

OUR PENDLE OUR FUTURE

Pendle's Sustainable Community Strategy



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Pendle Partnership

OUR PENDLE

OUR FUTURE



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FOREWORD

WELCOME to Pendle’s Sustainable Community Strategy, Our Pendle, Our Future.

We are proud to work together with our partners and residents on the Sustainable Community Strategy, sharing the same goals and ambitions for Pendle.

We are passionate about Pendle and our community. This passion runs throughout this 10-year plan.

It’s the most important plan for Pendle by far. It sets out our challenges for improving the quality of life for our residents. It galvanises our determination to make a real difference for Pendle people, by working together.

We believe in a shared Vision for Pendle:

“We want Pendle to be a place where quality of life continues to improve and where people respect one another and their neighbourhoods. We want Pendle to be a place where everyone aspires to reach their full potential. We want to be recognised locally, regionally and nationally as a great area to live, learn, work, play and visit.”

All future policies, strategies and action plans will flow from this Strategy, helping us to achieve our vision for Pendle.

TOGETHER WE HAVE THE PRIDE, PASSION AND BELIEF TO MAKE IT HAPPEN.



A handwritten signature in black ink, appearing to read 'John David'.

Cllr John David
Chair to Pendle Partnership
and Leader of the Council



A handwritten signature in black ink, appearing to read 'Ed Saville'.

Rev Ed Saville
Vice Chair to
Pendle Partnership



A handwritten signature in black ink, appearing to read 'S Barnes'.

Stephen Barnes
Chief Executive,
Pendle Borough Council
and Secretary to
Pendle Partnership

PRIDE

PASSION

BELIEF



1. PENDLE IN FOCUS

1.1 INTRODUCTION

WELCOME TO PENDLE'S FIRST SUSTAINABLE COMMUNITY STRATEGY. WE'VE IMPROVED ON OUR PREVIOUS COMMUNITY STRATEGY, 'A FUTURE FOR EVERYONE' (2003), BY MEASURING OUR PROGRESS SO FAR AND SETTING OURSELVES NEW TARGETS IN RESPONSE TO LOCAL NEEDS AND CHANGING NATIONAL POLICY.

This Strategy was put together by Pendle Partnership, the Local Strategic Partnership for Pendle. This Partnership brings together organisations from the public, private, community and voluntary sector all of whom are committed to improving life for everyone in Pendle.

Our Strategy sets the framework, priorities and objectives to improve life in Pendle over the next 10 years. It outlines our vision for a sustainable future for Pendle. It also explains what the biggest issues are for and sets out targets that will help drive local improvement. Wherever possible, we show our contribution to the Lancashire Partnership's Local Area Agreement because many of our priorities are shared throughout Lancashire and, in some cases, the rest of the country.

Pendle Partnership is responsible for driving the Strategy forward and monitoring progress against a set of agreed targets. The physical land use elements of this Strategy will be delivered through Pendle's Local Development Framework. That document sets out our long-term land requirements and planning policies. It will be published and put into action in 2011.

1.2 WHAT'S PENDLE LIKE?

Pendle in East Lancashire, (also known as Pennine Lancashire,) has a population of about 90,100. It is an area of great contrasts. It has some of the most stunning countryside in the North and is dominated by the legendary Pendle Hill. Its rural borders and picturesque villages neighbour Yorkshire and the Ribble Valley. This contrasts with parts of its towns, such as in Nelson which are already among the most deprived in the country.

Pendle's community includes a 15% ethnic minority population, the majority of which is of Pakistani heritage. We also have a growing Eastern European population (approximately 1%). Latest Index of Multiple Deprivation figures for Pendle (2007) highlight that the Borough has dropped 27 places between 2004 and 2007 and is now ranked 44th nationally. Seven of our wards are among the most 10% disadvantaged in the country.

1.3 WHY A SUSTAINABLE COMMUNITY STRATEGY?

Our new Sustainable Community Strategy has been written in response to the changing policy directives. All Local Strategic Partnerships are required to place sustainability principles at the heart of their Community Strategies.

Sustainability is about maintaining a well-balanced position between individuals, society, the economy and our life supporting planet. Sustainability is about recognising that sometimes human behaviour can have a negative impact on some communities and the earth. Delivering sustainable outcomes requires a shift in both our consciousness and our actions. By doing so we will ensure that present and future generations benefit from what we do today.

We're calling this Community Strategy a **Sustainable** Community Strategy. If we are to create a thriving Pendle where people of all ages and circumstances choose to live, visit, learn, work and play, we must better understand and manage our environmental, social and economic resources.



'DELIVERING SUSTAINABLE OUTCOMES REQUIRES A SHIFT IN BOTH OUR CONSCIOUSNESS AND OUR ACTIONS.'

1.4 ACHIEVEMENTS SINCE THE 2003 COMMUNITY STRATEGY

Key successes for Pendle since 2003 include:

- the beginnings of the Housing Market Renewal (HMR) programme. Since 2004/05 £27.6 million has been invested in the HMR areas. 341 houses have been renovated and 225 houses have been bought for clearance (up to November 2007)
- securing an additional £23 million to stimulate enterprise growth throughout East Lancashire through the No Limits initiative (Local Economic Growth Initiative programme)
- instigating the revival of Nelson through the recently opened Number One Market Street, a prestigious business development in the heart of the town centre. Nelson is now also home to a luxury spa and state-of-the-art extension to Wavelengths, the town's leisure centre
- achieving a continual reduction in the levels of crime with Pendle having the lowest crime rate in East Lancashire (MADE Database, Profile 6.6, 2008)
- transferring Council housing stock to Housing Pendle to create the opportunity to modernise social housing through the investment of £45 million over 5 years
- the Building Schools for the Future programme, enabling two new secondary schools and a secondary special school to be built in Pendle. Although the schools are now operating, the new school buildings for Pendle Vale Campus will open in September 2008 and Marsden Heights in 2010
- spending in excess of £10 million Neighbourhood Renewal Funding to tackle inequalities in our most deprived wards between 2001 and 2008
- establishing Pendle's Lancashire Local Joint Committee to help Pendle Council and Lancashire County Council work together more effectively to improve local services
- becoming the first Borough in the UK to achieve Fairtrade accreditation in 2003, demonstrating our commitment to supporting farmers and producers from developing countries.

'The goal of sustainable development is to enable all people throughout the world to satisfy their basic needs and enjoy a better quality of life, without compromising the quality of life of future generations'. (UK SUSTAINABLE DEVELOPMENT STRATEGY 2005)



2. CONSULTATION – LISTENING TO PENDLE PEOPLE

THE SUSTAINABLE COMMUNITY STRATEGY IS THE BLUEPRINT FOR PENDLE'S FUTURE IT IS CRUCIAL THAT IT REFLECTS THE VIEWS AND ASPIRATIONS OF LOCAL RESIDENTS, COMMUNITY ORGANISATIONS, BUSINESSES AND LOCAL SERVICE PROVIDERS.

Talking to local residents and those that access our services helps us to focus on the needs of the community, improve local services and make the area a better place to live, learn, work, play and visit.

A wide range of consultation activity has been central to the development of Pendle's Sustainable Community Strategy. It helped to evaluate the current performance of local services and ensure that the views and ambitions of local residents and community organisations shape the contents of the Strategy.

