pursued.



Our Ambition	Raise standards, learning and attainment levels for children and young people in Lancashire.
OUR ACTIONS	WHY
<p>065</p> <p>Raise attainment in Primary and Secondary schools. In particular, raise attainment in English and Mathematics at age 11 and the progress pupils make between age 14 and GCSE at age 16.</p>	<p>Children are our future. It is vital that every child gets the best possible start in life with a good education. Children's attainment at age 11 in English and Mathematics plays a major part in the extent to which they can benefit from Secondary Education. In 2004, over half of 15 year-old pupils in Lancashire achieved 5 or more GCSEs at grades A* to C. In some areas of the County, children achieve below their level and need to improve their qualifications if they are to benefit from Further and Higher Education and training.</p>
<p>066</p> <p>Raise attainment in under-achieving minority ethnic groups, Looked After Children and other under-achieving groups (<i>called Focus for Improvement Groups</i>).</p>	<p>The groups that most need to improve their performance to bring it much closer to the average for pupils as a whole are: boys, pupils who have attended more than one school in a phase (including Traveller children), pupils of Pakistani ethnic heritage; pupils in socially-deprived areas of the County, including those not served by an Excellence Cluster or not supported by Neighbourhood Renewal Funding, pupils of Bangladeshi ethnic heritage, and Looked After Children.</p> <p>The impact of social class on educational attainment needs to be reduced greatly. Increased efforts are needed to ensure that all children receive support with their learning outside the school day.</p>
<p>067</p> <p>Improve the capacity of schools to manage and sustain pupils at risk of exclusion. Improve attendance at schools where it is significantly below average.</p>	<p>Children and young people who do not attend school often regret the fact for the rest of their lives. Those not attending fail to achieve their academic potential and may drift into social exclusion, including becoming involved in criminal behaviour.</p>
<p>068</p> <p>Give greater prominence to family learning and parenting skills to help raise attainment levels and to help parents learn effective ways of managing their children's behaviour.</p>	<p>Children only spend 15% of their waking time in schools. Families and friends are important influences on learning. Parents find their own learning increases through their children, and grandparents have an important role in helping children learn. Developing parenting skills for children and teenagers can help children at school and raise self esteem in children.</p>



069

**Identify and minimise barriers to disabled and disaffected children's learning and participation.**

Pupil diversity is a rich resource to support the learning of all. Research has shown that inclusive education can lead to improved social development and academic outcomes for disabled and disaffected children, while their mainstream peer group adopts more positive attitudes and actions towards disabled students when they have been educated together.

070

**Ensure that Secondary Education in every part of Lancashire has 21st Century standard facilities over the next 10 to 15 years, starting with schools in Burnley & Pendle.**

Lancashire has an ambitious reform programme to raise educational standards. The County Council believes that school buildings have a crucial part to play.

School buildings should inspire learning. They should nurture every pupil and member of staff. They should be a source of pride and a practical resource for the community.

In national tests, overall average standards of attainment by pupils in Burnley and Pendle Secondary Schools are well below Lancashire averages. The reasons for these outcomes can be traced to a complex range of factors, and despite the best efforts of the dedicated school workforce, things are unlikely to change significantly without major reorganisation.

071

**Extend participation in education, learning and training for Lancashire's young people, especially through the development of a 14-19 strategy.  
Raise the proportion of young people achieving Level 2 and Level 3.**

In 2003, over 19,000 young people left schools in the Lancashire Learning & Skills Council (LSC) area. The staying in learning rate was 87%, with 68% entering full-time education, compared with 71% nationally. Staying on rates are especially low in the County's most deprived areas. By working in partnership to help optimise motivation and achievement levels of 14 to 19 year-olds, and ensuring they have access to broad, balanced and relevant learning experiences, options and qualifications, Lancashire's young people will have the support to help them progress up to 19 and beyond.

### **Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.**

- By 2006/2007, some 60% of 15 year-old pupils in schools maintained by Lancashire County Council should achieve 5 or more GCSEs at grades A\* to C or equivalent. **(Lancashire County Council)**
- By 2006/2007, some 85% of pupils in schools maintained by Lancashire County Council should have, in the previous summer, achieved Level 4 or above in the Key Stage 2 Mathematics test. **(Lancashire County Council)**
- By 2006/2007, some 85% of pupils in schools maintained by Lancashire County Council should have, in the previous summer, achieved Level 4 or above in the Key Stage 2 English test. **(Lancashire County Council)**



- By 2005/06, more than 40.1% of pupils should achieve five or more GCSE grades A\* to C or equivalent in Lancashire's fifteen lowest-performing Secondary Schools. **(Lancashire County Council)**
- By 2006/07, some 97.5% of statements of Special Educational Needs (SEN) should be prepared within 18 weeks, excluding those affected by 'exceptions to the rule' under the SEN Code of Practice. **(Lancashire County Council)**
- By 2006/07, some 58% of Looked After Children should achieve educational qualifications. **(Lancashire County Council)**

<b>Our Ambition</b>		<b>Ensure opportunities are provided for all to benefit from learning and development.</b>	
<b>OUR ACTIONS</b>		<b>WHY</b>	
<b>072</b>	<b>Ensure that diverse, flexible and high-quality childcare and early years services are available to meet the changing needs of children and families in Lancashire.</b>	Children's experiences in the earliest years of their life are critical to their subsequent development. They have a significant impact on their future performance at school and the extent to which they are able to take advantage of opportunities later in life. Childcare also unlocks the opportunity of employment and training for parents, which in turn helps reduce child poverty and increases the prosperity of individual families. <sup>29</sup>	
<b>073</b>	<b>Develop learning as a key aspect of the growth of Lancashire's communities by developing the Extended Schools concept and using SureStart and Children's Centre programmes to promote learning.</b>	Extended Schools, the Children's Centre programme and SureStart are based on the concept that providing integrated education, care, family support and health services are key factors in determining good outcomes for children and their parents.	
<b>074</b>	<b>Work with partners to develop a coherent and strategic approach to achieving key learning and national Public Service Agreement (PSA) targets for skills.</b>	In Lancashire there is a need to develop and deliver a coherent and strategic approach with partners to achieve key learning and PSA targets, through the Framework for Regional Employment and Skills Action Plan ( <i>FRESA</i> ).  This is linked to the need to make it easier for employers to access skills and business support.	



075

### Develop the work-related skills of Lancashire people by:

- Increasing employer commitment to, and involvement in, the training of their personnel.
- Increase the delivery of work-based Foundation Degrees close to centres of population.
- Improving work preparedness of young people and adults.
- Reducing the skills shortage by identifying the specific areas of deficiency and training local people to meet the shortfall.
- Increasing the number of employers and organisations offering apprenticeships to young people and work-based learning to adults, including basic skills.

The skills of people in Lancashire are a vital asset. Skills help businesses achieve the productivity, innovation and profitability needed to compete. They help our public services provide the quality and choice that people want. They help individuals enhance their employability, and achieve their ambitions for themselves, their families and their communities. Lancashire faces a challenge to increase the number of adults engaged in formal, non-formal and informal learning. The key issues that impact on the development of a world-class workforce in Lancashire are listed below:

- Only 1 in 10 employers in Lancashire plan training activities.
- IT skills gaps are prevalent throughout all sectors, sizes of organisation and at all levels.
- Literacy, numeracy and levels of spoken English are ranked highly as skills gaps in most sectors.
- The lowest skill level amongst managers in engineering is in Research and Development. This is significant if the sector is to succeed in the high value-added end of the market.
- For managers in all sectors, skills in staff recruitment and development are at the very low end of the competency scale.

076

### Support and develop colleges and universities in the County to raise Lancashire's attainment and skill levels.

Further and Higher Education provision raises the educational aspirations of young people in the County, increases the skills-base of the workforce, helps attract inward investment and encourages existing employers to develop their staff and businesses. Lancashire has 14 Further Education colleges and 19 Sixth Forms. The County also has a rich supply of Higher Education institutions (eg: *University of Lancaster, UCLAN, Edge Hill and St Martins College*), with excellence in both teaching and research. An exceptionally high proportion of students are drawn from the local population compared with other parts of the UK and considerable HE provision is located in FE colleges in the County.

077

### Support and develop the Voluntary, Community and Faith Sectors to deliver learning opportunities

The Voluntary, Community and Faith Sectors can provide some of the most innovative ways of providing learning opportunities to groups that have traditionally been difficult to engage. There has been an insufficient focus on ways in which Voluntary, Community and Faith organisations may be supported in their role as learning providers and community 'enablers'.



078

Promote high quality learning opportunities in Lancashire to enable all adults to seize their life chances, achieve personal growth, and lead fulfilling and active lives at home, in the community, and at work.

Learning for personal development has valuable social and health benefits for individuals and the communities they live and work in – whether towns, villages or workplaces. The concept of the learning community is a fast-growing one and recognises that learning for personal development and fulfilment can be a significant area in which all agencies and individuals can combine in partnership to deliver health goals, economic priorities and social regeneration.

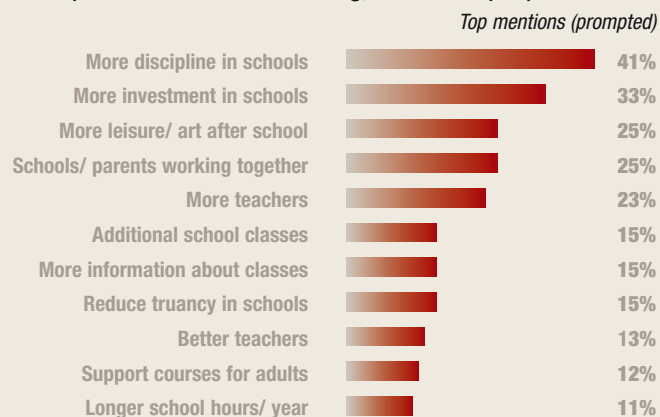
Whether the learning is formal or informal, accredited or non-accredited, studied in groups or by individuals, it needs our support. Learning communities are healthy communities.

### Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.

- From 2004/05, 100% of three year-olds in Lancashire to have a free early years education place. **(Lancashire County Council)**
- By 2006/07, secure an additional 600 Apprenticeships employed in public sector organisations in Lancashire. **(Lancashire Partnership)**
- By 2006/07, increase the Basic Skills level of 23,000 additional people as Lancashire's share of the regional target. **(Lancashire Learning & Skills Council)**

### The priorities of the people of Lancashire

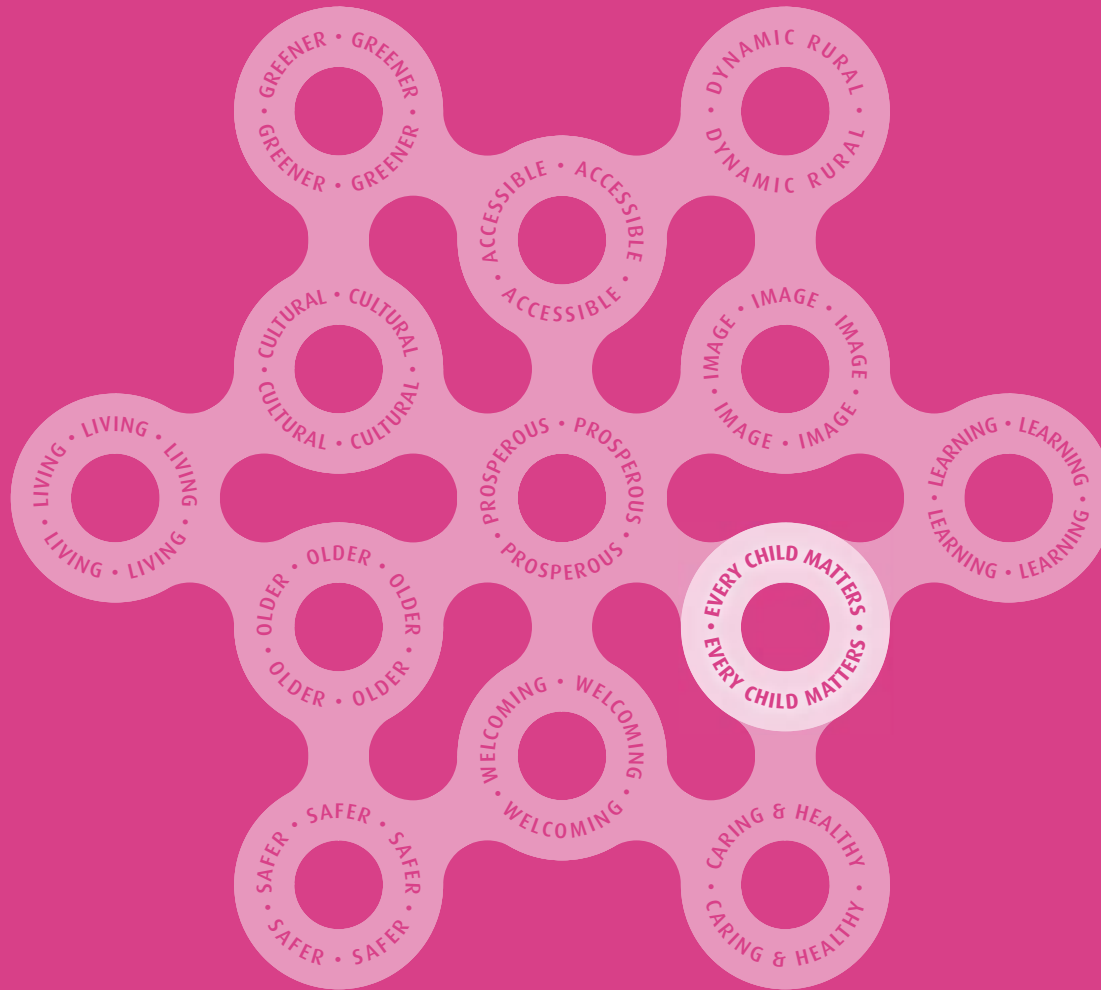
When asked which 2 or 3 of the following should be done in order to improve education and learning, Lancashire people said:



Base: Respondents who feel it's important to improve education and learning services (245)

Source: Life in Lancashire 2003, MORI

“Our vision is that young people and adults in England have the knowledge and skills matching the best in the world and are part of a truly competitive workforce.” Learning and Skills Council



section 5.06



# every child matters in lancashire

**our vision** for 2025: Lancashire is a County where the contributions of children and young people are at the forefront of life. They are actively involved in taking decisions that affect them, and are supported and cared for at every stage of their growth and development.

In Lancashire, children and teenagers have a lot to look forward to. Together with their parents, they face a challenging, but hopeful future. Technological change and globalisation demand that young people of today must develop knowledge, skills and flexibility for their world of the future. Society, and the role and structure of the family, are changing. Young people face increasing challenges in their personal and family life as society on the one hand encourages an earlier transition into adulthood, but on the other, increasingly postpones departure from home and the formation of lifelong relationships.

Services in Lancashire will strive to attain the five key outcomes for children and young people identified by the government in its consultation on Every Child Matters: being healthy, staying safe, enjoying and achieving, making a positive contribution and economic well-being. Services will fully involve children and families, actively listen and learn, aim to provide the best possible outcomes, be responsive and flexible, respect diversity and promote equality of opportunity and promote equal rights for all children, in line with the UN Convention on the Rights of the Child, and the UNESCO Salamanca Statement.