'You Choose' Campaign

The You Choose campaign was carried out over summer 2007 to ask local people about what was important to them in improving Pendle as a place to live. This was a joint consultation exercise to inform both the Sustainable Community Strategy and the new Local Development Framework (LDF), the future planning and land use allocation document for Pendle.

The initial stage of the You Choose campaign involved leaflets being made available across Pendle containing a single question – 'what can we do to make Pendle a better place to live, work and learn?' The leaflets generated 903 individual comments which were then organised under 11 strategic headings. These have helped shape the Sustainable Community Strategy and the LDF.

The comments from the You Choose leaflets were then taken to partner workshops held during summer 2007 to further assess the issues that are important to Pendle.

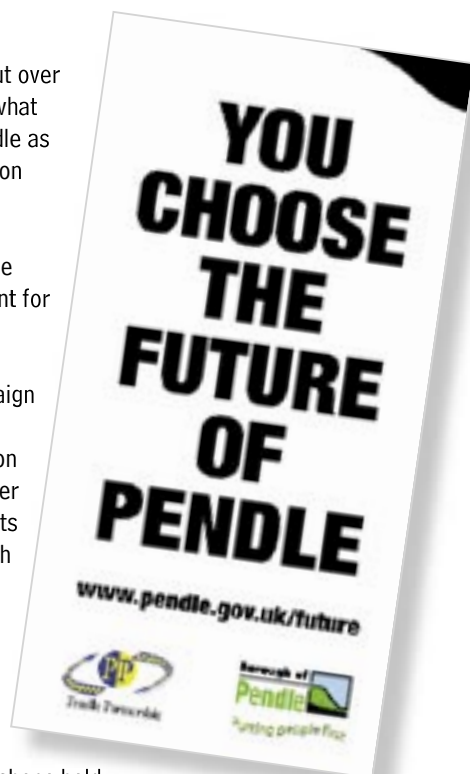
Other consultation exercises

Consultation about local policy and local services takes place regularly and these results have also been considered to ensure that Pendle residents have their views included in the Sustainable Community Strategy and that the Strategy has a sound base of evidence.

Statistics

Pendle's Sustainable Community Strategy also makes effective use of both local and national statistics which justify our priority objectives. These provide a reliable evidence base from which we can measure progress.

We have eight themes in our Strategy, and under each of these themes we have priority objectives which will be annually monitored to assess progress, largely using the new 198 National Indicator set which was introduced by the Department for Communities and Local Government (CLG) in 2007. This includes the 35 key indicators which Pendle's LSP submitted to Lancashire Partnership's consultation on the new Local Area Agreement (LAA).



Other consultations that have been taken into account include:

- Pendle Citizens Panel Survey results
- Best Value Performance Indicator General Satisfaction Survey results (2006/7)
- Other Local Development Framework consultation activity
- Consultation work around the regeneration Masterplanning in Pendle
- Issues raised and work with the LSP's theme groups
- The UNITY Conference event on Community Cohesion
- A large number of workshops with representatives from key service providers and community and voluntary sector organisations.
- Workshops with local Councillors and the Executive
- Community activities and events organised by Neighbourhood Management
- A 'Living in Pendle' doorstep interview survey conducted with residents living in Pendle's Neighbourhood Management areas
- Consultation work for Pendle's Community Safety Strategy, Play Strategy, Parks Strategy, Outdoor Recreation Strategy
- LSP social research case studies.

A wide range of consultation activity has been central to the development of Pendle's Sustainable Community Strategy.



3. OUR VISION AND CROSS CUTTING PRINCIPLES

WE WANT TO UNLOCK PENDLE'S POTENTIAL FOR CONFIDENT, CREATIVE, HEALTHY, FAIR AND THRIVING COMMUNITIES. AT THE SAME TIME, WE WANT TO SAFEGUARD OUR HERITAGE AND NATURAL ENVIRONMENT. IN SHORT, WE WANT TO MAKE SURE THAT PENDLE IS FIRMLY ON THE MAP AS A PLACE WHERE PEOPLE AND PLACES MATTER.

Our Vision for Pendle is:

“We want Pendle to be a place where quality of life continues to improve and where people respect one another and their neighbourhoods. We want Pendle to be a place where everyone aspires to reach their full potential. We want to be recognised locally, regionally and nationally as a great area to live, learn, work, play and visit.”

Listening and talking to the people of Pendle over the last two years it is clear that we all want to create an even better place to live, learn, work, play and visit. So to help us achieve our vision, we have identified eight priority goals:

- **Support confident communities** that are socially cohesive, creative, tolerant and considerate of the needs of all.
- **Create and sustain a dynamic, competitive and healthy local economy** - providing the jobs of the future and the talents and skills to fill them.
- **Create a vibrant housing market** offering a mix of high quality and affordable housing for all.
- **Make communities safer** - create a Pendle where people feel safer and crime continues to fall.
- **Improve health and wellbeing** - help people to live long, healthy and independent lives.
- **Care for our environment** - deepen our understanding and respect for our surroundings.

- **Care for our future generations** - give our children and young people the best start in life and the opportunity to achieve their full potential.
- **Improve quality of life for older people** - help them live their lives in the way they choose and to support their independent and active living.

Achieving our vision in a sustainable way relies on planning and delivering our goals in a way that takes into account our cross cutting principles. These four sustainability principles are:

Valuing diversity and fairness

We recognise that some people in Pendle are seriously disadvantaged by where they live. We are committed to narrowing the gaps of quality of life between our most disadvantaged neighbourhoods and the rest of Pendle. These neighbourhoods tend to be those where crime is higher, housing is poorer, exam results are lower and where the quality of the environment is poor.

We are committed to equality and diversity and want to ensure a fair deal for all. We recognise the difficulties and inequalities which certain groups continue to face.

We will take account of diversity and equality issues when planning and delivering services, delivering targeted improvements where necessary to help reduce this gap.

Limiting the use of natural resources

Globally and locally, the consequences of our actions are becoming increasingly clear as we put more and more pressure on the earth to provide the resources that we have become used to. We are now witnessing some of the effects of modern day human activity. For example, climate change is now a major challenge which requires a global, national and local response. We can be part of the solution to climate change here in Pendle. We will ensure that whatever we do is done in a way that generates low carbon emissions and low levels of waste.

Engaging communities

We cannot achieve our Vision on our own - we need all partners, including local people, to help us create a Pendle which we can all be proud of. We believe that the more opportunities people have to make a difference, the better they feel about the

services they have helped to improve. It is vital that communities not only have the opportunity to have their say about our local area but that we listen and respond to their views accordingly.

Supporting a fair economy

A thriving local economy generates job opportunities and helps to enhance skills and experience. Through the delivery of this Strategy we want to support the local economy by helping our local organisations contribute to the delivery of our vision.

As the first Fairtrade Borough in the UK we are also committed to supporting farmers and producers in developing countries and, wherever possible, will source products that carry the Fairtrade mark.

These principles will underpin all the work of Pendle Partnership.



Our eight goals are set out in the following chapters. Each chapter outlines our current situation, highlights some key facts and figures. They also provide a summary of what you have told us and identifies a number of objectives that will help us achieve our goals.