<b>Our Ambition</b>		<b>Every child and young person has the opportunity to fulfil their potential, and no child slips through the net.</b>
	<b>OUR ACTIONS</b>	<b>WHY</b>
079	<b>Integrate the delivery of services to children, young people and families to ensure that children at risk of harm are protected and that all children are supported to develop their full potential.</b>	Because research has shown that working in partnership across agencies and professions to integrate service delivery leads to improved outcomes for children and young people.
080	<b>Re-position services to focus on early intervention and address risk factors to promote positive outcomes for children and young people.</b>	<p>Too many children in Lancashire fail to achieve their full potential and face involvement in crime, poor health, early unwanted pregnancies, substance misuse or under-achievement in education because public agencies fail to spot the emerging risks or fail to intervene early enough to co-ordinate the necessary support.</p> <p>Risk factors such as poverty, failure at school, family problems or anti-social behaviour can each be possible indicators of future problems. Yet we can do more to harness the contribution of mainstream services for education, social care, health and criminal justice to support children during difficult periods in their lives.</p>
081	<b>Ensure children in disadvantaged areas have the best possible start in life through Extended Schools and SureStart Children's Centres offering integrated daycare and early learning.</b>	Children, parents and communities gain when childcare, early education and health and family support are offered together. There are significant benefits in offering these services to young children. Around 30% of children in Lancashire live in low income households, with several local areas among the most deprived in England.
082	<b>Develop localised multi-agency solutions to ensure improved life chances for young people aged 13-19.</b>	It is important to ensure that all young people have access to information, advice, guidance and support to enable them to progress to successful adult lives. Impartial advice and guidance help young people make the best transitions at age 16 and reduce the numbers of young people who switch or drop out of courses in Year 12. The Lancashire Connexions Partnership works to support and lead young people through the transition from school to Further Education, training or employment.



083

Strengthen support for the children and families in the County who need it, by:

- Increasing family support services to reduce the number of children looked after by the County Council.
- Providing an appropriate fostering or adoption placement for children and young people who cannot live in their own family but who need care in a family setting.
- Providing high quality and specialist residential care for young people.

The number of Looked After Children in Lancashire was 49 per 10,000 population aged under 18. The County has modernised its Family Support Resources. It will increasingly provide tailored packages of support to children in need and their families based on assessed need and as a result of the impact of this Review and other measures, the County has succeeded in reducing numbers of Looked After Children to a level close to that of similar authorities nationally.

Lancashire also has a relatively high number of young people looked after over 16 years old. The aim is to reduce in-house residential placements in the long term. The educational attainment of children in care is significantly lower than the County average.

084

Reduce rates of teenage parenthood, particularly under-age parenthood, towards the European average, and propose better solutions to combat the risk of social exclusion for vulnerable teenage parents and their children.

Britain has the worst record for teenage pregnancies in Europe, and some parts of Lancashire have rates which are considerably above the national average. It is not a record in which we can take any pride. Every year, on average, 1,000 teenagers in Lancashire become pregnant. They include an average of 183 each year who are under 16. Some of these teenagers, and some of their children, live happy and fulfilled lives. But far too many do not. The Lancashire Teenage Pregnancy Strategy aims to address these challenges.

### Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.

- By 2006, establish a range of integrated services for children and young people and their families addressing the Every Child Matters agenda. **(Lancashire County Council)**
- By 2006, increase the rate of participation in learning by all 16-18 year-olds to 75%. **(Lancashire Connexions Partnership)**
- By 2010, halve the under 18 conception rate in Lancashire. **(Lancashire Teenage Pregnancy Partnership)**
- By 2010, increase to 60% the participation of teenage mothers in education, training or work to reduce the risk of long-term social exclusion. **(Lancashire Connexions Partnership, Lancashire Teenage Pregnancy Partnership)**



<p><b>Our Ambition</b></p>	<p><b>Positively engage children and young people in their communities, and strengthen their support and access to services.</b></p>
<p><b>OUR ACTIONS</b></p>	<p><b>WHY</b></p>
<p><b>085</b></p> <p><b>Improve sport, leisure, access to ICT and cultural facilities for young people. Increase access and participation through increased rural and urban public transport.</b></p>	<p>Cultural, leisure and sport opportunities in Lancashire now have a recognised role in tackling social exclusion, encouraging healthier lifestyles, providing opportunities for voluntary and community activity, sparking urban regeneration, stimulating a commitment to lifelong learning and enriching people's lives. Rural areas generally suffer from limited access to public transport, which can result in social isolation.</p>
<p><b>086</b></p> <p><b>Ensure children and young people's voices are heard and they are involved in the design and delivery of services.</b></p>	<p>Only through the active involvement of children and young people in shaping and influencing policy at all levels of decision-making, will we begin to see practical change to improve the lives of children and young people in Lancashire.</p>
<p><b>087</b></p> <p><b>Promote inclusion of those children and young people with special needs, disabilities and those who are disaffected.</b></p>	<p>Education and participation in everyday activities is the key to ensuring that every child has the opportunity to achieve their full potential. But for children with special educational needs and disabilities, too many barriers can stand in the way of the right education and support. And too often, the help they receive depends on factors beyond their control. Removing these barriers is vital to help all children realise their potential.</p>
<p><b>088</b></p> <p><b>Promote positive images of young people and the undeniable contribution they can make to life in Lancashire.</b></p>	<p>Through their images, choice of programming and news, the media strongly influence both how young people see themselves and society's image of youth. The media often negatively stereotype young people as "rebellious, violent, materialistic, and involved in anti-social behaviour." Whereas in fact the vast majority of young people bring creativity, generosity and a rich diversity to life in Lancashire. This positive image should be promoted.</p>
<p><b>089</b></p> <p><b>Improve access to safe, affordable and decent accommodation for young people and enhance their housing choices.</b></p>	<p>Young people find it very difficult to find both a job and somewhere to live, particularly in Western Lancashire and rural parts of the County. Many leave even when they might prefer to stay. Affordability is a real issue for new entrants to the housing market. Conversely, in parts of urban East Lancashire, there are severe difficulties with the quality of the housing stock and accessing the market.</p>



090

Strengthen access to information for young people about opportunities after school, key services, lifestyle choices, housing and transport.

Young people aged between 16 and 18 not in employment are much more likely than their peers to earn less in work, be in poor physical health and have a criminal record. Non-participation at this age is also a major predictor of unemployment and teenage motherhood.<sup>30</sup>

091

Promote opportunities for progression at post-16 and post-18 level through closer links between schools, colleges, and universities and between education institutions and public, private and voluntary sector partners and work-based learning providers.

An inclusive and holistic approach to education provision, and the wider inclusion of partners from all sectors could have a real impact on life in Lancashire. Such an approach should raise awareness of both educational and employment opportunities at a key stage in a young person's education.

092

Enable all young adults who could benefit from Higher Education to have the opportunity to do so.

The structure of higher education provision is changing, with greater emphasis on Foundation Degrees and changes to the method of funding. Young people need to be aware of the opportunities open to them, both through attendance at university or Further Education college, and through open learning.

### The priorities of the people of Lancashire

When asked which 2 or 3 of the following should be done in order to provide activities for young people, the people of Lancashire said:

Top mentions (prompted)



Base: Respondents who feel it's important to provide activities for young people (771)

Source: Life in Lancashire 2003, MORI

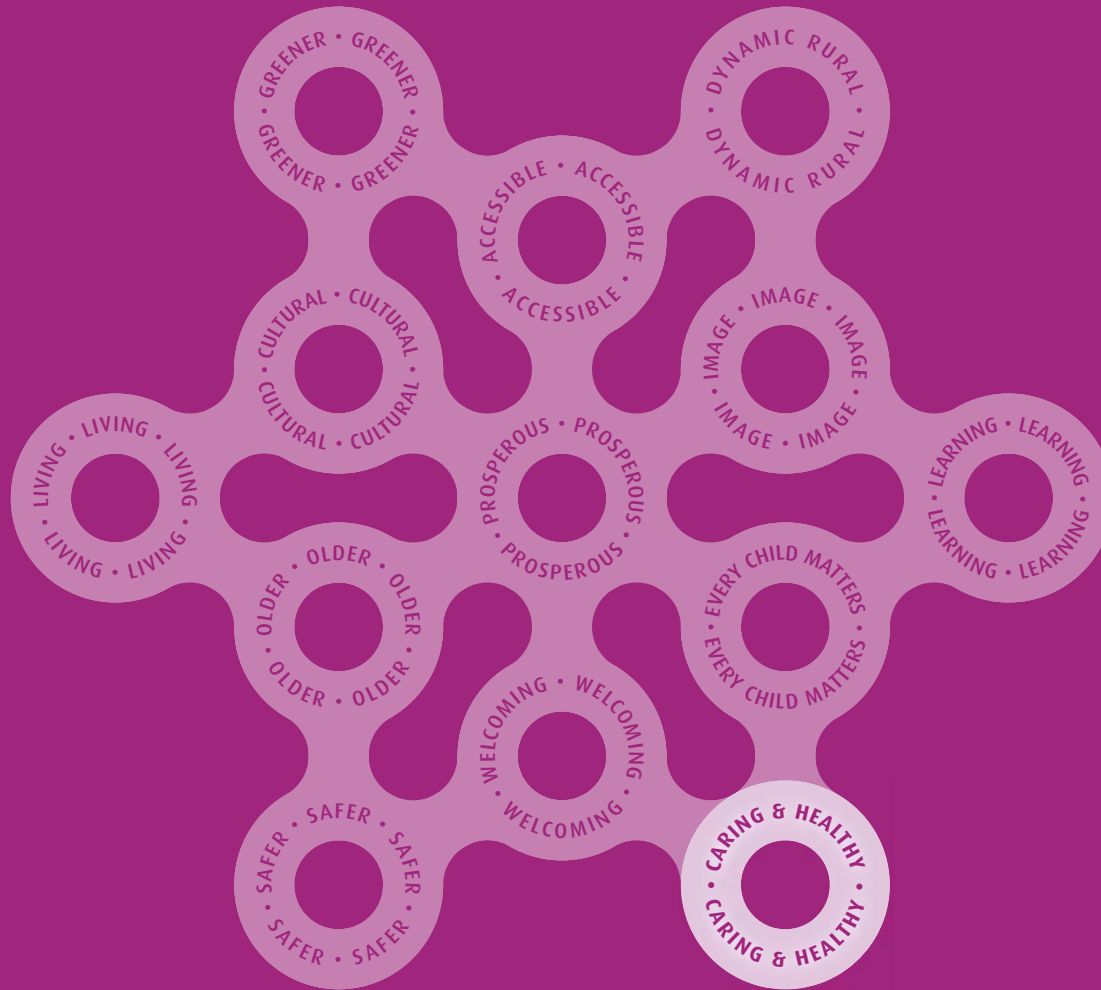
### Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.

- By 2006, increase by 10% the number of young people achieving accredited outcomes recognised by national awarding bodies compared to 2003/2004 levels. **(Lancashire County Council)**
- By 2006, increase from 245 to 520 the number of children and young people, aged 0-19 years, with significant disabilities who participate on a regular basis in community-based leisure and recreational activities. **(Lancashire County Council)**

"Each child needs to be treated as an individual."

Leyland Mum





section 5.07



# caring and healthy lancashire

**our vision** for 2025: Lancashire is a County where people are enabled to make good choices about their lifestyle, and where income and social class are no longer major factors in life expectancy.



Despite increased national prosperity, wider opportunity and improving health over the last twenty years, there remain striking inequalities in health between groups and areas of Lancashire.

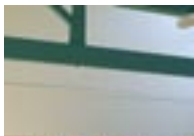
In many parts of the County people enjoy affluent lifestyles. Public health is markedly better than that enjoyed by our predecessors. Many serious public diseases have been eradicated and life

expectancy has increased. But in some small areas of Lancashire, life expectancy is considerably shorter than the national average. A strong body of research clearly demonstrates that the opportunity for a long and healthy life today is still linked to social circumstances, childhood poverty, where you live, what job you do, how much your parents earned, your race and your gender.

Looking at particular health issues, Lancashire,

like many Counties, has problems relating to lifestyle, and especially to smoking, diet and drug or alcohol abuse. Tackling these issues can have a major impact on improving an individual's health and can have wider benefits for the whole community.

More people are also living longer, and they will have specific needs that must be met in respect of care, health, mobility, housing and many other services.



Our Ambition	Reduce health inequalities and provide opportunities for Lancashire people to live healthy lives.
OUR ACTIONS	WHY
<p>093 Tackle the underlying causes of ill health in the County by addressing issues of poverty, housing, employment and education.</p>	<p>Health inequalities run through life from before birth and into old age. They exist between different social classes, different areas of the country, between men and women and between people from different ethnic backgrounds. The poorer you are, the more likely you are to be ill and to die younger. Over 15% of Lancashire's areas are ranked in the poorest 10% in England using the health indicators from the Index of Multiple Deprivation 2004. Thirteen areas are ranked in the poorest 2%.<sup>31</sup></p>
<p>094 Reduce the gap in life expectancy between Lancashire's most deprived wards and England's population as a whole.</p>	<p>Statistics show that the pattern of mortality in Lancashire has remained relatively unaltered over the last few decades. People living in the County's most deprived wards are, on average, typically 1.5 times more likely to die prematurely than would be expected.<sup>32</sup></p>
<p>095 Develop programmes to help people make good lifestyle choices about diet, exercise, smoking, alcohol and drugs.</p>	<p>Many of the benefits of engaging people in living healthier lives occur in the long term. Poor lifestyle choices, particularly in Lancashire's disadvantaged communities, exacerbate poor health, and these can be passed on from generation to generation.<sup>33</sup></p>
<p><b>Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.</b></p> <ul style="list-style-type: none"> <li>○ By 2010, reduce health inequalities by 10% as measured by infant mortality and life expectancy at birth. <b>(Lancashire Partnership)</b></li> <li>○ By 2010, reduce adult smoking rates to 21% or less with a reduction in prevalence among routine and manual groups to 26% or less. <b>(Lancashire Partnership)</b></li> </ul>	



	<b>Our Ambition</b>	<b>Invest in and strengthen access to high quality health services to improve public health in Lancashire.</b>
	<b>OUR ACTIONS</b>	<b>WHY</b>
096	<b>Implement the National Service Frameworks in Lancashire (NSFs).</b>	Emphasising that the Health Service should be a health rather than a sickness service, National Service Frameworks (NSFs) provide a systematic approach for improving standards and quality across healthcare sectors. They exist for coronary heart disease, mental health, older people, renal health, diabetes, children, young people and maternity services.
097	<b>Improve dental health and access to dentists throughout Lancashire.</b>	Every year, many Lancashire people experience unnecessary discomfort, distress and even depression because of health problems with their teeth, gums and mouth. There is a shortage of NHS dentists in Lancashire, as there is in the rest of the country and dental health in some parts of Lancashire is amongst the poorest in the UK.
098	<b>Develop and increase training opportunities for medical students in Lancashire.</b>	The historical inability to recruit in several medical speciality professions in Lancashire (eg: <i>Oncology, Radiology, Pathology, Psychiatry and Cardiology</i> ) creates a risk to delivery of key targets in a number of health areas.
099	<b>Develop collaborative arrangements for service planning with disabled people, carers and other stakeholders, based on a model of Partnership Boards to advise on future commissioning of services.</b>	The basis for the model has already been established in services for people with learning disabilities, ensuring better integration of services, less duplication and waste, and services that meet the needs and expectations of users.
100	<b>Develop arrangements for closer service integration in services for people with mental health problems.</b>	Services for this group are already delivered by multi-disciplinary teams under single management. There is further scope to integrate service planning and delivery with health agencies and the Voluntary, Community and Faith Sectors to get best benefit from resources and create flexible, responsive services for users.



## Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.

- By 2010, substantially reduce mortality rates from heart disease, stroke and related diseases by at least 40% in people in under 75, with at least a 40% reduction in the inequalities gap between the fifth of areas with the worst health and deprivation indicators and the population as a whole. **(Lancashire Partnership)**
- By 2010, substantially reduce mortality rates from cancer by at least 20% in people under 75, with a reduction in the inequalities gap of at least 6% between the fifth of areas with the worst health and deprivation indicators and the population as a whole. **(Lancashire Partnership)**

### Our Ambition

### Support all vulnerable adults to lead more independent lives.

#### OUR ACTIONS

#### WHY

101

In partnership with health agencies and the Voluntary, Community and Faith Sectors, strengthen support for adults in the County who need it and put in place robust support networks for vulnerable people and carers:

- Supporting the majority of people with a learning disability to live independently in their own home, have a paid job and an active social life.
- Supporting people who have experienced mental health problems to secure meaningful paid employment and to live independently in the community through a range of support services that can be increased quickly if the need arises.
- Supporting people with a physical disability or sensory impairment to be able to secure meaningful paid employment, to live in supported housing rather than institutional care and be able to use leisure facilities.
- Value the contribution that vulnerable people make to their communities.

People with learning disabilities are living longer and increasingly outliving their parents. Many service users want to live independently and have more influence over how their care is provided. Carers say they want more respite care.

Only 24% of adults with long-term mental health problems are in work. With the right support, many more would like to work and would be able to do so. Unemployment is associated with worsening mental health.<sup>34</sup> The majority of people in residential accommodation have severe and enduring mental health problems; by far the greatest number have been diagnosed as suffering from schizophrenia.<sup>35</sup>

Disabled people are seven times more likely to be out of paid work than other people and frequently find themselves socially excluded.

This will lead to raised awareness of disability, challenge stereotypes and undermine discrimination.



102

Give people the opportunity to have more flexible, individually-tailored care and support, by promoting Direct Payments as an alternative to care arranged for them.

Direct Payments give people who need care at home the facility to fund their own arrangements which can be built around their own situation and needs and reflect the increasing desire for more flexible tailor-made care arrangements.

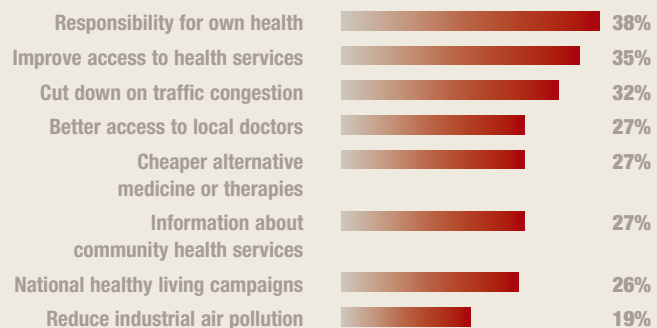
### Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.

- By 2006/07, increase the number of adults with mental health problems helped to live at home from 3.1 per 1,000 population in 2003/04 to 3.4 per 1,000. **(Lancashire County Council, Lancashire District Councils)**
- By 2006/07, increase the number of adults with learning disabilities helped to live at home from 2.7 per 1,000 population in 2003/04 to 3.2 per 1,000. **(Lancashire County Council, Lancashire District Councils)**
- By 2006/07, increase the number of adults with physical disabilities helped to live at home from 4.3 per 1,000 population in 2003/04 to 5.3 per 1,000. **(Lancashire County Council, Lancashire District Councils)**

### The priorities of the people of Lancashire

When asked what 2 or 3 things should be done in order to help people live healthier lives, the people of Lancashire said:

*Top mentions (prompted)*



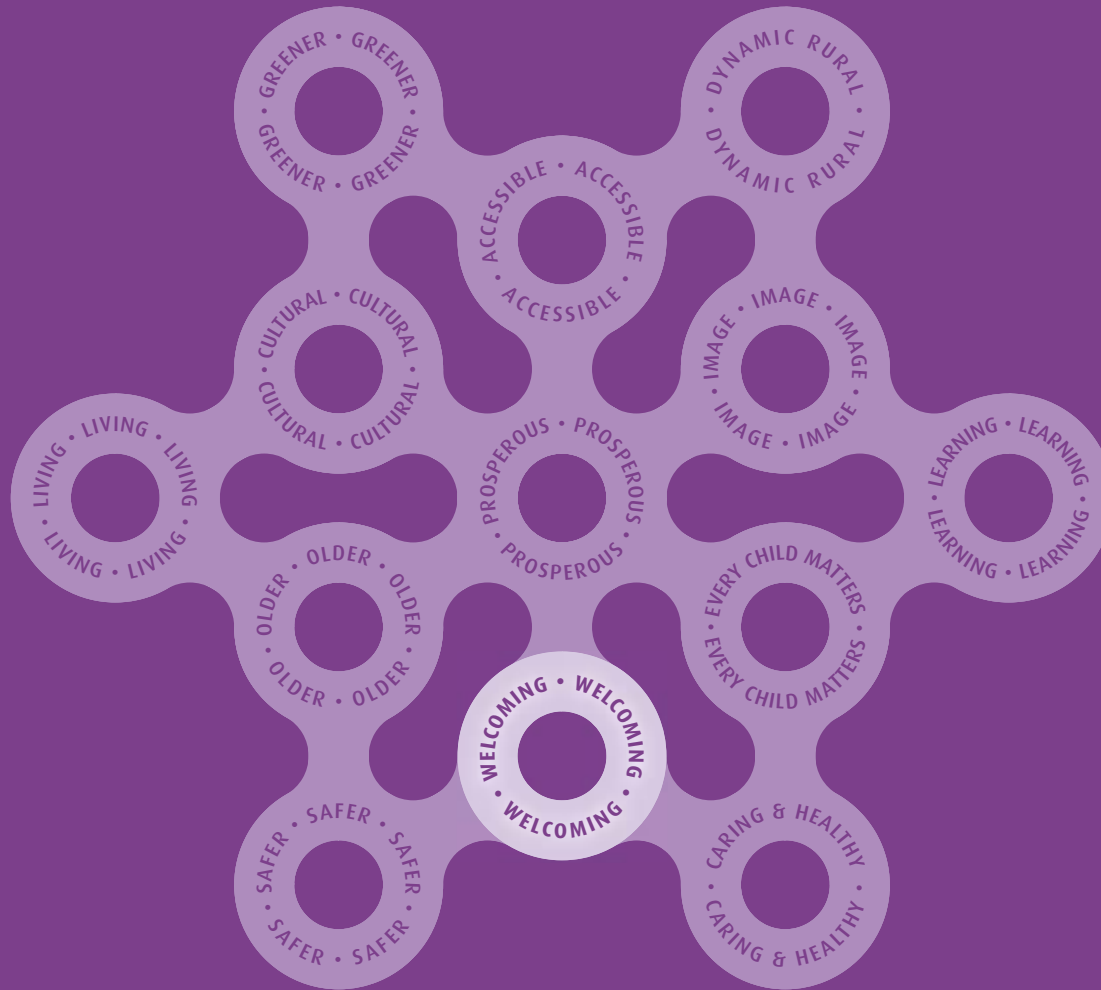
Base: Respondents who feel it's important to help people to live healthier lives (229)

Source: Life in Lancashire 2003, MORI

"I believe that everyone deserves the best start in life."

Accrington Mum





section 5.08



# welcoming and harmonious lancashire

**our vision** for 2025: Lancashire is welcoming, ambitious and harmonious. Diversity is celebrated. Tolerance and pride are embedded in a modern multi-cultural Lancashire.

Lancashire's vibrant Voluntary, Community and Faith Sector makes a major contribution to a just and civilised society.

Community cohesion lies at the heart of what makes a safe and strong Lancashire. It must be delivered locally through creating strong community networks, based on principles of trust and respect for local diversity, and nurturing a sense of belonging and confidence in local people. Effectively delivering community cohesion also tackles the fractures in society which may lead to conflict and ensures that the gains which changing communities bring are a source of strength to local areas.

Building cohesive communities brings huge benefits by creating a society in which people from different ethnic, cultural and religious backgrounds can live and work together in an atmosphere of mutual respect and understanding. Cohesive communities are communities which are better able to tackle common problems, to provide mutual support and to work together for a positive future.

An important characteristic of a strong and cohesive community is a strong

Voluntary, Community and Faith Sector. The Voluntary, Community and Faith Sector in Lancashire has a vital role as the County's 'third sector', working alongside the public sector and the market. Through its engagement of volunteers, the services it provides and the support it gives to individuals and groups, its contribution to life in Lancashire is immense.



	<b>OUR ACTIONS</b>	<b>Promote awareness and understanding between Lancashire's communities.</b>	<b>WHY</b>
103	<b>Work in partnership with a range of agencies, especially East Lancashire Together and with partners in other parts of Lancashire to support innovative approaches to achieving community cohesion.</b>		The challenge to achieve community cohesion in parts of East Lancashire remains high on the agenda following the disturbances of 2001. But community cohesion is not restricted to race issues, or to the East of the County. Other parts of Lancashire experience tensions, and even fracture, due to issues of age, religion, deprivation or seasonal employment involving migrant workers.
104	<b>Strengthen programmes to raise awareness and encourage integration, understanding and harmony between different communities, including issues of race, gender, sexual orientation, disability, age and faith.</b>		Some parts of Lancashire suffer from a pronounced lack of interaction between different communities and their members. There is sometimes a widespread fear of differences, and a lack of appreciation of the positive aspects of other people's cultures.
105	<b>Work with public sector agencies in Lancashire to strengthen the planning and delivery of equality issues.</b>		The public sector agencies in Lancashire have a statutory duty to promote equality issues. Whilst much activity exists, it can sometimes appear fragmented to communities and individuals. By better harmonising our activities, the public sector agencies of the County can provide a more effective service.
106	<b>Celebrate diversity and promote cultural and faith awareness through the media using positive images.</b>		A better understanding of the diversity of our different cultures and faiths, together with more understanding of what we share, raised through a higher profile, will help to strengthen community cohesion in the County. This is a key way of beginning to address tensions between different communities.
107	<b>Endorse and support community events, cultural festivals and sporting events to integrate communities and to raise awareness and understanding of cultural and faith differences.</b>		Lancashire communities include people with roots in Bangladesh, India, Ireland, Pakistan, Poland, Ukraine and many other countries. <sup>36</sup> Engaging people around festivals and community celebrations will help to promote understanding and, ultimately, cohesion.



## Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.

- By 2007, promote a programme of festivals and events to mark and celebrate moments in the historic and religious calendar across all faiths and communities. **(Lancashire Cultural Partnership)**
- By 2006, produce high quality awareness-raising material on the backgrounds and cultural diversity of all Lancashire citizens. **(Lancashire Partnership)**

	Our Ambition	Reinvigorate local democracy, and support the Voluntary, Community and Faith Sectors.
	OUR ACTIONS	WHY
108	Introduce new mechanisms to strengthen local democracy and to allow people to have a greater say in local decision-making.	New mechanisms are needed in some parts of Lancashire to strengthen community engagement in local democracy. In a strong society, the public are actively involved in decision-making, and have confidence that they are shaping policies to improve the communities in which they live.
109	Devolve decision-making from Lancashire County Council through a <b>Lancashire Local</b> programme.	Lancashire County Council's programme of devolution seeks to strengthen the sensitivity and responsiveness of County Council services to local needs.
110	Establish a process with partners for addressing the aspirations of local communities as set out in Parish Plans.	Parish Plans offer rural communities the chance to set out what their town or village should look like and to guide its future development. It is important that the public sector and other agencies respond wherever practicable to the aspirations of local communities.
111	Strengthen support for the Voluntary, Community and Faith Sectors from public agencies, and value and encourage their work.	The Voluntary, Community and Faith Sectors in Lancashire bring experience and expertise to initiatives and help to create meaningful community engagement. <sup>37</sup>



112

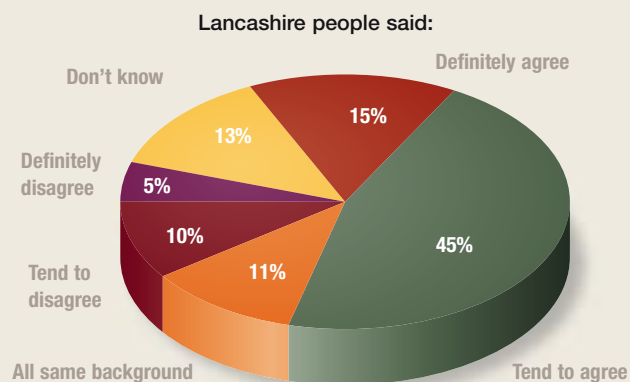
Strengthen the relationship with the VCFS through the County Council's **VCFS Policy Framework**, and encourage other public sector organisations to sign up to the Compact.

All participating agencies need to have shared principles and common aims in order to achieve their objectives. The Compact sets out the key principles and undertakings that underpin the relationship between the County Council and the VCFS in Lancashire.

### Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.