This Sustainable Community Strategy focuses on the biggest issues we need to tackle to help make Pendle an even better place to be. It looks at our long-term challenges but also identifies the key objectives we will focus on over the next three years which will have the greatest impact. We have included a number of indicators and targets for those key objectives we consider to be priorities over the next 3 years. Many of these priorities link directly into Lancashire Partnership's Local Area Agreement.

We also want to celebrate the great progress and work that has already taken place. To help illustrate this we have included a case study in each section to highlight examples of success and good practice.

We cannot achieve our Vision in isolation - we need all partners, including local people, to help us create a Pendle which we can all be proud of.



4. OUR GOALS

4.1 SUPPORT CONFIDENT COMMUNITIES THAT ARE SOCIALLY COHESIVE, CREATIVE, TOLERANT AND CONSIDERATE OF THE NEEDS OF ALL.

Current situation

Since the disturbances in Burnley, Bradford and Oldham in 2001, there has been a stream of Government policy and ongoing work across the country to promote good community relations.

Community cohesion has been defined in Pendle as: 'The glue that holds communities together' (Community Cohesion in Pendle Report, Drew Mackie, 2004, p3).

We view community cohesion in its broadest sense. It is about respecting one another, valuing diversity and celebrating differences of age, faith, race, gender, ability/disability, culture, sexual orientation, place of residency and other differences in our backgrounds. It is about recognising and building on the common values that we share. In short, it is about building confident communities.

Many factors have affected the community cohesion agenda on a national and local level since our first Community Strategy in 2003.

Notably, there have been unfortunate and devastating events worldwide. These have put the Muslim members of our community in the spotlight and given rise to terms such as 'Islamaphobia' and 'extremism'.

The Government's attempts to prevent extremism have created an opportunity to engage with all community members, including faith groups. In Pendle we have also seen that education and citizenship is central to this new, but developing area.

Other international changes affecting Pendle include our newly emerging communities. With eight countries entering the EU in 2004 and two more in 2007, Pendle has welcomed new residents from countries such as Poland and Lithuania. This poses new questions for our communities and services alike. This diversity has added to the richness of our area by bringing a range of new cultures, skills and experiences to Pendle.

There still remain large issues to tackle such as the lack of understanding of, and interaction between, the different communities in Pendle. For example,

we must do more to promote interactions between our older population and our young people. There is a continuing need to challenge prejudice and misconceptions. By creating opportunities to meet and interact we can encourage understanding and respect between communities.

We recognise the positive role that culture and leisure (such as the arts, heritage and sport) can play in creating strong, confident communities. Here in Pendle we have a variety of culture and leisure activities ranging from historic choirs and theatres, community sports initiatives and arts and music programmes. Such activities can also help people feel involved and contribute to regeneration. They encourage a sense of identity and community pride.

Opportunities for lifelong learning are also key to creating strong, confident communities. Life-long learning increases knowledge and understanding of the world around us and helps increase our aspirations and self belief.

We want to harness and promote life-long learning opportunities for all as well as strengthening our community, voluntary, faith sector.

We are fortunate to have a vibrant community, voluntary and faith sector here in Pendle. We recognise the valuable contribution such groups and organisations make in creating thriving, confident communities.



KEY FACTS:

- Few people access cultural and heritage facilities. In 2006/07 14% had not accessed museums or galleries in the last 6 months and 37% had never accessed them (BVPI General Household Satisfaction Survey 2006/07).
- Fewer people got on with those from different backgrounds in 2006/07(53%) than they did in 2003/04 (44%) (BVPI General Household Satisfaction Survey 2006-07).
- In 2006/07, only 38.5% of people said that people in their neighbourhood respected ethnic differences compared to 55% in 2003/4 (BVPI General Household Satisfaction Survey 2006/07).
- Only a quarter of people feel that they can influence decision making in Pendle (BVPI General Household Satisfaction Survey 2006/07).
- Residents express strong feelings of belonging to their local neighbourhood but not to their nearest town and the Pendle borough area (Living and Working in East Lancashire Citizens Panel Survey, 2006).
- Around 49% of residents say they are involved in some form of voluntary or community work, but this is much lower in some of Pendle's deprived areas (Living and Working in Joint Citizens' Panel Survey, 2006).

YOU HAVE TOLD US:

- there is a need for improved community integration and understanding between different groups
- people should be proud to be a part of Pendle
- integration and diversity are important
- helping to promote 'active' involvement in our communities will improve community spirit
- there should be more quality events and community arts/leisure facilities.

OUR OBJECTIVES:

- Promote positive changes in attitude and perception about different communities.
- Improve communication between partners and the public.
- Improve participation and involvement opportunities.
- Increase participation in cultural, art and heritage opportunities.
- Support the community, voluntary and faith sectors to develop community participation and pride in neighbourhoods.
- Encourage different faith communities to seek ways in which they can work closer together to promote community cohesion.
- Celebrate diversity whilst creating opportunities to bring Pendle's different communities together.
- Promote an inclusive society by challenging inequalities, prejudice and discrimination.
- Promote lifelong learning for both work and leisure.

Community cohesion has been defined in Pendle as 'The glue that holds communities together'.

(COMMUNITY COHESION IN PENDLE REPORT, DREW MACKIE, 2004, P3).

HOW WILL WE MEASURE PROGRESS?						
Local Performance Indicator	Our Pendle, Our Future Local Priority Indicator	Lancashire Partnership Local Area Agreement Indicator	INDICATOR	PENDLE BASELINE	3 YEAR PENDLE TARGET	DRIVEN BY
PRIORITY OBJECTIVE: Promote positive changes in attitude and perception about different communities						
●	●		NI 1: % of people who believe people from different backgrounds get on well together in their local area	2006 - 53% (BVPI survey) Lancashire baseline - 75%	60%	Pendle Partnership
PRIORITY OBJECTIVE: Improve communication between partners and public						
●			NI 5: Overall/general satisfaction with local area	2006/7- 51% that are very satisfied or fairly satisfied	55%	Pendle Partnership
PRIORITY OBJECTIVE: Improve participation and involvement opportunities						
●	●		NI 6: Participation in regular volunteering	2007- 16% (Life in Lancashire MORI survey)	25%	Pendle Partnership
PRIORITY OBJECTIVE: Increase participation in cultural, art and heritage opportunities						
●			NI 11: Engagement in the arts	Baseline to be set Autumn 2008	Target to be set 2008/09	Pendle Partnership
PRIORITY OBJECTIVE: Support the community, voluntary and faith sectors to develop community participation and pride in neighbourhoods						
●	●		NI 7: Environment for a thriving third sector	Baseline to be set Autumn 2008	Target to be set 2008/09	Pendle Partnership

CASE STUDY – MYTHS OVER PENDLE

Pendle was the first area in the country to take the innovative approach of using gentle humour to raise awareness about community issues.

The Myths Over Pendle cartoon strip was inspired by story-telling consultation with local people of all ages and backgrounds about community issues which concerned them.

Led by Pendle Council and funded by Neighbourhood Renewal, it is a creative joint effort between Pendle Partnership, the Leader/Times newspaper series and the community.

It has been running weekly since November 2004 in the Colne Times, Nelson Leader and Barnoldswick and Earby Times, reaching a readership of 55,000 people.

Ideas for strips which 'bust' myths about people of different ages, cultures and neighbourhoods have

been gathered through workshops in schools and with local organisations. Ideas have also been put forward by community, voluntary, faith and statutory agencies.