- By 2007, review and strengthen the relationship between the public sector and the Voluntary, Community and Faith Sector in Lancashire, building on the successful work of Lancashire County Council.  
*(Lancashire Partnership, Voluntary Community and Faith Sector, Lancashire County Council)*

### This local area is a place where people from different backgrounds get on well together:

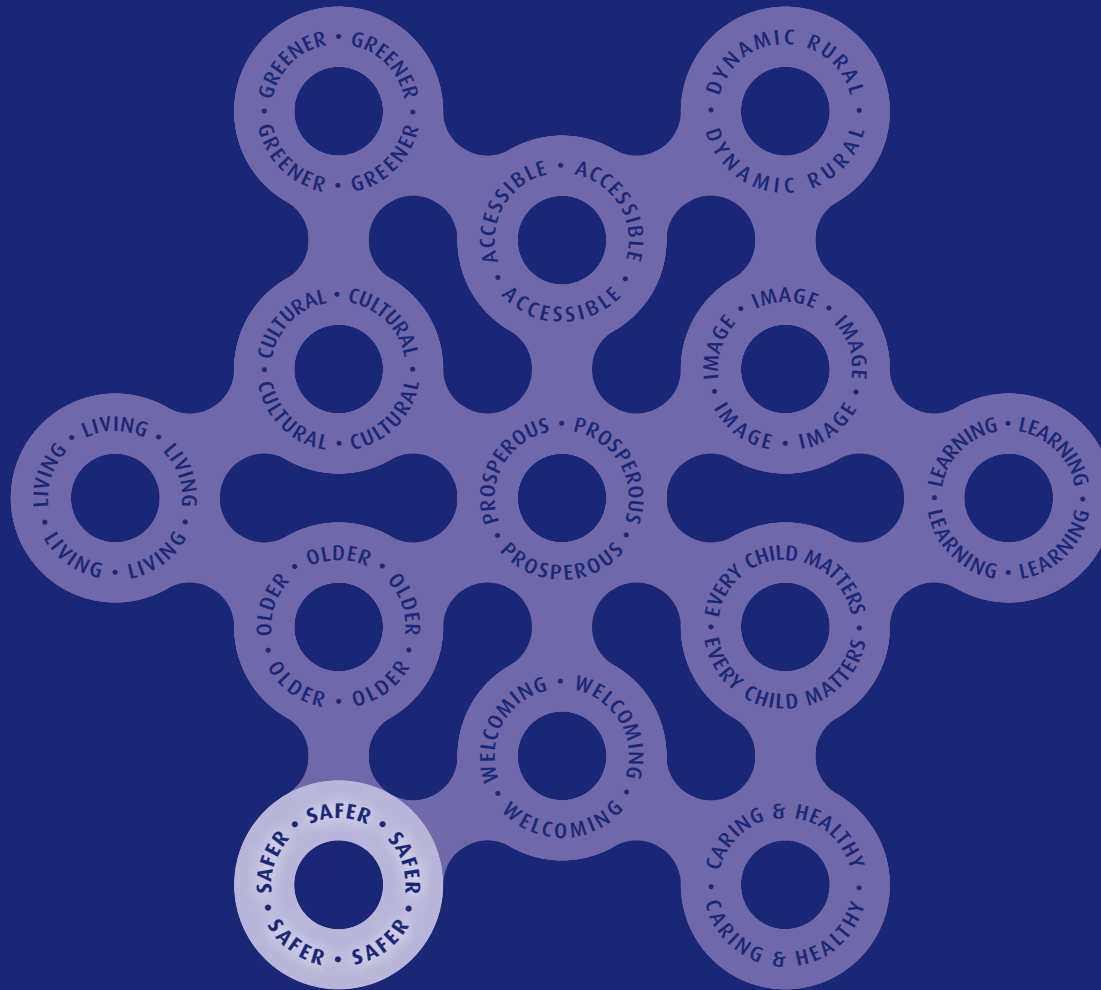


Base: All respondents (2,447)

Source: *Life in Lancashire 2003, MORI*

**"I want restoration of communities supporting each other and bringing up their young people happily."**

Bacup Mum



section 5.09



# safer lancashire

**our vision** for 2025: Lancashire is a safe place to grow, live and work. There is a strong sense of community responsibility and involvement in community life.



All Lancashire's citizens require a safe environment and protection from crime to function productively and to improve the quality of their daily lives.

Lancashire is a relatively safe place. But in some pockets of the County, crime levels provide disturbing evidence of



social disintegration, creating loss and physical and psychological wounds. In turn, insecurity exacts an economic toll in growing expenditure on security and it discourages inward investment.

The aim is to make Lancashire a safe place to grow, live and work. In working



towards this goal, the focus will be on tackling the causes and contributory factors in crime and safety. This means understanding the complex relationship between crime and social factors like poor housing and job prospects, truancy, ill health, drug and alcohol abuse.



Our Ambition	Reduce crime levels and the fear of crime.
OUR ACTIONS	WHY
<p>113</p> <p>Reduce crime, particularly in the areas with the highest levels.</p>	<p>Crime and fear of crime was one of the highest concerns of all the people consulted during the preparation of <b>ambitionlancashire</b>. In the 12 months to the end of March 2004, all robbery fell by 5%, and personal robbery went down by 6%. The rate of all crime for Lancashire was 24.3 per 1,000 population compared to 28.2 nationally and 29.6 in the North West.<sup>38</sup> There are particular hot spots throughout Lancashire.</p>
<p>114</p> <p>Tackle anti-social behaviour and address the issues of most concern to local people through multi-agency collaboration.</p>	<p>Anti-social behaviour includes a range of problems – noisy neighbours, abandoned cars, vandalism, graffiti, litter and youth nuisance. It can hold back the regeneration of Lancashire’s most disadvantaged areas, creating the environment in which crime can take hold.</p>
<p>115</p> <p>Further increase reassurance and reduce the perception of crime.</p>	<p>There are many crimes that go unreported and many more victims exist than the statistics suggest. Being a victim of crime affects the whole family as well as the individual and can lead to many dysfunctional behaviours, even leading to the individual turning to crime themselves. Nonetheless, 13% of Lancashire people have been the victim of crime in the last 12 months and 14% of Lancashire people have witnessed a crime in the past 12 months. Over 30% of Lancashire people think that their quality of life is affected by crime.</p>
<p>116</p> <p>Strengthen community-based approaches to crime prevention and justice.</p>	<p>This increases the amount of control that the community has over its quality of life and increases community influence over outcomes. In Lancashire 13% of people wanted more community involvement in tackling community safety issues and 18% of people wanted more neighbourhood wardens.<sup>39</sup></p>

### Lancashire’s Headline Targets... First Steps and Milestones towards achieving our Vision.

- By 2005, prepare twelve district Crime and Disorder Reduction Strategies to address local community safety issues over the period 2005-2008. **(Lancashire Crime & Disorder Reduction Partnerships, Lancashire Constabulary, Lancashire County Council)**
- By 2007/08, deliver Lancashire’s contribution to the national target of reducing crime by 15%, and by a further 5% in high crime areas. **(Lancashire Crime & Disorder Reduction Partnerships, Lancashire Constabulary, Lancashire County Council)**



	<b>Our Ambition</b>	<b>Reduce the risk factors associated with criminality.</b>
	<b>OUR ACTIONS</b>	<b>WHY</b>
117	Prevent offending by children and young people by tackling the risk factors for offending at an early stage through universal and targeted services.	Early intervention with young people and families promotes improved outcomes for young people, including a reduced risk of offending and anti-social behaviour, ultimately resulting in safer communities for everyone. Successful projects include an innovative Youth Referral Scheme, which aims to be make appropriate intervention when young people behave in an anti-social manner, the GRIP project, the Criminal Justice Intervention Programme, Positive Activities for Young People and other similar schemes play a complementary role.
118	Address the problem of drugs dependency and drug related crime, through, for example, increased supported housing for people recovering from substance misuse and increased support for rehabilitation schemes.	Drug dependency leads to anti-social behaviour and criminal activity affecting the whole community. There were 3,546 people in Lancashire in treatment for drug related disorders in 2002/3. The rate of drug offences for Lancashire is 0.7 per 1,000 population, which is the same rate nationally and in the North West. <sup>40</sup> In the vast majority of wards (160 out of 258) the rate of drug-related crime was minimal (1.3 per 1,000 population or below). Five wards across the County had high rates of drug-related crime. <sup>41</sup>
<p><b>Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.</b></p> <ul style="list-style-type: none"> <li>By 2006, reduce the rate of youths who re-offend from 35.1% in 2002/03 to 28.1%. <b>(Lancashire Constabulary, Lancashire County Council)</b></li> <li>By 2006, increase the number of problematic drug users accessing drug treatment services from 2,411 in 2002 to 3,300. <b>(Lancashire Drug Action Team)</b></li> </ul>		
	<b>Our Ambition</b>	<b>Make living, working and travelling in Lancashire safer.</b>
	<b>OUR ACTIONS</b>	<b>WHY</b>
119	Promote safer environments using planning and urban design principles and embrace the standards of good neighbourhood management.	Residents who live on 'Secured by Design' estates are half as likely to be burgled, two and a half times less likely to suffer vehicle crime and suffer 25% less criminal damage. <sup>42</sup> The proposed regeneration of the Bradburn new town estates in Skelmersdale includes the remodelling principles of 'Secured by Design'.



120

**Reduce the risk of casualties and damage on Lancashire's roads.**

Casualties on Lancashire's roads can have a devastating and permanent effect on the lives of Lancashire people. Road casualties also impose a heavy burden on the health services. Recent actions have established an overall downward trend in road casualties. Between April 2003 and March 2004, there were 954 serious or fatal accidents on Lancashire's roads.

121

**Promote responsible attitudes to alcohol and a safe night-time economy.**

It will make town and city centres less threatening, especially for those waiting for transport. It will also reduce alcohol-related road casualties. In late 2005, a new local authority system for licensing premises to serve alcohol will come into effect. Under this new Act, the local authority must have regard to the prevention of crime and disorder, the prevention of public nuisance, public safety and the protection of children from harm.<sup>43</sup>

122

**Promote road safety training for children.**

The UK has a particularly poor record of child pedestrian accidents when compared to other European countries. In Lancashire, child pedestrian accident rates are higher in areas of deprivation. The Right Start and Passport to Safer Cycling programmes involve schools and parents working together to make children safer road users and to offer them greater mobility.

123

**Reduce the incidence and consequence of fire across Lancashire, especially among Lancashire's vulnerable and deprived communities.**

Fire kills. Preventing fires saves lives and reduces injuries. There were over 1,600 accidental fires in the home in Lancashire in 2003/04. Almost 56% were related to cooking activities, with approximately 13% relating to smoking materials and candles. Lancashire's most deprived wards are at greater risk of experiencing fires compared to affluent communities. Analysis from the **Index of Deprivation 2000** shows the County's communities in the most deprived 10% nationally are 4-5 times at greater risk of experiencing fire-related incidents than the County's most affluent communities.<sup>44</sup>

### **Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.**

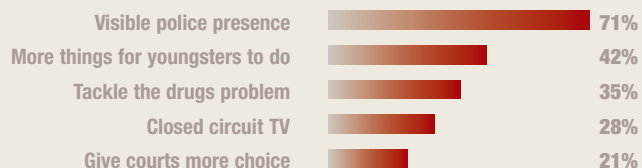
- By 2010, achieve a 10% reduction in deliberate property fires (*to 1,065 deliberate building fires and 1,050 deliberate vehicle fires*). **(Lancashire Fire and Rescue Service)**
- By 2010, achieve a 10% reduction in accidental fires in the home (*to 1,065*) and accidental fire-related deaths in the home (*to 10*). **(Lancashire Fire and Rescue Service)**
- By 2016, achieve a 45% reduction in the number of people killed or seriously injured in road accidents compared to 2001 levels. **(Lancashire County Council)**



	Our Ambition	Make Lancashire a safer place for vulnerable people.
	OUR ACTIONS	WHY
124	Tackle the prevalence of domestic violence.	Research shows that domestic violence in England claims more than 150 lives per year, accounts for a quarter of all violent crime, has more repeat victims than any other crime, claims the lives of two women each week and costs in excess of £5 billion per year. It is also chronically under-reported. The rate of reported domestic violence was around 10 incidents per 1,000 population in Lancashire.
125	Protect the most vulnerable from doorstep and other crime.	Often the most vulnerable and frail elderly people are targets for doorstep crime, rogue direct selling and traders: they become targets for distraction burglary and repair malpractices. The impact of doorstep crime on the older person can be devastating. Lancashire is piloting a 'direct intervention' scheme with Lancashire Constabulary to deter doorstep crime against older residents.
126	Act to deter the availability and sale of alcohol, fireworks etc to children, promote greater awareness in young people of their danger and potential nuisance caused by these activities.	The sale of alcohol and fireworks to children represents a danger to young people and creates a nuisance to others. Lancashire County Council's Trading Standards Service, in partnership with others, is working to deter the sale of fireworks and alcohol to children.
127	Act to identify and remove unsafe goods from sale in Lancashire.	Consumers have the right to expect that the goods they purchase will be safe. Unsafe goods represent a waste of money and a danger to the people of Lancashire.

### The priorities of the people of Lancashire

When asked which 2 or 3 of the following should be done by the Council in order to reduce crime and disorder, Lancashire people said:  
Top mentions (prompted)



Base: Respondents who feel it's important to reduce crime and disorder (985)

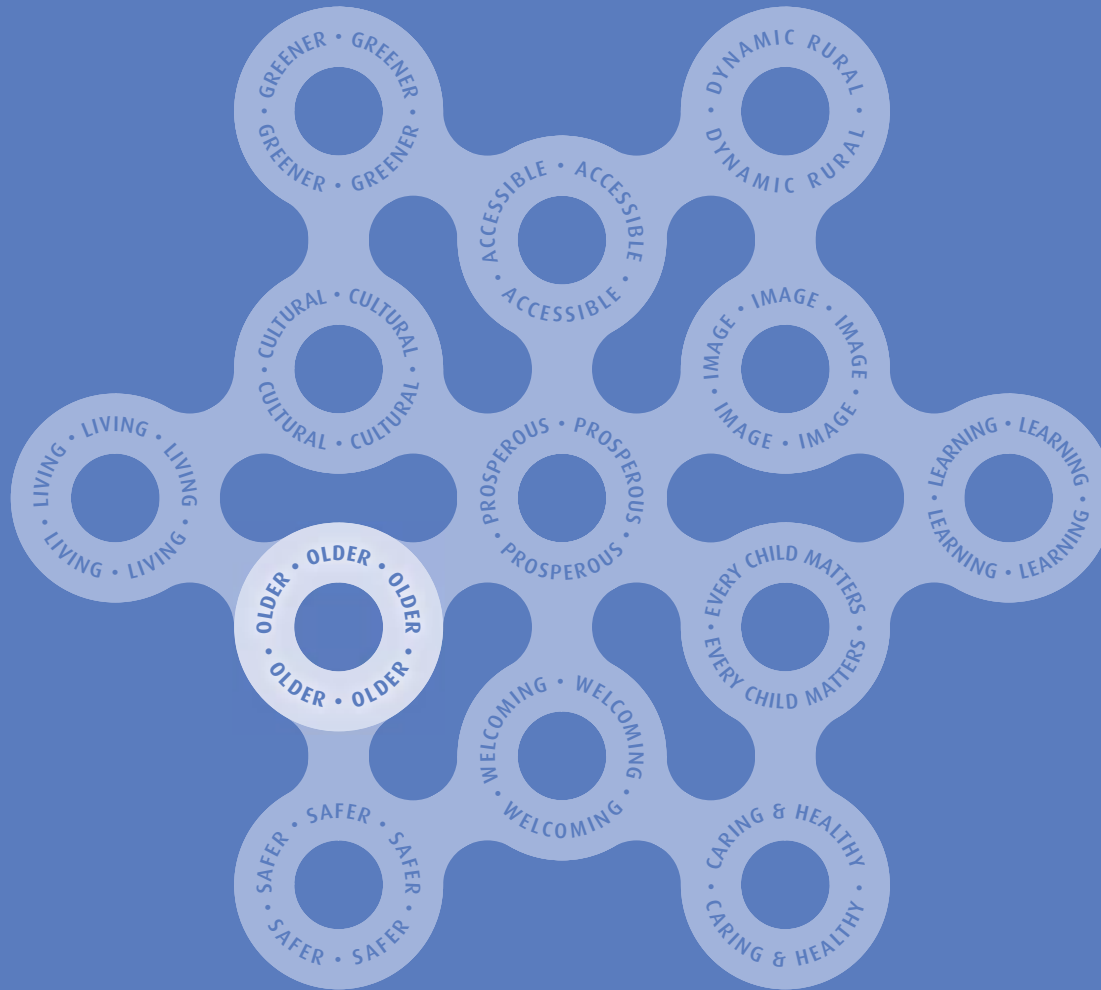
Source: Life in Lancashire 2003, MORI

### Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.

- From 2005, develop strategic partnership working to support local plans and activities aimed at addressing domestic violence. **(Lancashire Partnership)**

"Imagine the pleasure of living in a County with extremely low crime rates. Imagine the money and the energy that could be diverted into health, housing, education and the environment." Preston Grandmother





section 5.10



# older people's lancashire

**our vision** for 2025: Lancashire is a County where older people are empowered to live their lives in the way they choose and where their skills and expertise are valued.



The number of older people in Lancashire is increasing, particularly those living into advanced old age.

The circumstances of individual older people are very varied. The factors that influence individual circumstances include health, income, gender, social integration, work history, history of child-rearing and caring, location and housing conditions. Some will be characterised by good health and high levels of independence before an acute

health episode leads to sudden decline. Others will suffer the steady attrition of chronic health problems that diminish the quality of their life for much of their old age. Whatever their circumstances, all older adults deserve economic, physical and social well-being at levels enabling them to remain secure, active and contributing members of Lancashire life.

The number of 'younger' older people is also increasing as people retire earlier and live

longer. Most older people are going to be more concerned about things like lifestyle expectations, leisure, opportunities, and the same issues as many other Lancashire residents – transport, road safety, crime and disorder, *(and in some cases, employment)*.

With the growing emphasis on health improvement and tackling health inequalities, we can expect a growing number of people over 65 who will be fit, active and looking to play a full role in society.



Our Ambition	<b>Maximise the life opportunities for older people and engage them in all levels of decision-making.</b>	
OUR ACTIONS	WHY	
<b>128</b> Strengthen the opportunities for older people to remain active and fully involved in work, leisure activity, housing, learning and community life in Lancashire.	<p>There are more and more people over 65 who are fit and healthy and have expectations that they will be able to live life to the full. The 'baby boomer' generation are getting older and have a more assertive culture about what they expect to be provided in terms of opportunities and who see their working lives not ending, but changing.</p>	
<b>129</b> Develop collaborative arrangements for service-planning with older people, carers and other stakeholders.	<p>Older people are not just social and health care consumers. Over 80% of older people will never come into contact with Social Services.<sup>45</sup> The aim is to ensure better integration of services, less duplication and waste, and services that meet the needs and expectations of older people themselves. The <i>Lancashire Maturity Matters</i> conference specifically asked <b>ambitionlancashire</b> to develop strategies that seek to empower and support older people to live their lives in the way they choose.<sup>46</sup> Carers are an important part of this group as they comprise almost 11% of the population.<sup>47</sup></p>	
<b>130</b> Capitalise on the skills and expertise of older people from all communities and cultures and their contribution to local communities.	<p>Older people have a great deal to offer the community in which they live. They may have rich experiences of family and working life, and their skills and experience can enrich the life of their communities. As volunteers and mentors, their skills can be harnessed and can promote services within their communities.<sup>48</sup></p>	
<b>131</b> Strengthen older people's access to public transport, making it easy to reach services and leisure facilities.	<p>Many older people without access to public transport in rural Lancashire can find themselves dependent on declining and expensive village-based services. This can lead to isolation and exclusion from those services and facilities that can enhance quality of life.<sup>49</sup></p>	



132

Tackle the poverty experienced by older people and maximise the take-up of welfare benefits.

Many of Lancashire's older people experience poverty that can restrict access to basic needs. Some 22 Lancashire wards are in the 10% most deprived nationally for older person's income deprivation. In each of these wards, over 60% of people over 65 are defined as 'income-deprived'.<sup>50</sup>

### Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.

- By 2006, develop a Lancashire **Older People's Strategy** that sets out a comprehensive framework for the next 10 years to address the implications of an ageing society. (**Lancashire Partnership**)

#### Our Ambition

Promote older people's health, safety and independence and ensure that all older people and their carers are treated with respect, dignity and fairness.

#### OUR ACTIONS

#### WHY

133

Tackle the health inequalities experienced by some of Lancashire's older people.

Health inequalities run through life from before birth and into old age. They exist between different social classes, different areas of the country, between men and women and between people from different ethnic backgrounds: the poorer you are, the more likely you are to be ill and to die younger.

134

Implement the National Service Framework (NSF) for Older People, to improve quality of life.

The fundamental service principle of working with the older person is to put them at the centre of care, recognise individual differences and specific needs and to root out age discrimination in care provision. NSFs aim to do just this.

135

Provide high quality pre-admission and rehabilitation care to older people to help them live as independently as possible and speed up hospital discharge through the use of Home Improvement Agency services.

Older people say it is very important to them to remain in their own homes and live as independently as they can for as long as they can. This is especially important as the number of those aged over 80 will increase by almost half in the lifetime of **ambitionlancashire**. In Lancashire's hospitals, one third of acute hospital beds are occupied by people over sixty-five.<sup>51</sup>



136

Empower vulnerable older people and help them live their lives in a way they choose, with more flexible care and support in their own homes (eg: investment in home care, greater use of Direct Payments, “Extra care” developments, investment in Home Improvement agencies).

It is important to promote older people’s health and independence, especially addressing conditions which are particularly significant for older people. These include stroke, falls and mental health problems associated with older age. Independence in the home enhances well-being, feelings of security and confidence.<sup>52</sup>



137

Use the latest technology to provide increased support at home, working with housing providers to promote and provide ‘life time homes’ adaptable to the needs of all households and age groups.

Using the latest technology will enable older people to remain in their own homes for longer by assisting with passive monitoring and support arrangements.

### The priorities of the people of Lancashire

When asked what 2 or 3 of the following should be done in order to improve welfare and caring services, Lancashire people said:



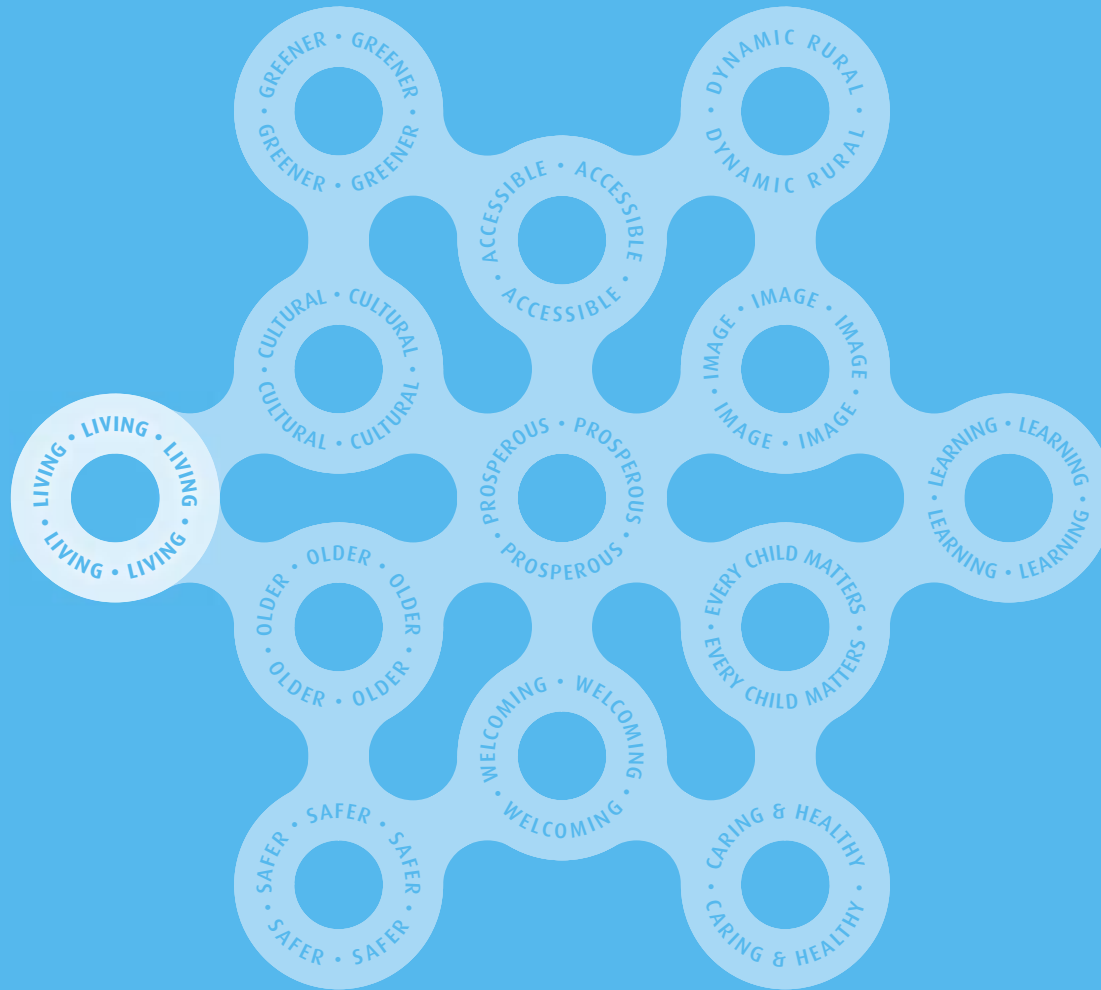
Base: Respondents who feel it’s important to improve welfare and caring services (278)

Source: Life in Lancashire 2003, MORI

### Lancashire’s Headline Targets... First Steps and Milestones towards achieving our Vision.

- By 2006/07, increase from 13.7% in 2002/03 to 17.5% the number of households receiving intensive homecare. **(Lancashire County Council)**
- By 2006, increase the number of claims made by people aged 60 years or older who have been seen by the County Council’s Welfare Rights Service which have resulted in an increase in the award of pension credit from 1,597 in 2003/04 to 3,225. **(Lancashire County Council)**

“Senior Citizens are NOT too old for new adventures.  
The world is our community.” Adlington man



section 5.11



# living in lancashire

**our vision** for 2025: Lancashire offers a choice of good quality housing in successful, secure and sustainable communities.



Perhaps the most basic need of any community is housing. The provision of affordable, safe and decent housing for all Lancashire residents is a paramount concern.

When a community begins to lose sight of this fact, a slow process of decay can result in dilapidated and inadequate living units, and eventually lead to vacant business premises as well. Furthermore,

a cumulative feeling of despair can be brought on by the poor physical appearance of the community and its housing stock.

Parts of Lancashire have severe housing condition difficulties, particularly in East Lancashire and parts of Western Lancashire where there are extensive areas of poor quality, obsolete housing for which there is no demand. The **Elevate** housing market renewal programme is seeking to

tackle the challenges in East Lancashire.

But Lancashire's housing stock varies greatly in condition and value, and parts of western and east Lancashire have very different problems. Some parts of the County have strong market values and affordability is an issue for new entrants to the housing market. In other areas, the supply of specialist and supported housing is limited.



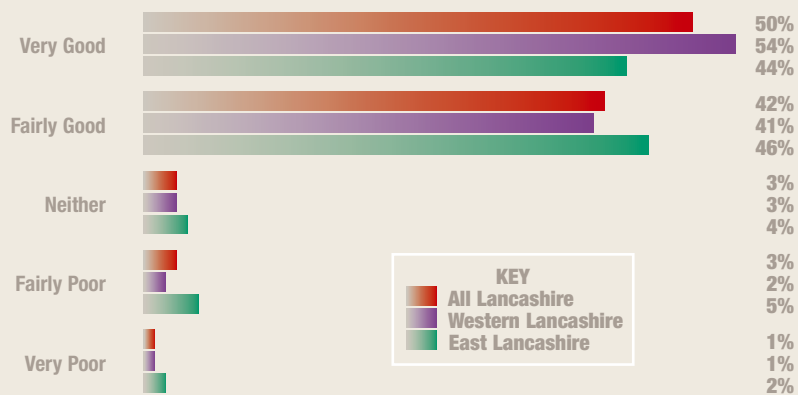
Our Ambition	Invest in neighbourhoods and replace obsolete housing in a sustainable way.
OUR ACTIONS	WHY
<p>138 Locate most housing development in the County in Lancashire's principal urban areas, main towns and market towns.</p>	<p>Green spaces need to be protected from development and preserved to be enjoyed by everyone. A more sustainable pattern of development needs to be achieved, and the distinct identity of Lancashire's settlements and towns should be protected, whilst ensuring connections (road, rail, electronic) are strengthened.</p>
<p>139 Provide lasting solutions for communities in East Lancashire blighted by the housing market failure and reduce problems of obsolete, unfit and unpopular housing.</p>	<p>East Lancashire has one of the biggest concentrations of low housing demand in the country, and more than 50,000 dwellings are classed as unfit.<sup>53</sup> The <b>Elevate East Lancashire Strategic Plan</b> will provide a 15-year vision and strategy and a detailed 3-year investment programme, including priorities, outputs and identification of delivery vehicles.</p>
<p>140 Develop a targeted programme of strategic activity to prevent market failure in other areas of the County at risk from low demand.</p>	<p><b>Elevate</b> covers only a part of the homes in Lancashire affected by low demand and abandonment, which have been categorised 'at risk' from changing demand. Parts of Morecambe, Fleetwood and the Fylde coast, Skelmersdale and Preston are showing similar characteristics.</p>
<p>141 Design and develop new housing that achieves high environmental and quality standards.</p>	<p>The way we use natural resources for building and the levels of pollutants emitted in the building process, and in the use of buildings once occupied, are unsustainable. <b>Elevate East Lancashire</b> has produced a framework to ensure that sustainable development principles underpin the plans and projects developed as part of <b>Elevate East Lancashire</b>.</p>
<p>142 Raise the standard of the public realm in residential neighbourhoods.</p>	<p>To provide safe and attractive places for residents and visitors to enjoy, through excellent design guidance such as Home Zones.</p>
<p><b>Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.</b></p> <ul style="list-style-type: none"> <li>By 2016, at least 70% of new dwellings in Lancashire to be built on previously developed land, including re-use or conversion of buildings. <b>(Lancashire County Council, Lancashire District Councils, Elevate East Lancashire)</b></li> </ul>	



- By 2016, reduce the number of vacant houses to a maximum of 3.5% of the total stock. **(Lancashire County Council, Lancashire District Councils, Elevate East Lancashire)**
- By 2016, reduce the number of unfit dwellings across East Lancashire by 25,000. **(Lancashire County Council, Lancashire District Councils, Elevate East Lancashire)**

Our Ambition		Meet Lancashire's needs for affordable, specialist and supported housing.
OUR ACTIONS		WHY
143	Provide affordable homes to maintain balanced communities.	In some parts of Lancashire, especially rural areas, excess demand and restricted supply have pushed house prices and rents beyond affordable levels. The impact on the vitality of mixed communities in the County can be acute.
144	Meet Lancashire's needs for specialist and supported housing.	The scale and complexity of supported and specialist housing needs make this a particular challenge for Lancashire. These affect older people, people with disabilities, people with mental health problems, people with physical disabilities and sensory impairments, victims of domestic violence, homeless people, teenage mothers and other vulnerable young people, people who have chronic alcohol or drug addiction and ex-offenders. With these substantial variations, and the forecast population changes by 2025, it is essential that public agencies in Lancashire understand future trends.