The strip has won a number of awards including Creativity Works: 'Creative Collaboration' award and a Gold award for community relations.



4.2 CREATE AND SUSTAIN A DYNAMIC, COMPETITIVE AND HEALTHY LOCAL ECONOMY – PROVIDING THE JOBS OF THE FUTURE AND THE TALENTS AND SKILLS TO FILL THEM.

Current situation

Employment trends in Pendle have generally mirrored the national pattern with long periods of decline and brief spells of stability. However, employment growth of 2.8% between 1998 and 2005 is well below the county (5.8%) and national (8.8%) averages (Annual Business Inquiry, 2005).

In 1979 manufacturing accounted for 54% of total employment in Pendle, but by 2006 this had fallen to 33%. Although much lower than in the seventies, Pendle's dependence on the manufacturing sector for employment continues to remain one of the highest in the country and is three times the national average (11%) (Annual Business Inquiry, 2005).

The industrial change during the second half of the 20th century has left significant socio-economic challenges for the former textile mill towns in the Borough. These are low skill levels, worklessness, poor quality housing, significant health inequality problems and high concentrations of deprivation.

We need to consider how we can strengthen and support the manufacturing base whilst also seeking to diversify our employment base by expanding the service sector. One of the biggest challenges we face for diversifying and expanding our employment base is identifying potential industrial land which is accessible and attractive to investors.

Although worklessness is generally higher than the national average, the job opportunities are such that more highly skilled people tend to seek employment outside of Pendle. The local economy is therefore losing some of its brightest and probably most innovative young people – the entrepreneurs of the future. A survey of young people conducted for Elevate (2005) indicated that 35% of young people in Pendle saw themselves living elsewhere in England in 5 years time with a further 25% saying they'd be living elsewhere in the North West. Only 19% expected to be living in the same area (Elevate Young People's Survey, 2005).

The area also has a low wage economy with many people being dependent upon benefits to top up their earnings. Average earnings in East Lancashire are lower than regional and national figures. Pendle's median gross weekly wage is currently £382.20, which is over £68 a week lower than the average for England & Wales. (Annual Survey of Hours and Earning, 2006-7 and also NI 166).

Pendle has a long established economic structure with almost half of VAT registered businesses

operating for 10 years or more and a further 23.7% operating for 4 – 9 years. Despite the long life of businesses in Pendle, only 15.1% of those VAT registered have been trading for less than two years, lower than the national and regional averages (ONS – UK Business: Activity, Size, Location / LCC). This indicates a possible lack of entrepreneurial drive in Pendle and a lower rate of business start-up.

The arrival of No Limits, the Local Enterprise Growth Initiative, in January 2007 has started to create a transformational change in our enterprise culture across Pennine Lancashire. This £60 million 10-year programme seeks to unlock the economic and productivity potential of disadvantaged wards across Pennine Lancashire, a number of which fall within Pendle. This will be achieved through enterprise and investment, helping to boost local income and employment opportunities for those most in need.

Likewise the arrival of the Working Neighbourhoods Fund from 2008 will bring in further funding to support initiatives that will help those on benefits into jobs and training.

As well as regenerating our urban towns we are also committed to improving our rural economy. We have a number of active Market Town Initiatives to help support the economic development of our rural towns.

Tourism is an important aspect of Pendle's economy and offers great potential for further growth. At present, tourism tends to be on a small scale and provides a positive image for the area. In 2005, we attracted over 2 million visitors, most of whom were day visitors who came to enjoy Pendle.



KEY FACTS:

- Pendle has a higher percentage of its working age population without qualifications (35.9%) than the North West (31.9%) and England and Wales as a whole (29.1%). However, Pendle's figures mask vast gaps at lower levels with over half of working age residents in some Lower Layer Super Output Areas (LSOAs) having no qualifications (Census 2001, ONS).
- This is further compounded by the fact that there are fewer people with NVQ level 4/5 qualifications (degrees and higher degrees) compared to the national average. Only 13.7% of Pendle's working age population have Level 4/5 qualifications compared to nearly 20% nationally (Census 2001, ONS).
- Worklessness (measured by the total benefit claim rate) in Pendle is 18.2% (Eng and Wales 15.2%) but this hides the disparities at lower levels. There are some areas of Pendle that have a benefit claim rate of over one third and one area in Southfield has 41% of its 16-59 population claiming benefits (DWP Benefits Data / Nomis, May 2007).
- There is a need to increase the level of skills training within local industry. An audit of skills and training provision showed that over 25% of firms within the Borough could not identify any benefits in training staff and a recent Citizens Panel survey found that only a third of Pendle respondents had received at least 1 day of training in the last 2 years (East Lancashire Citizens Panel Survey, May 2007).
- Tourism employs 2,000 people in Pendle, many of whom are part time and temporary workers (Annual Business Inquiry, 2006).

YOU HAVE TOLD US:

- we need viable and vibrant town centres with decent shops
- poverty should be reduced
- environmental awareness among businesses should be promoted
- promoting alternative economies should be explored
- more employment opportunities are needed

OUR OBJECTIVES:

- Increase the numbers of working age adults in work.
- Increase the number of 16-18 year olds in education, training or employment.
- Develop a more entrepreneurial culture to support our businesses to grow and flourish, provide quality sites and premises for businesses and increase the numbers of long term business start ups and people who are self employed.
- Increase the proportion of adults with vocational skills and skills for life (literacy, numeracy and ICT) and increase workforce development opportunities.
- Maximise employment opportunities by encouraging the diversification of Pendle's economy.

In 2005, We attracted over 2 million visitors, most of whom were day visitors who came to enjoy Pendle.

HOW WILL WE MEASURE PROGRESS?						
Local Performance Indicator	Our Pendle, Our Future Local Priority Indicator	Lancashire Partnership Local Area Agreement Indicator	INDICATOR	PENDLE BASELINE	3 YEAR PENDLE TARGET	DRIVEN BY
PRIORITY OBJECTIVE: Increase the numbers of working age adults in work.						
	●	●	NI 153: Working age people claiming out of work benefits in the worst performing neighbourhoods	2006/07 - 29.4% (GONW, DWR,WACG, ONS)	1% reduction	Pendle Partnership
	●	●	NI 166: Average earnings of employees in the area	2007 - Median Gross Weekly Earnings in Pendle: £388.4	1% increase Pending	Pendle Partnership
PRIORITY OBJECTIVE: Increase the numbers of 16-18 year olds in education, training or employment.						
	●	●	NI 117: 16 to 18 year olds who are not in education, employment or training (NEET)	Nov 2007- Jan 2008 average - 9.2%	8.4%	Pendle Partnership
PRIORITY OBJECTIVE: Develop a more entrepreneurial culture to support our businesses to grow and flourish, provide quality sites and premises for businesses and increase the numbers of long term business start ups and people who are self employed.						
	●	●	NI 171: New business registration rate	Baseline expected Autumn 2008	Target to be set 2008/09	Pendle Partnership
PRIORITY OBJECTIVE: Increase the proportion of adults with vocational skills and skills for life (literacy, numeracy and ICT) and increase workforce development opportunities.						
	●		NI 164: Working age population qualified to at least Level 3 or higher.	Jan 06 – Dec 06 - % of working age population with NVQ3 or above qualifications - 41.1% (+/- 7.5 ci) (Eng & Wales - 44.8%)	Target to be set 2008/09	Pendle Partnership
	●		NI 174: Skills gaps in the current workforce reported by employers	No baseline currently available	Target to be set 2008/09	Pendle Partnership
PRIORITY OBJECTIVE: Maximise employment opportunities by encouraging the diversification of Pendle's economy.						
●			% of employee jobs in Pendle by broad industrial sector	Industrial sector 2006 - Manufacturing 33% Construction 4.6% Public administration, education & health 24.2% Distribution, hotels and restaurants 21.1%	Target to be set Autumn 2008	Pendle Partnership

CASE STUDY – TACKLING UNEMPLOYMENT PROJECT

The Tackling Unemployment Project has been established for eight years, it gives advice and guidance to help people overcome barriers to work including training, confidence building, job applications and CVs, and referral to other agencies. It works with the hardest to reach groups including those not engaged with mainstream provision, the BME community, lone parents and incapacity benefit claimants. It has bilingual advisors and offers women-only sessions.

It is based in the community and has established a good reputation through word of mouth, as well as having a good profile with the local Jobcentre Plus and other agencies.

Since January 2004 the project has dealt with 748 clients, all of whom have received one to one mentoring.

Of these clients:

187 have found work (a success rate of 25%)

48 have been on training courses

71 have done English language classes

56 have been referred to other agencies

11 have gained forklift licences

11 have been funded for Construction Skills Certificate Scheme cards

14 have gained security licences

17 have had other funding help for items such as birth certificates, passports, driving licences, clothing, travel expenses and other items to help gain work.

4.3 CREATE A VIBRANT HOUSING MARKET OFFERING A MIX OF HIGH QUALITY AND AFFORDABLE HOUSING FOR ALL.

Current situation

Pendle faces major difficulties in trying to deal with problems of redundant and low demand housing. We have the highest rate of empty properties in Pennine Lancashire with 4.48% properties (over 1700) standing empty for at least six months. Nearly all of the unfit properties are within the private sector (HIP Returns / Elevate LIS, 2006).

As is typical in Pennine Lancashire, Pendle's housing market is dominated by pre-1919 terraced properties. This is particularly so in Nelson, Colne and Brierfield. Much of the problem rests with the private sector where it is difficult for housing agencies, with their current resources and powers, to influence the actions of individuals and private sector landlords.

Viewing this challenge as an opportunity is the key to achieving a major improvement in living conditions in the Borough. This would also have a positive impact on health, education, economic development and community cohesion.

Elevate East Lancashire, the Government's Housing Market Renewal Pathfinder, is providing the regeneration spur needed in the areas of low demand in Pendle. This will help to transform neighbourhoods and the lives of existing residents.

Between 2004/05 and 2007/08 the Elevate programme has seen over £27.6 million spent in Pendle on housing market renewal schemes such as refurbishment, neighbourhood management and the acquisition of properties (Pendle BC Housing Market Renewal Team).

We are committed to making homes warmer and cheaper to heat. We will help reduce the numbers of people experiencing fuel poverty and bring about health, economic and environmental gains associated with removing fuel poverty. With the domestic sector responsible for the majority of Pendle's carbon footprint, the Council's Home Energy Efficiency programme is working with a range of agencies to support households to install more energy efficient measures.

The Council transferred its own housing stock to Housing Pendle in October 2006, securing £215 million for modernising and improving former Council housing over the next 30 years. Housing Pendle is committed to spending £45 million in the first five years to ensure that where needed, every tenants' home will receive a new kitchen, bathroom and double glazing.



THE COUNCIL TRANSFERRED ITS OWN HOUSING STOCK TO HOUSING PENDLE IN OCTOBER 2006, SECURING £215 MILLION FOR MODERNISING AND IMPROVING FORMER COUNCIL HOUSING OVER THE NEXT 30 YEARS.



KEY FACTS:

- Our total housing stock is 39,135, of which 59% is terraced housing (compared to the England and Wales average of 26%) (ONS, Census 2001).
- Over one in five houses in Pennine Lancashire is considered to be in poor condition, 99% of which are in the private sector. According to 2005 data, 17.4% of Pendle's entire dwelling stock is of poor quality, the highest in the country where the national average is only 4.4% (Department for Communities and Local Government - Dwelling Stock by Tenure & Condition, April 2003-April 2005).
- 20% of properties in Pendle still do not have any central heating which is significantly higher than the national average of 8.5%. In Whitefield the figure is almost 45% (ONS, Census 2001).
- Linked to this are fuel poverty rates. 7.16% of households in Pendle are considered to be in fuel poverty. This is higher than the regional and England average (6.66% and 6.13% respectively). 9.5% of households in Whitefield experience fuel poverty making it the 4th most fuel deprived ward in England (Centre for Sustainable Energy, 2003).

YOU HAVE TOLD US:

- housing should respect Pendle's heritage
- housing should meet people's needs and be affordable
- we should address the problems often caused by absent landlords
- recreational spaces should be provided within residential areas
- energy efficiency in homes should be improved.

OUR OBJECTIVES:

- Prevent homelessness
- Reduce the number of empty properties in the Borough
- Reduce fuel poverty
- Tackle the issue of low demand neighbourhoods
- Provide high quality homes in mixed sustainable communities
- Increase the provision of supported and accessible housing

As is typical in Pennine Lancashire, Pendle's housing market is dominated by pre-1919 terraced properties.

HOW WILL WE MEASURE PROGRESS?						
Local Performance Indicator	Our Pendle, Our Future Local Priority Indicator	Lancashire Partnership Local Area Agreement Indicator	INDICATOR	PENDLE BASELINE	3 YEAR PENDLE TARGET	DRIVEN BY
PRIORITY OBJECTIVE: Prevent homelessness						
●			No. of households who consider themselves as homeless, who approached the Housing Advice Service and for whom housing advice casework intervention resolved their situation	2005/06 - 3.4 per 1,000 population	4.0 per 1000 population	Pendle Partnership
	●	●	NI 156: Number of households in temporary living accommodation	2006/07- 2	1	Pendle Partnership
PRIORITY OBJECTIVE: Reduce the number of empty properties in the Borough						
●			Reduction in the proportion of vacant private sector dwellings	2006 - % of private sector houses that are empty for 6 months or more - 4.5% (1,752 properties)	3.7% (based on reduction of 100 per year)	Pendle Partnership
PRIORITY OBJECTIVE: Reduce fuel poverty						
	●	●	NI 187: Tackling fuel poverty – people receiving income based benefits living in homes with a low energy efficiency rating	No baseline date currently available	Baseline to be set 2008/09	Pendle Partnership
●			Or: Households in fuel poverty (based on full income measure 2003)	2003 - 7.16% or 2,570 households	5% reduction (to be reviewed once baseline known)	Pendle Partnership
PRIORITY OBJECTIVE: Tackle the issue of low demand neighbourhoods						
●			Increase the median house price relative to the North West	2006 Average house price = £81,500	To bring local house prices more into line with regional average	
	●	●	NI 155: Number of affordable homes delivered (gross)	2006/07 - 1	60	Pendle Partnership

CASE STUDY – BARNOLDSWICK HEALTHY HOMES SCHEME

Properties in Barnoldswick were identified as needing significant improvements as many of them had inadequate kitchen facilities, wet and dry rot and structural defects. The properties were outside the Housing Market Renewal intervention area and would not have been considered for grant approval within Pendle's Elevate schemes.