**How do you rate the home you live in... in terms of general condition?**



Base: 2,477 Lancashire residents.

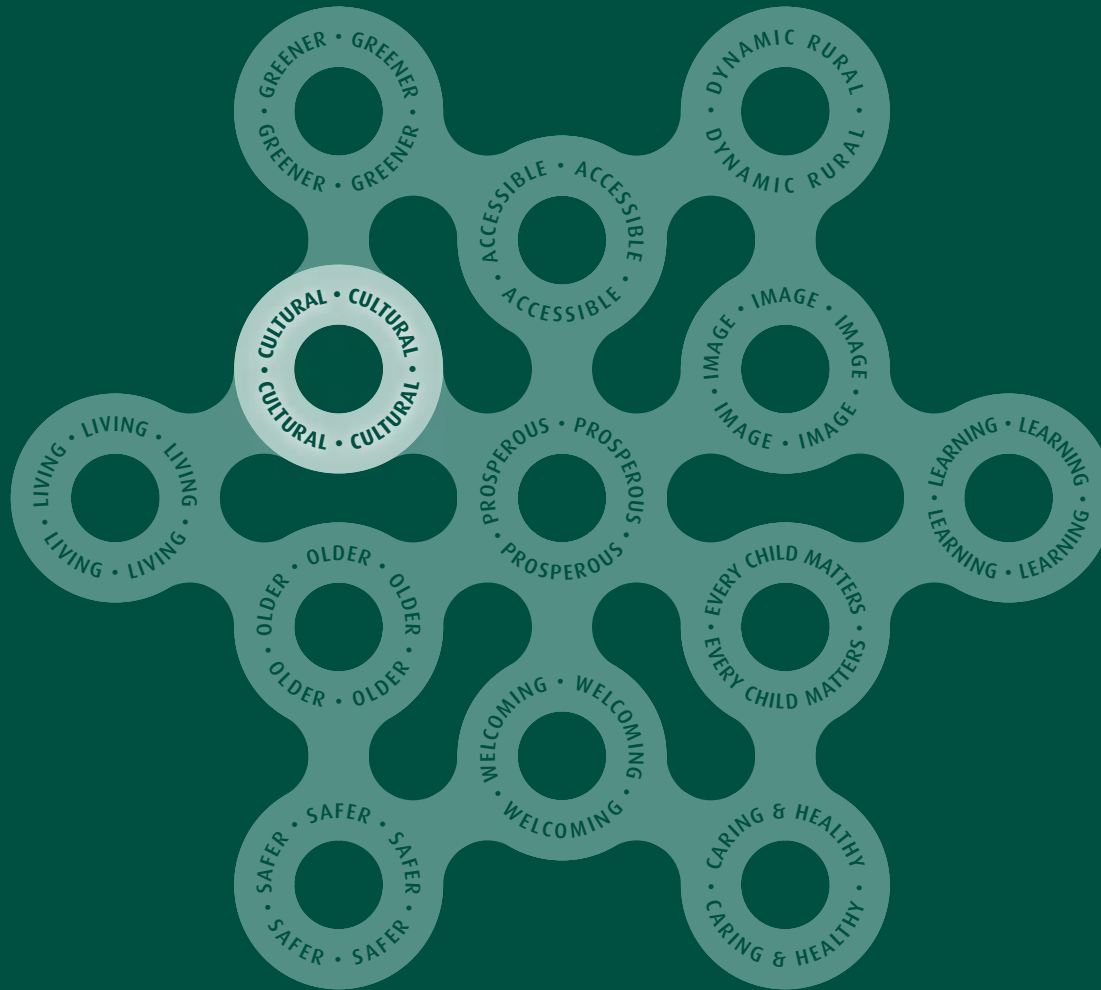
Source : Life in Lancashire 2003, MORI

- Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.**
- From 2005, determine the necessary amount of affordable, specialist and supported housing development based on an assessment of local need. **(Lancashire District Councils, Lancashire County Council, Local Housing Associations)**
  - By 2006, decrease the number of supported admissions of older people to permanent residential and nursing care from 118.9 people per 10,000 population aged 65, to 97 in 2006/07. **(Lancashire County Council)**

**"Everyone has a right to have a decent home to live in."**

Ormskirk Mum





section 5.12



# cultural lancashire

**our vision** for 2025: Lancashire's cultures are rich and diverse and belong to us all. We work together to enhance, develop and care for culture because it is central to how we feel, live, earn a living and inhabit our environment and to how we understand each other.



Culture enriches society. It makes us happier and healthier, cements communities and creates warmth.

Lancashire is a County of great diversity, both in its environment and its communities.

It boasts beautiful and dramatic rural landscapes and has a rich built heritage embedded in its cities, towns and villages. It is also home to over one million people who provide its energy, innovation and spirit of enterprise.

Lancashire is at the heart of the vibrant North West region and makes a key contribution to its economy and culture. Lancashire also has great economic and cultural potential which working together will help to unlock.



Our Ambition	Increase investment in culture and develop cultural activity that makes a greater contribution to Lancashire's economy.
OUR ACTIONS	WHY
<p>145</p> <p>Improve investment and infrastructure to support major cultural assets and address any gaps in provision.</p>	<p>Lancashire's heritage and culture are rich and multi-faceted and should be the envy of Europe. It has been shaped by religion, by the Industrial Revolution and by the impact of migration. Lancashire has over 100 museums and heritage sites, some housing regionally and nationally significant collections. We have award-winning public art projects and 99 public libraries.<sup>54</sup> We have a number of quality theatres throughout Lancashire, such as the Dukes in Lancaster and the Rose Theatre at Edge Hill.</p>
<p>146</p> <p>Support and promote creative and cultural industries and train a skilled workforce so that cultural industries can play a leading role in the economic development of the County and in positioning Lancashire's international reputation as a tourist destination.</p>	<p>Culture makes a significant contribution to the economy and plays a large part in regenerating Lancashire's deprived areas. Tourism accounts for 52,300 jobs (9.1% of all jobs in the County). Creative industries account for 4.2% of jobs in Lancashire. The sector is growing and in Preston alone the turnover in this sector is £173.4 million.</p>
<p>147</p> <p>Strengthen and broaden Lancashire's tourism product and infrastructure, building on our successes, and focussing on domestic, overseas and business marketing.</p>	<p>One of the reasons that culture matters in Lancashire is because it contributes to the economy and standard of life for Lancashire people. In 2000 there was £920 million of tourism and culture expenditure, including £95 million from overseas visitors.<sup>55</sup></p>
<p>148</p> <p>Help Lancashire people and visitors learn more about, and make more of, Lancashire's rich cultural assets, our coastline areas, areas of outstanding natural beauty, town and country parks, historic buildings, rich industrial and archaeological heritage, and splendid museums and libraries.</p>	<p>So that Lancashire can fulfil its potential as a highly-rated European region, we need to make the most of our landscape and urban environment, our diverse industrial and technological heritage and the enthusiasm and skills of our people to encourage UK and overseas visitors.<sup>56</sup> Several of the County's coastal and upland areas are of international wildlife importance.</p>
<p><b>Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.</b></p> <ul style="list-style-type: none"> <li>By 2006, develop a Lancashire Creative Industries Partnership, with the objective of growing the County's creative industries sector. (<b>Lancashire Cultural Partnership</b>)</li> </ul>	



Our Ambition		Promote the role of culture in developing welcoming and harmonious communities and celebrating our rich and diverse culture.
	OUR ACTIONS	WHY
149	Promote and celebrate cultural diversity as a major strength of Lancashire's communities.	Culture plays a key role in uniting diverse communities and cementing the bonds of established communities. Communities that engage around festivals and community celebrations are more cohesive, leading to greater understanding and respect. <sup>58</sup>
150	Broaden leisure facilities for young people and involve them in identifying what is needed.	Having plentiful leisure opportunities enhances self esteem, builds confidence and reduces the amount of disruptive behaviours in young people. Lancashire has over 1,500 football clubs with more than 147,000 participants under 16.
151	Support and promote better access to a range of leisure and arts facilities within communities.	Accessing leisure facilities within a community promotes participation and promotes social inclusion. Some 20% of people surveyed wanted better public transport to help them get to leisure facilities. <sup>58</sup> Age Concern has identified this as a particular priority for older people. <sup>59</sup>
152	Continue to strengthen the role of libraries in our communities, with an increased roll-out of internet facilities.	Libraries can provide many opportunities for Lancashire people to improve their learning and develop their skills and knowledge. In 2003/2004 there were over 6,000 visits to the County's public libraries per 1,000 population and 95% of people were satisfied with libraries overall.

### Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.

- By 2007, develop the Preston Learning Information and Cultural Centre project as a key element of the Preston Cultural Quarter. **(Lancashire County Council, Preston City Council)**
- From 2005, bring the people of Lancashire closer together through the use of museums and libraries, developing activities involving young people and establishing target programmes in East Lancashire. **(Lancashire County Council)**



	Our Ambition	Develop partnerships and structures to deliver the cultural vision.
	OUR ACTIONS	WHY
153	Ensure partner organisations work closely together to a shared cultural vision.	It is only through working in partnership that we will be able to start from strengths and address weaknesses and opportunities. One of the main negative factors for Lancashire is a lack of a cultural focus/ centre/ critical mass. There is also a need for better management and co-ordination of cultural activities. <sup>60</sup>
154	Promote the broadening role and range of schools as community and leisure centres.	Schools provide opportunities for young people to experience a wide range of creative activities, both in and out of school hours. Two key schemes will help to develop the role of schools: 'Building Schools for the Future' and 'Creative Partnerships'.

### The priorities of the people of Lancashire

The people who felt that improving leisure services should be a top priority for the Council said that the Council should:

Top mentions (prompted)



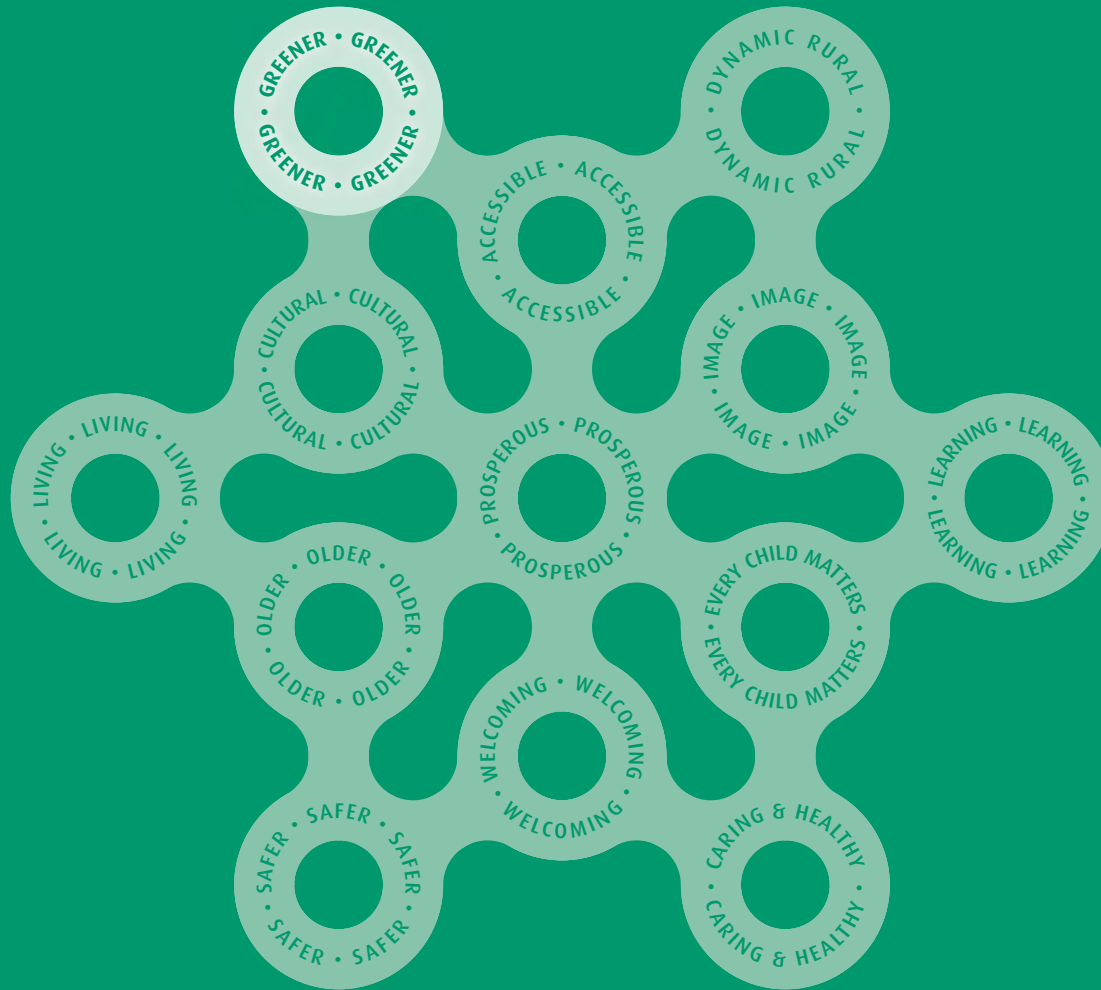
Base: Respondents who feel it's important to improve opportunities for leisure activities (379)

Source: Life in Lancashire 2003, MORI

### Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.

- By 2005, develop the Lancashire Cultural Partnership. **(Lancashire Cultural Partnership)**
- From 2005, develop a co-ordinated approach to cultural diversity, in particular involving cross-district partnerships, engaging the private sector and identifying new initiatives. **(Lancashire County Council)**

"Culture enriches society. It makes us happier and healthier, cements communities and creates wealth." North West Cultural Consortium



section 5.13



# greener lancashire

**our vision** for 2025: Lancashire is a County where the dramatic beauty of our landscape and wildlife is cherished, and our urban areas contain fine buildings and inviting open spaces. Lancashire plays its part in addressing global environment issues and delivering environmental sustainability.



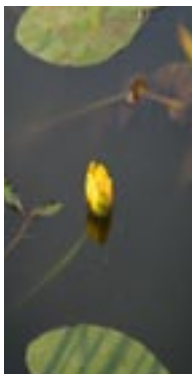
Lancashire enjoys a natural beauty that is, in some areas, unsurpassed. Many other areas of the UK aspire to what we already have. The County boasts two Areas of Outstanding Natural Beauty (AONB), and internationally important wildlife sites. Much of Lancashire has retained its natural beauty.

But parts of our landscape and environment have also served as the engine for our economy and social development since the Industrial Revolution, providing the resources for food and energy and the raw materials for growth.

Some of our activities have left a legacy of damage to the land, air and water in pockets of the County. Some of these activities continue to cause concern. We must take action to address these issues, and we must conserve and manage our assets in the face of the pressures associated with growth and development.