Internal and external renovation works to these properties has ensured a "thirty year life" for the fabric of the building and has brought the properties up to the "decency standard" (i.e. a home that does not contain a category 1 hazard, is in a reasonable state of repair, has reasonable modern facilities and services and provides a reasonable degree of comfort).

However, the Healthy Homes Improvement Scheme goes further to provide a "whole house" approach to improvements to bring about both physical and mental health improvements.

Partnership working with Action on Children's Accidents Project, Lancashire Fire Service, the Crime Prevention Officer, the Primary Care Trust, Groundwork, and the County Council allowed this project to look at wider issues and secure additional resources.

The project began with consultation meetings with the residents and owners. It resulted in a number of major benefits for residents including:

- elimination of all Category 1 hazards
- structural repairs and essential maintenance carried out in conjunction with "face-lifting" work to improve the external appearance of the block

- empty homes that have been brought back into use
- all homes now have energy efficient heating systems, with increased SAP ratings (average rating of 47 before to 69 after improvements). This will potentially reduce the impact on climate change, with an anticipated saving of 2,238 kg per property, equating to a total CO2 saving of around 26 tonnes, per year
- private rented properties have all gained higher standards of accommodation and all private landlords who own property within the block are accredited
- local people have gained permanent employment with Forrest Builders including one long-term unemployed person who lives in the block
- environmental works have encouraged the concept of civic pride and raised the profile of "green issues".

4.4 CREATE SAFER COMMUNITIES WHERE PEOPLE FEEL SAFE AND CRIME CONTINUES TO FALL.

Current situation

Pendle prides itself on its low crime rates. It is now much safer in Pendle than it was three years ago with reduced levels of reported criminal damage, burglary and motor vehicle crime (Pendle Community Safety Partnership).

Pendle's Community Safety Partnership has built a strong multi-agency approach to tackling crime, anti-social behaviour, substance misuse and other crimes affecting the quality of life in the area.

The number of Police Community Support Officers (PCSOs) has increased to at least 16. Neighbourhood Policing has been introduced and good structures are in place for multi-agency problem solving.

However, despite the low levels of recorded crime, the fear of crime still remains a key issue for people in Pendle. We clearly need to do more to make people feel the benefit of lower crime rates.

Perceptions of anti-social behaviour have improved overall but concerns about noisy neighbours and teenagers hanging around on the streets have increased, indicating that there are issues we still need to address.

With crime often fuelled by factors such as poverty, poor housing and low educational attainment, crime patterns vary across Pendle.

Crime rates tend to be higher within our most disadvantaged areas and can be two or three times higher than in our other wards. For example Bradley, Waterside, Southfield and Vivary Bridge accounted for the highest number of violent crimes during 2006/07 (MADE Profiler 6.6). We are tackling these inequalities by focusing on the worst affected areas. This work is supported by Neighbourhood Management Teams, community policing and our Multi-Agency Problem Solving (MAPS) team.

We will continue to build upon our success, reduce crime and deal with anti-social behaviour using the powers at our disposal and promoting mediation, prevention and diversion. We also want to make it easier for people to understand what help is available to them through advice lines and information.

Improving opportunities for offenders to become rehabilitated, offering treatment and alternatives to substance misuse is important for tackling the main cause of repeat offending.

Increasingly, alcohol is at the root of some violent offences and linked to anti-social behaviour and we will work with a range of partners across Pennine Lancashire to drive a new approach to alcohol which

is based upon personal responsibility, education and enforcement. We want to ensure that young people are a focus of our work to prevent them from becoming the offenders of the future and protecting them from becoming victims of crime.



CASE STUDY – ENVIRONMENTAL VISUAL AUDITS

The Community Safety Partnership and Neighbourhood Management teams identified a number of concerns from residents relating to enviro-crime, anti-social behaviour and criminal damage. Partners decided to work together to collectively deal with these issues. Part of the Waterside ward in Colne was identified as the priority area for action.

From December 2005 to December 2006 a pilot was carried out to improve the quality of the neighbourhood with a range of partners working together to tackle the concerns of residents.

After 12 months of partners working together, Waterside has vastly improved in terms of its environmental quality. The majority of backyards and back streets remain clear of rubbish and the level of littering and dog fouling on public space has reduced. Feedback from residents has been positive. Anecdotally, residents have said that "Waterside looks so much better now" (NAG member), "I feel safer in Waterside" (Youth PACT member).

KEY FACTS:

Since 2003/04, the Community Safety Partnership has achieved significant results including:

- A decrease in all criminal damage by 21.6% (from 2,300 to 1,804) - below the county average of 2,692 (MADE CORA 2008).
- A reduction in burglary by 62.2% - down from 764 to 289 offences (MADE CORA 2008).
- A reduction in vehicle crime by 25.4% (from 1233 to 920) (MADE CORA 2008).
- A reduction in violence by 11.3% - 1,108 down to 983. Pendle has a lower rate per 1,000 population than both the County average and its nearest comparable partnerships (MADE CORA 2008).
- For two years running the number of fire deaths and people injured in fires has been kept at an all time low (Lancashire Fire & Rescue Best Value Performance Plan 2007-08)
- However, there are areas of concern that we need to tackle:
 - Black and Minority Ethnic (BME) residents are far less likely to report a crime (42% compared to 54% for white residents) (East Lancashire Citizens Panel Survey, May 2007).
 - Race accounts for the largest proportion of hate incidents with 163 recorded in Pendle in 2007/08, an increase of 39% on the previous year when 117 incidents were recorded.

However, this is encouraging as it suggests that more people are more comfortable now to report a crime (MMIR).

YOU HAVE TOLD US:

- you want to see more police officers
- there should be more respect and tolerance between different generations and cultures
- we should work to tackle gangs and groups of young people causing problems in local areas
- 'Designing out crime' is important for new developments or when improving areas.

OUR OBJECTIVES:

- Reduce priority crime such as burglary, violent crime and vehicle crime
- Reduce substance misuse (illegal drugs and alcohol)
- Address the perceptions of crime
- Address community safety issues which impact on quality of life such as graffiti, vandalism and fires.
- Reduce anti-social behaviour
- Recognise young people as victims as well as offenders