Our Ambition	Protect and improve air, water and land quality, and use resources wisely.
OUR ACTIONS	WHY
<b>155</b> Encourage and promote environmentally sensitive and sustainable land management practices to encompass both farming and local food production.	<p>In some areas, agriculture has the potential to damage the environment through slurry spreading, nitrate and pesticide applications and land management practices that are not sympathetic to wildlife. Environmentally-sensitive agricultural practices, especially conversion to organic farming, will maintain and enhance the conservation, landscape and historical value of the key environmental features of Lancashire.<sup>61</sup> A large and growing number of small food businesses exist in Lancashire.</p>
<b>156</b> Increase the provision of local goods and services including those that are produced in an ethical manner.	<p>Transporting goods across the UK wastes fuel and causes pollution. Local procurement reduces transport miles, supports local employment and prevents finance 'leaking' out of Lancashire's economy.</p>
<b>157</b> Assess and reduce the vulnerability of the County to the dangers and damage caused by unmanaged floods.	<p>Some parts of Lancashire are particularly vulnerable to flooding. The risk of flooding is increasing due to a number of factors: our weather is becoming wetter and sea levels are rising, both possibly as a result of global warming; some flood plains have been compromised by development: unmanaged flood events cause significant damage to property, businesses and tourism.</p>
<b>158</b> Promote energy efficiency in the domestic and business sector, especially among the most intensive users.	<p>Energy consumption and the type of fuel used can have significant impacts on the environment. The environmental impact of electricity generation is largely dependent on the choice of fuels used. There has been a 10% increase in average electricity consumption per household in Lancashire since 1991.<sup>62</sup> Coal-fired power stations are associated with CO<sub>2</sub> emissions and the trans-boundary deposition of acid rain. Nuclear power generation produces radioactive wastes that are difficult to manage.</p>
<b>159</b> Encourage the development and deployment of renewable energy technology.	<p>Energy produced from renewable sources will play an important part in reducing carbon dioxide emissions, the main cause of climate change.<sup>63</sup> Lancashire's potential for the deployment of renewable technology is considerable, and it is a pioneer, as the second wind farm to be developed in England is located in Cliviger, Burnley.</p>



160	<b>Reduce the dependence on vehicle use and promote the development of low carbon fuels in the transport sector.</b>	Fossil fuel stocks are dwindling and their use causes significant air pollution. Around nine million tonnes of carbon dioxide were emitted in Lancashire in 2000. Transport contributed 29% towards this total. <sup>64</sup>
161	<b>Ensure that emissions to air, land and water are within acceptable limits, especially from transport and industry.</b>	In 2002, road transport accounted for over half of the total nitrogen dioxide emissions in the UK. <sup>65</sup> Whilst water quality is improving, some of Lancashire's rivers remain poor or bad quality.
162	<b>Ensure the secure, affordable and safe supply of water for domestic use.</b>	Lancashire's drinking water meets current UK standards. But problems of lead in drinking water, taken up from domestic lead pipes, mean that many parts of Lancashire will struggle to meet tough EU and WHO standards in the future, when the standard is tightened by 80%.
163	<b>Increase the cover of 'carbon sinks'.</b>	Forests, marsh and moorland absorb carbon dioxide. Such 'carbon sinks' are important in reducing greenhouse gases.
164	<b>Bring into use brownfield sites and contaminated land. Reduce the levels and amounts of land contamination and landscape blight.</b>	Recycling land through re-use and reclamation will put less pressure on the need to develop greenfield sites. It will also encourage urban regeneration. Between 1998 and 2001, the amount of derelict land in the County increased significantly. <sup>66</sup>
165	<b>Reduce the total amount of household and commercial waste, and increase substantially the levels of waste re-use, recovery and recycling.</b>	Most waste is buried in landfill sites. If the amount of waste that is produced can be reduced the need for landfill sites will also be reduced. Re-using and recycling waste help to conserve substantial amounts of energy and natural resources. The EU Landfill Directive requires Member States to divert 65% of biodegradable municipal waste away from landfill by 2020.
166	<b>Provide a clean environment that addresses dog fouling, fly tipping, litter and graffiti.</b>	Litter and fly tipping have a poor visual impact on urban quality, and typically attract vermin. Often graffiti and litter can be indicators of anti-social behaviour in an area and, if not removed promptly, can quickly lead to an area becoming unkempt and can lead to increased fears of crime and vulnerability.



167

Ensure all communities have access to environmental equity.

Research on environmental equity in the UK has shown that there is a strong link between negative environmental impacts and areas of deprivation (eg: there is a greater amount of industrial pollution in the most deprived wards).

168

Promote the development of environment industries and the environmental economy.

There are considerable strengths and opportunities to build on in Lancashire. The County is a key player nationally in the field of waste management and recycling and has led the way internationally in the field of land reclamation. Lancashire's potential for harnessing renewable energy resources and the development of renewable technologies are among the best in the UK.

169

Prepare a **State of the Environment** report for Lancashire every three years, and update this information frequently via a website.

Making information about Lancashire's environment publicly available is essential in contributing towards the achievement of sustainable development. If Lancashire people can obtain information on their environment easily, they will then be able to understand more fully the consequences of certain proposals and actions, and to participate more effectively in decision-making processes that effect the environment.

### Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.

- By 2010, increase the existing capacity for onshore renewable energy electrical generation in Lancashire from 47 MW (2002) to a minimum of 116 MW capacity, with an Interim Target of 95 MW by 2007. **(Lancashire County Council, Lancashire District Councils)**
- By 2007, achieve 91% compliance with Bathing Water Directive standards and river water quality objectives. **(Environment Agency)**
- By 2015, some 56% of municipal solid waste collected in Lancashire to be composted or recycled. **(Lancashire County Council, Lancashire District Councils)**
- By 2016, annual average air quality measurements for nitrogen oxides and particulates in centres of principal urban areas and traffic-related air quality management areas to be at least 10% better than national standards. **(Lancashire County Council, Lancashire District Councils, Environment Agency)**



	<b>Our Ambition</b>	<b>Conserve and promote Lancashire's natural and built heritage.</b>
	<b>OUR ACTIONS</b>	<b>WHY</b>
170	<b>Protect and enhance our rich architectural and built heritage, and sites of archaeological importance.</b>	The richness of Lancashire's architectural heritage plays an influential role in our sense of national and regional identity. <sup>67</sup> There has been an increase in the number of sites and buildings of historic interest identified and designated in Lancashire since 1991, however there is a need to develop further qualitative indicators to measure the condition of these assets.
171	<b>Protect and enhance landscape areas, including the coast and uplands of Lancashire.</b>	Lancashire contains two Areas of Outstanding Natural Beauty, and other dramatic landscapes on the coast and in the uplands. Much of Lancashire's undeveloped coast has considerable nature conservation value and is important in terms of its landscape quality and character. <sup>68</sup>
172	<b>Take measures to conserve and enhance wildlife, including habitats and species and features of geological interest.</b>	Lancashire has some nationally and internationally important species and habitats. Over 1,000 Biological Heritage Sites exist in Lancashire, and these are perhaps the most vulnerable sites. <sup>69</sup>
173	<b>Contribute to global conservation through the implementation of the Lancashire Biodiversity Action Plan (LBAP).</b>	Lancashire is a biologically rich and diverse County with internationally important habitats, including estuaries, peat bogs, limestone pavements, moorland, ancient woodland, and semi natural grassland. Delivering the targets in the LBAP will contribute to international biodiversity.
174	<b>Promote and deliver integrated management for our coastal areas to ensure their long-term sustainability.</b>	Pressures from pollution, development, the increased risk of flooding due to climate change, as well as wear-and-tear caused by the successful tourist industry, make Lancashire's coastal areas fragile and in need of protection.



175

Ensure everyone has access to green open spaces in their local area, and pursue the development of new country and regional parks.

Access to quality greenspace in urban and rural areas is important for the human spirit and for wildlife conservation. Lancashire has an abundance of dramatic open spaces, natural areas and public rights of way, but more needs to be done to ensure good public access to these.

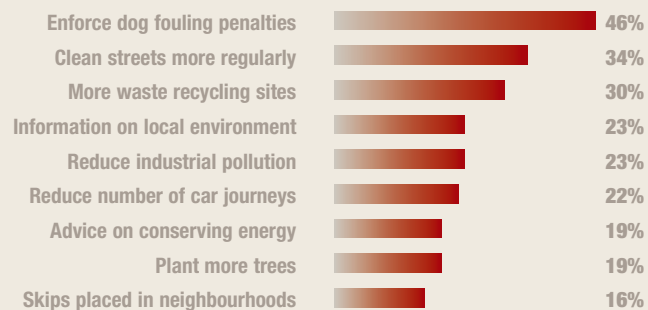
### Lancashire's Headline Targets... First Steps and Milestones towards achieving our Vision.

- By 2016, increase the area of native woodland by 15%.  
*(Lancashire County Council, Lancashire District Councils, English Nature, Lancashire Wildlife Trust)*
- By 2016, create two ponds for every pond lost through development between 2001 and 2016.  
*(Lancashire County Council, Lancashire District Councils, English Nature, Lancashire Wildlife Trust)*
- By 2016, no net loss of heritage assets, networks or settings between 2001 and 2016.  
*(Lancashire County Council, Lancashire District Councils, English Nature, Lancashire Wildlife Trust)*

### The priorities of the people of Lancashire

When asked which 2 or 3 of the following should be done in order to protect the environment, Lancashire people said:

*Top mentions (prompted)*

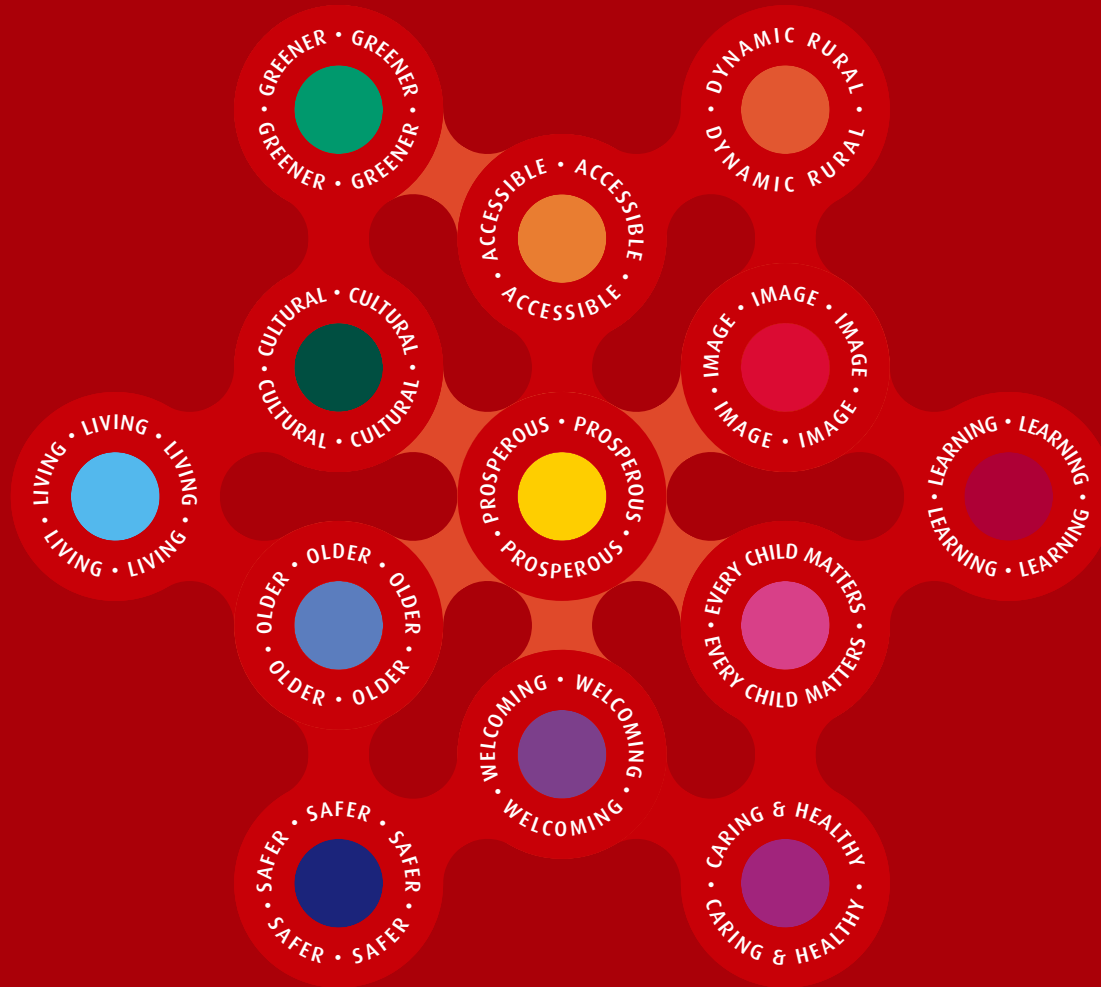


*Base: Respondents who feel it's important to protect the environment (397)*

*Source: Life in Lancashire 2003, MORI*

**“Keep Lancashire green and clean, prioritise recycling and reduce CO<sub>2</sub> emissions.”**

Clitheroe young person







# appendix I

## - key agencies

### Prosperous Lancashire

- Lancashire Economic Development Partnership
- Lancashire Learning and Skills Council
- Lancashire Alliance for Skills and Productivity
- East Lancashire Partnership
- Lancashire West Partnership
- Business Link Lancashire
- Lancashire County Council
- Lancashire District Councils
- East Lancashire Chamber of Commerce
- Lancaster and District Chamber of Commerce
- North and Western Lancashire Chamber of Commerce
- University of Central Lancashire
- University of Lancaster
- Edge Hill College
- North West Development Agency (NWDA)
- Lancashire College
- Elevate East Lancashire
- Lancashire District LSPs

### Accessible Lancashire

- Lancashire County Council
- Lancashire District Councils
- Highways Agency
- North West Development Agency
- Strategic Rail Authority
- Network Rail
- Train Operating Companies
- Lancashire Community Transport Partnerships
- West of Lancashire Community Rail Partnership
- Countryside Agency
- Lancashire Economic Development Partnership
- East Lancashire Partnership
- Lancashire West Partnership
- Bus Operating Companies
- Lancashire's Neighbouring Transport Authorities

### Dynamic Rural Lancashire

- Lancashire Rural Partnership
- East Lancashire Partnership
- Lancashire West Partnership
- Lancashire Learning and Skills Council
- Business Link Lancashire
- North West Development Agency
- Community Futures
- Supporting People
- Home Improvements agencies
- Blackpool and Lancashire Tourism Board
- National Farmers' Union
- Lancashire Association of Parish and Town Councils
- Lancashire Parish and Town Councils
- Lancashire County Council
- Lancashire District Councils
- Elevate East Lancashire
- Lancashire VCFS Consortium
- East Lancashire District LSPs
- VCFS organisations in Lancashire
- DEFRA
- Countryside Agency
- Further Education colleges
- University of Central Lancashire
- BusSafer
- Lancashire Environment Partnership
- Lancashire Community Transport Partnerships
- West of Lancashire Community Rail Partnership