HOW WILL WE MEASURE PROGRESS?						
Local Performance Indicator	Our Pendle, Our Future Local Primary Indicator	Lancashire Partnership Local Area Agreement Indicator	INDICATOR	PENDLE BASELINE	3 YEAR PENDLE TARGET	DRIVEN BY
PRIORITY OBJECTIVE: Reduce priority crime						
	●	●	NI 30: Re-offending rate of prolific and priority offenders	2007/08: Baseline to be determined	Reduce number of convictions by 5% across the target group	Pendle Partnership
PRIORITY OBJECTIVE: Reduce substance misuse (illegal drugs and alcohol)						
	●	●	NI 39: Alcohol-harm related hospital admission rates	2004/ 07 - 1884	2,080	Pendle Partnership
	●	●	NI 40: Drug users in effective treatment	2004/ 07 - Pendle baseline not available. (LDAAT 2007)	Target to be set 2008/09	Pendle Partnership
PRIORITY OBJECTIVE: Address the perceptions of crime						
●			% of residents who feel very/fairly safe in their local neighbourhood	2006 - % who feel safe out in their local neighbourhood during the day- 96%	Maintain existing baseline	Pendle Partnership
	●		NI 35: Building resilience to violent extremism	2006 - % who feel safe out in their local neighbourhood during the night- 49% No baseline data currently available.	55% Target to be set 2008/09	Pendle Partnership
PRIORITY OBJECTIVE: Address community safety issues which impact on quality of life						
	●	●	NI 49: Number of primary fires and related fatalities and non-fatal casualties, excluding precautionary checks.	2004/ 07 annual average = 249	179	Pendle Partnership
PRIORITY OBJECTIVE: Reduce anti-social behaviour						
	●		NI 17: Perceptions of anti-social behaviour	2006/ 07: % of people that said a certain issue was a very big problem or a fairly big problem: (i) noisy neighbours or loud parties - 30% (ii) teenagers hanging around on the streets - 73% (iii) rubbish and litter lying around - 61% (iv) people being drunk or rowdy in public places - 57% (v) Abandoned or burnt out cars - 15% (vi) vandalism, graffiti and other deliberate damage to property or vehicles - 68% (vii) people using or dealing drugs - 75%	Proposed for negotiation: 24% 65% 48% 47% 12% 56% 66%	Pendle Partnership

4.5 IMPROVE HEALTH AND WELLBEING – HELP PEOPLE TO LIVE LONG, HEALTHY AND INDEPENDENT LIVES.

Current situation

Health is fundamental to wellbeing and long life. We know that people's ability to lead healthier lives depends not only on the healthcare they can access or their age and inherited conditions, but also wider issues in their lives. Health is determined by many factors such as poverty, economic inactivity, access to services and poor housing, along with lifestyle influences such as lack of physical activity, poor nutrition, smoking and alcohol consumption.

Helping people to live healthy lives is of great importance for partners because of the lower than average life expectancy and poor health experienced by many people in Pendle. We have a significant gap in health between our most affluent and most disadvantaged wards, highlighting the extent of inequality and the challenges we face. This is reinforced by the 10 year gap in average life expectancy between different wards in Pendle (Average Life Expectancy, ONS 1999-2003).

We want Pendle to be a place where ill health and poverty are not handed down through generations but where young people are able to grow into confident, healthy adults, and older people are able to enjoy fulfilling lives. We will do all we can to ensure a positive, healthy start for our future generations whilst considering the needs of our ageing population.

A recent health survey undertaken by East Lancashire Teaching Primary Care Trust in 2006 highlighted the gap in health status across ethnic groups. 15% of white people aged 18 to 39 reported fair or poor health compared with 28% of South Asian people in that age group. Among white people aged between 40 and 64, 29% had been in fair or poor health compared with 62% of South Asian people (East Lancashire PCT Health Survey 2006).

Because of the health inequalities experienced in Pendle, we are a Spearhead area and receive additional Government funding to help us address these issues. We recognise that health improvement is not just about improving healthcare and health services. Just as importantly, it's about health promotion, cascading messages about health and wellbeing and improving all the services that impact on health such as housing, education and leisure opportunities. Hence, traditional non-health providers such as Pendle Council, Lancashire County Council, Pendle Leisure Trust, Housing Pendle and community and voluntary groups are actively involved in delivering health outcomes and are working together to take on the challenges we face. Together with the East Lancashire Teaching Primary Care Trust we will make sure we tackle health inequalities and deliver long term health improvement for all.

East Lancashire Pledge to address health inequalities:

“WE CARE DEEPLY ABOUT IMPROVING THE HEALTH AND WELLBEING OF THE PEOPLE OF EAST LANCASHIRE AND ARE COMMITTED TO MAKING A DIFFERENCE.

WORKING IN PARTNERSHIP WE WILL REDUCE HEALTH INEQUALITIES BY MAKING MEASURABLE IMPROVEMENTS AND BY RAISING ASPIRATIONS IN OUR LOCAL COMMUNITIES.

WE WILL WORK TOGETHER TO SAVE A MILLION YEARS OF LIFE IN EAST LANCASHIRE BY 2011”.



KEY FACTS:

- During 2003/05 our infant mortality was the highest in the country with a rate of 9.9 per 1,000 live births (ONS / PCT 2003-05)
- Children in Pendle are more likely to be born underweight than the national average, with 9.2% of children born in 2006 weighing less than 2.5kg (Low Birth Weight of Live Births, ONS 2006).
- Deaths from heart disease and stroke are higher than the regional and national average at 105 per 100,000, compared to a national average of 84 (CLG Floor Targets Interactive)
- 23.2% of Pendle's population smoke, which is lower than the East Lancashire average of 24% (Healthy Lifestyle Behaviours: Model Based Estimates, ONS / The Information Centre for Health and Social Care).
- We have a high suicide rate at 9.2 per 100,000 (2004/06). The North West and England average during this period was 9.3 and 8.2 per 100,000 respectively (CLG Floor Targets Interactive / ONS 2004-06).
- Our teenage pregnancy rate in 2003/05 was 53.9 per 1,000 females aged 15-17. This is much higher than the North West average of 45.7 and the England average of 41.6. (Teenage Pregnancy Unit, 2003-05)
- From 1999 to 2003, life expectancy in Blacko and Higherford was 84 years compared with 73 in Waterside (Average Life Expectancy, ONS 1999-2003).
- Figures from 2003/05 show that 25.3% of Pendle's population is obese and only 22% of the population are consuming the recommended daily amount of fruit and vegetables (Healthy Lifestyle Behaviours: Model Based Estimates, ONS / The Information Centre for Health and Social Care).
- 54% of Pendle people do not take part in moderate regular physical activity which is higher than the national average of 51% The gap between those who are physically active from low income households and those who are physically active from high income households is significantly higher in Pendle at 16.5% (compared to the national average of 8.8%). (Active People Survey, Sport England 2006).

YOU HAVE TOLD US:

- we need to promote more health awareness
- we should promote healthy eating and exercise for all
- improved and appropriate health and social care should be available to all
- high quality health facilities are needed.

OUR OBJECTIVES:

- Prevent coronary heart disease.
- Reduce alcohol and drug misuse (including illegal drugs and smoking).
- Reduce infant mortality.
- Address geographical inequalities.
- Reduce suicide rates and improve mental and emotional well being.
- Improve access to health care facilities and services.

CASE STUDY- GROW AND SOW

The Grow and Sow project is run by Pendle Leisure Trust and funded by the Big Lottery Wellbeing Fund. It involves partners such as schools and East Lancashire Teaching Primary Care Trust. The project promotes food growing amongst children and is open to all Pendle children aged of 7-11. It teaches them the joys of growing fruit and vegetables, setting them on the path to a lifetime of caring for themselves, eating a healthy diet and caring for the environment around them.

The project has developed an 'edible' backyard to demonstrate the scope for growing vegetables and herbs in a confined space. The backyard is typical in size of the terraced house back yards found in the Housing Market Renewal areas.

A recent addition to the project is an 'Outdoor Classroom' in the form of an allotment. This gives

teachers in Pendle the option of hiring the outdoor classroom to deliver parts of the curriculum. This new allotment will enable local schools to have a hands-on learning experience that will enhance learning whilst re-engaging young people with two of the basic needs of life - feeding and looking after ourselves.