# appendix I

## - key agencies

Image of Lancashire	Learning Lancashire	Every Child Matters in Lancashire
<ul style="list-style-type: none"> <li>○ Lancashire Cultural Partnership</li> <li>○ North West Development Agency</li> <li>○ East Lancashire Partnership</li> <li>○ Lancashire West Partnership</li> <li>○ Blackpool and Lancashire Tourism Board</li> <li>○ Business Link Lancashire</li> <li>○ Lancaster and District Chamber of Commerce</li> <li>○ Central and West Lancashire Chamber of Commerce &amp; Industry</li> <li>○ East Lancashire Chamber of Commerce</li> <li>○ Lancashire District Councils</li> <li>○ Lancashire District LSPs</li> <li>○ Elevate East Lancashire</li> </ul>	<ul style="list-style-type: none"> <li>○ Lancashire County Council</li> <li>○ Lancashire District Councils</li> <li>○ Lancashire District LSPs</li> <li>○ Lancashire PCTs</li> <li>○ Learning and Skills Council, Lancashire</li> <li>○ Lancashire CVSs</li> <li>○ Business Link Lancashire</li> <li>○ Voluntary, Community and Faith Sectors in Lancashire</li> <li>○ University of Lancaster</li> <li>○ University of Central Lancashire</li> <li>○ Edge Hill College</li> <li>○ St Martins College, Lancaster</li> <li>○ Lancashire College</li> <li>○ Lancashire Connexions Service</li> </ul>	<ul style="list-style-type: none"> <li>○ Lancashire County Council</li> <li>○ Lancashire Connexions Service</li> <li>○ Lancashire Learning and Skills Council</li> <li>○ East Lancashire Partnership</li> <li>○ Lancashire West Partnership</li> <li>○ Lancashire College</li> <li>○ University of Central Lancashire</li> <li>○ University of Lancaster</li> <li>○ Edge Hill College</li> <li>○ Lancashire District Councils</li> <li>○ Lancashire District LSPs</li> <li>○ Business Link Lancashire</li> <li>○ Lancashire PCTs</li> <li>○ Lancashire Drug Action Team</li> <li>○ Lancashire District Councils</li> <li>○ Lancashire Constabulary</li> <li>○ Supporting People Partnership</li> <li>○ CVSs, and the Voluntary, Community and Faith sectors in Lancashire</li> <li>○ Voluntary Organisations supporting young people</li> <li>○ Registered Social Landlords</li> <li>○ Elevate East Lancashire</li> </ul>

# appendix I

## - key agencies

### Caring and Healthy Lancashire

- Lancashire Supporting People Partnership
- Cumbria and Lancashire Strategic Health Authority
- Lancashire Primary Care Trusts
- Lancashire County Council
- Voluntary Sector Organisations
- Age Concern
- Patient Forums
- Lancashire District Councils
- Lancashire Road Safety Partnerships
- Lancashire Teenage Pregnancy Board
- Lancashire Care NHS Trust
- Lancashire Acute Hospital Trusts
- University of Central Lancashire
- University of Lancaster
- Elevate East Lancashire
- All Lancashire District LSPs
- Lancashire District Councils
- Lancashire Constabulary
- SureStart Partnerships
- Edge Hill College
- East Lancashire Partnership
- Lancashire West Partnership

### Welcoming and Harmonious Lancashire

- East Lancashire Together
- Lancashire District LSPs
- Lancashire College
- Lancashire BME PACT
- Preston and Western Lancashire REC
- Lancashire Community Empowerment Networks
- Lancashire Parish and Town Councils
- Elevate East Lancashire
- Lancashire County Council
- Lancashire District Councils
- Lancashire CVSs
- Voluntary Sector Organisations in Lancashire
- Lancashire Forum of Faiths
- Lancashire Constabulary
- Community Futures

### Safer Lancashire

- Lancashire Connexions
- Lancashire Constabulary
- Lancashire Fire & Rescue Service
- Lancashire Youth Offending Team
- Lancashire Drug Action Team
- Lancashire Community Safety Partnerships
- Lancashire County Council
- Lancashire Primary Care Trusts
- Lancashire District Councils
- Lancashire Police Authority
- Lancashire Fire & Rescue Authority
- Elevate East Lancashire
- Lancashire District LSPs
- Lancashire Supporting People Partnership
- VCFS organisations in Lancashire
- Lancashire Partnership for Road Safety
- University of Central Lancashire
- East Lancashire Partnership
- Lancashire West Partnership

# appendix I

## - key agencies

Older People's Lancashire	Living in Lancashire	Cultural Lancashire	Greener Lancashire
<ul style="list-style-type: none"> <li>◉ Lancashire County Council</li> <li>◉ Lancashire District Councils</li> <li>◉ Lancashire PCTs</li> <li>◉ Lancashire Acute Hospital Trusts</li> <li>◉ Voluntary Sector organisations</li> <li>◉ Registered Social Landlords</li> <li>◉ Elevate East Lancashire</li> <li>◉ Cumbria and Lancashire Health Authority</li> <li>◉ Lancashire Care NHS Trust</li> <li>◉ Lancashire Constabulary</li> <li>◉ Supporting People Partnership</li> <li>◉ Age Concern</li> <li>◉ All Lancashire District LSPs</li> <li>◉ Private Sector</li> <li>◉ East Lancashire Partnership</li> <li>◉ Lancashire West Partnership</li> </ul>	<ul style="list-style-type: none"> <li>◉ District Councils</li> <li>◉ Lancashire County Council</li> <li>◉ Residential Social Landlords</li> <li>◉ Elevate East Lancashire</li> <li>◉ East Lancashire Partnership</li> <li>◉ Lancashire West Partnership</li> <li>◉ Lancashire County Council</li> <li>◉ East Lancashire Together</li> <li>◉ East Lancashire LSPs</li> <li>◉ Lancashire Constabulary</li> <li>◉ Lancashire College</li> </ul>	<ul style="list-style-type: none"> <li>◉ Lancashire County Council</li> <li>◉ Lancashire District Councils</li> <li>◉ Lancashire Tourism Partnership (and successors)</li> <li>◉ East Lancashire Partnership</li> <li>◉ Lancashire West Partnership</li> <li>◉ Voluntary Organisations</li> <li>◉ East Lancashire Environmental Arts Network</li> <li>◉ Business Link Lancashire</li> <li>◉ All Lancashire District LSPs</li> <li>◉ Elevate East Lancashire</li> <li>◉ Lancashire Cultural Partnership</li> <li>◉ Blackpool and Lancashire Tourism Board</li> <li>◉ North West Cultural Consortium</li> <li>◉ NWDA</li> <li>◉ Lancashire Sport</li> <li>◉ HE/FE Sector</li> <li>◉ MLA</li> <li>◉ ACE, NW</li> <li>◉ Creative Industries Partnership</li> <li>◉ University of Central Lancashire</li> </ul>	<ul style="list-style-type: none"> <li>◉ Lancashire Environment Partnership</li> <li>◉ Environment Agency</li> <li>◉ Lancashire County Council</li> <li>◉ English Nature</li> <li>◉ All Lancashire District LSPs</li> <li>◉ Countryside Agency</li> <li>◉ English Heritage</li> <li>◉ Lancashire Groundwork Trusts</li> <li>◉ Lancashire District Councils</li> <li>◉ Elevate East Lancashire</li> <li>◉ Lancashire Wildlife Trust</li> <li>◉ Other Unitary Authorities</li> </ul>

# appendix II

## - key plans and strategies

<h3>Prosperous Lancashire</h3>	<h3>Accessible Lancashire</h3>	<h3>Dynamic Rural Lancashire</h3>
<ul style="list-style-type: none"> <li>● NW Regional Economic Strategy</li> <li>● Moving Forward: the Northern Way</li> <li>● Elevate East Lancashire Strategic Plan</li> <li>● Lancashire Alliance for Skills and Productivity Action Plan</li> <li>● Joint Lancashire Structure Plan, 2001-2016</li> <li>● Lancashire Local Development Frameworks</li> <li>● Learning and Skills Council Lancashire – Local Strategic Plan</li> <li>● Business Link Delivery Plan</li> </ul>	<ul style="list-style-type: none"> <li>● Lancashire Local Transport Plan</li> <li>● Joint Lancashire Structure Plan</li> <li>● Moving Forward: the Northern Way</li> <li>● Elevate East Lancashire Strategic Plan</li> <li>● Lancashire Local Development Frameworks</li> </ul>	<ul style="list-style-type: none"> <li>● Lancashire Rural Partnership Recovery Plan</li> <li>● Lancashire Rural Partnership Action Plans</li> <li>● Lancashire VCFS Consortium Rural Infrastructure Action Plan</li> <li>● Business Link Delivery Plan</li> </ul>
<h3>Image of Lancashire</h3>	<h3>Learning Lancashire</h3>	<h3>Every Child Matters in Lancashire</h3>
<ul style="list-style-type: none"> <li>● Culture Matters: The Cultural Strategy for Lancashire 2004-2007</li> <li>● Lancashire Tourism Strategy</li> <li>● Lancashire District LSP Community Strategies</li> </ul>	<ul style="list-style-type: none"> <li>● Lancashire Education Development Plan 2002-2007</li> <li>● Culture Matters: The Cultural Strategy for Lancashire 2004-2007</li> <li>● Every Child Matters</li> <li>● Local Preventative Strategy for Lancashire, 2003-2006</li> <li>● Learning and Skills Council Lancashire – Local Strategic Plan</li> <li>● Business Link Delivery Plan</li> </ul>	<ul style="list-style-type: none"> <li>● Lancashire Education Development Plan 2002-2007</li> <li>● Lancashire Teenage Pregnancy Strategy and Action Plan</li> <li>● Culture Matters: The Cultural Strategy for Lancashire 2004-2007</li> <li>● Local Preventative Strategy for Lancashire, 2003-2006</li> <li>● Lancashire Early Years Development and Childcare Implementation Plan 2003-2004</li> <li>● Lancashire Childrens' Centre Plan 2004-2006</li> <li>● Sure Start Early Years and Childcare Plan 2004-2006</li> <li>● Lancashire Youth and Community Service Development Plan 2003-2006</li> <li>● Adult and Continuing Education Service Development Plan 2003-2006</li> <li>● Lancashire County Library and Information Service Business Plan</li> </ul>

# appendix II

## - key plans and strategies

<h3>Caring and Healthy Lancashire</h3>	<h3>Welcoming and Harmonious Lancashire</h3>	<h3>Safer Lancashire</h3>	
<ul style="list-style-type: none"> <li>◉ Cumbria and Lancashire Strategic Health Authority Local Delivery Plan</li> <li>◉ LCC Commissioning Strategy for Adults</li> <li>◉ LCC Commissioning Strategy for Services to Children and Families</li> <li>◉ Supporting People Strategy</li> <li>◉ Lancashire Healthy Schools programme</li> <li>◉ Lancashire PCT local delivery plans</li> <li>◉ Lancashire District LSP Community Strategies</li> <li>◉ LCC Carers' Strategy and Commissioning Plan</li> </ul>	<ul style="list-style-type: none"> <li>◉ Elevate East Lancashire - Housing Market Renewal</li> <li>◉ East Lancashire together</li> <li>◉ Compact on relations between Lancashire County Council and the Voluntary, Community and Faith Sectors in Lancashire</li> <li>◉ Lancashire LSP Community Strategies</li> <li>◉ District and County Cultural Strategies</li> <li>◉ Parish and Village Plans</li> </ul>	<ul style="list-style-type: none"> <li>◉ Lancashire District Community Safety Strategies</li> <li>◉ Lancashire Local Transport Plan</li> <li>◉ Lancashire Road Safety Project</li> <li>◉ Every Child Matters programme</li> <li>◉ Lancashire Preventative Strategy</li> <li>◉ Lancashire Teenage Pregnancy Strategy</li> <li>◉ Lancashire Fire and Rescue Service Strategic Plan</li> <li>◉ Policing Lancashire Strategic Plan - Lancashire Constabulary and Lancashire Police Authority</li> <li>◉ Lancashire County Council Corporate Plan</li> </ul>	
<h3>Older People's Lancashire</h3>	<h3>Living in Lancashire</h3>	<h3>Cultural Lancashire</h3>	<h3>Greener Lancashire</h3>
<ul style="list-style-type: none"> <li>◉ National Framework for Older People</li> <li>◉ District Commissioning Strategies</li> <li>◉ Fair access to care</li> <li>◉ Improving older people's services</li> <li>◉ Better care, Higher Standards</li> <li>◉ Single assessment Process</li> <li>◉ Service Integration Plans</li> </ul>	<ul style="list-style-type: none"> <li>◉ District Council Housing Strategies</li> <li>◉ District Council Housing Needs Assessments</li> <li>◉ Elevate East Lancashire Strategic Plan</li> <li>◉ Joint Lancashire Structure Plan 2001-2016</li> <li>◉ NWDA Regional Economic Strategy 2003</li> <li>◉ Lancashire County Council</li> </ul>	<ul style="list-style-type: none"> <li>◉ Culture Matters: The Cultural Strategy for Lancashire 2004-2007</li> <li>◉ LCC Community Cohesion Framework</li> <li>◉ Lancashire District LSP Community Strategies</li> </ul>	<ul style="list-style-type: none"> <li>◉ Joint Lancashire Structure Plan 2001-2016</li> <li>◉ Lancashire Biodiversity Action Plan</li> <li>◉ Lancashire Rural Recovery Action Plan</li> <li>◉ Lancashire Local Transport Plan</li> <li>◉ A Greener Strategy for a Greener Future – Municipal Waste Management Strategy for Lancashire 2001-2020</li> <li>◉ A Landscape Strategy for Lancashire</li> <li>◉ Indicative Forestry Strategy for Lancashire</li> <li>◉ Lancashire Environment Strategy</li> <li>◉ United Utilities Improvement Strategy 2000-2005</li> </ul>

# appendix III

## - references

- <sup>1</sup> *State of the North West Region – Vital Signs*, Government Office North West, 2003
- <sup>2</sup> *Lancashire Profile*, Lancashire County Council
- <sup>3</sup> *Lancashire Profile*, Lancashire County Council
- <sup>4</sup> [www.enterprise4all.co.uk](http://www.enterprise4all.co.uk)
- <sup>5</sup> *State of Lancashire Report 2003*, The Lancashire Partnership
- <sup>6</sup> *State of the North West Region – Vital Signs*, Government Office of the North West, 2003
- <sup>7</sup> *Lancashire Profile*, Lancashire County Council
- <sup>8</sup> *Joint Lancashire Structure Plan*, Lancashire County Council
- <sup>9</sup> *Lancashire Local Transport Plan 2001-2006*, Lancashire County Council
- <sup>10</sup> *A Bulletin of Public Transport Statistics: Great Britain: 2003*, Department for Transport
- <sup>11</sup> *Lancashire Local Transport Plan 2001-2006*, Lancashire County Council
- <sup>12</sup> *Lancashire Local Transport Plan 2001-2006*, Lancashire County Council
- <sup>13</sup> *Lancashire Rural Recovery Action Plan*, Lancashire Rural Partnership, 2002
- <sup>14</sup> *Annual Business Enquiry 2001*, Lancashire County Council
- <sup>15</sup> *Lancashire Rural Partnership Action Plan*, Lancashire Rural Partnership, 2002
- <sup>16</sup> *Made in Lancashire*, North West Development Agency & Lancashire County Council
- <sup>17</sup> *Lancashire Rural Recovery Action Plan*, Lancashire Rural Partnership, 2002
- <sup>18</sup> Farming Fact Sheet, National Farmers' Union
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ঐম্বিশন লেঙ্কশায়র (অম্বিশন লেঙ্কশায়র), ঐ লেঙ্কশায়র মাত্রে ঐক সামাজিক/ভৌমী যৌজন্য  
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