Concern that young people have become distanced from the natural world has increased in recent years. Fewer and fewer young people have the opportunity to experience this world first hand. Many of them only see food stacked on supermarket shelves. This means the connection between source and the pre-packed product is often not made. Through the Grow and Sow project, pupils from all backgrounds, urban and rural, are given the opportunity to learn more about food, farming, the environment and healthy lifestyles.

HOW WILL WE MEASURE PROGRESS?

Local Performance Indicator	Our Pendle, Our Future Local Priority Indicator	Lancashire Partnership Local Area Agreement Indicator	INDICATOR	PENDLE BASELINE	3 YEAR PENDLE TARGET	DRIVEN BY
PRIORITY OBJECTIVE: Prevent coronary heart disease						
	●		NI 121: Mortality rate from all circulatory diseases at ages under 75	2003/05: Mortality rates per 100,000 population for coronary heart disease, stroke and related conditions (circulatory disease) at all ages under 75 years = 112.4	Target to be set 2008/09	Pendle Partnership
PRIORITY OBJECTIVE: Reduce alcohol and drug misuse (including illegal drugs and smoking)						
	●	●	NI 123: 16+ current smoking rate prevalence (number of 4 week quitters)	2007/ 08 = 555 (PCT Smoking Services)	680	Pendle Partnership
PRIORITY OBJECTIVE: Reduce infant mortality						
●	●		NI 126: Early access for women to maternity services	No Baseline data currently available	Baseline to be set 2008/09	
			Reduction in infant mortality rates	2003/05: Number of deaths at ages under 1 year per 1,000 live births - 9.9	Target to be set 2008/09	Pendle Partnership
PRIORITY OBJECTIVE: Address geographical inequalities						
●			Increase life expectancy at birth	2004/06 – 75.6 (M) 80.5 (F)	Target to be set 2008/09	Pendle Partnership
PRIORITY OBJECTIVE: Reduce suicide rates and improve mental and emotional well being						
	●		NI 149: Adults in contact with secondary mental health services in settled accommodation	No Baseline data currently not available	Target to be set 2008/09	Pendle Partnership
●			Reduce suicide rates	2004/06 9.2 per 100,000	Target to be set 2008/09	Pendle Partnership
PRIORITY OBJECTIVE: Improve access to health care facilities and services.						
	●	●	NI 135: Carers receiving needs assessment or review and a specific carer's service, or advice and information	March 2008 - 20.3%	23.5%	Pendle Partnership

4.6 CARE FOR OUR ENVIRONMENT – DEEPEN OUR UNDERSTANDING AND RESPECT FOR OUR SURROUNDINGS.

Current situation

Pendle has some of the most beautiful countryside in the North. We have a landscape crossed by public footpaths and offering breathtaking views, with Pendle Hill providing the scenic backdrop from almost anywhere in Pendle.

Unfortunately there is evidence in some areas of the damage we have done to our natural environment. For example we have areas of contaminated land, problems with fly tipping, 'grot spots' and air pollution. As with many of the issues we face, these environmental problems tend to be worse in our more disadvantaged neighbourhoods. This highlights the extent of environmental inequalities. We know that we must address these issues whilst also doing all we can to preserve our natural environment, especially given the environmental effects often associated with economic growth and development.

The Government has recently highlighted the link between quality local neighbourhoods and the impact it has on people's quality of life and wellbeing. This is backed up by local findings which suggest a strong association between the quality and condition of people's surroundings and sense of wellbeing.

We want to create welcoming, well-designed public spaces such as playgrounds, parks and open spaces. It also means that we need to enhance our streets particularly those in our disadvantaged neighbourhoods, and improve people's perceptions of the quality of their built and natural environment.

A major global and local consequence of our modern day actions is climate change. This is now an issue embraced by Government and very much in the public eye. There is a clear need for all local service providers in Pendle to work closely with local

communities as well as our regional and national partners to tackle the causes of climate change. We also need to consider how we can adapt to climate change as the likelihood of flooding and severe weather conditions increase and is likely to have a damaging effect on our communities.

Pendle's carbon footprint suggests that although the amount of carbon emissions produced through industry and commerce is lower than the East Lancashire average, the amount generated domestically is much higher- 34% for Pendle and 24% for East Lancashire (DEFRA - Emissions of Carbon Dioxide for Local Authority Areas, 2005).

Landfill waste also contributes to climate change. In our 'throw-away society' we are consuming natural resources at an unsustainable rate and contributing unnecessarily to climate change. Last year in Pendle we generated around 260kg of household waste per person (Municipal Waste Statistics - Local Authority Data, 2006/7, DEFRA). Currently about 60% of waste in Lancashire ends up in landfill where biodegradable waste generates methane, a powerful greenhouse gas (Municipal Waste Statistics - Local Authority Data, 2006/7, DEFRA). There is also the energy used in making new products which are later disposed of, further contributing to climate change.

In Pendle we are committed to reducing the waste we create and increasing recycling rates. We've made fantastic progress with our recycling and have seen a reduction in the amount of waste from Pendle ending up in the landfill.

We also recognise that transport and its infrastructure is an issue here in Pendle. We are served by both the motorway and railway networks, but both the M65 and the East Lancashire train line approach from the west and terminate at Colne. Following the closure of the Colne-Skipton railway line in January 1970, connections east into Yorkshire have been exclusively by road, along the single-carriageway A56 and A6068.

KEY FACTS:

- Effectively, each person in Pendle is producing the equivalent weight of one average sized African bull elephant in CO2 emissions each year (DEFRA - Emissions of Carbon Dioxide for Local Authority Areas, 2005).
- In 2006/07, our household waste recycling rate was 31.8% which is the same as the national average for England as a whole (31%). Pendle also recycles more green waste than any other East Lancashire district (Municipal Waste Statistics - Local Authority Data, 2006/7, DEFRA).
- Pendle has a total of 11 Parks and one Country Park. We have a total of 69.41 hectares of Parks space (Pendle Open Space Audit 2003). The most recent Generalised Land Use Audit indicated that 88% of Pendle's land area is greenspace (ONS Land Use Statistics, 2005).
- 53% of residents are satisfied with the cleanliness of Pendle's streets and 66% said they believe that Pendle Council is working to make the area cleaner and greener (BVPI General Household Satisfaction Survey, 2006/7).
- In 2006/07, Pendle Council dealt with over 4,700 incidents of fly tipping.
- There are around 38,500 licenced vehicles in Pendle which roughly equates to 1 vehicle per household. 28% of the licenced vehicles in Pendle are over 10 years old. The majority of these can be found in our most disadvantaged neighbourhoods, particularly in Whitefield. These vehicles will have higher maintenance costs and are likely to be less fuel efficient (Licensed Vehicle Statistics, Department for Transport, 2004).
- Only around 7.6% of Pendle's working population use public transport (bus, train, taxi) and over 67% drive a car or van to get to work (Census 2001, ONS). A recent Joint Citizens' Panel Survey found that the great majority of car users travel alone (Joint Citizens' Panel Survey, 2006).
- Despite the predominance of cars in Pendle, 43.8% of residents believe that it is very important that Pendle Council encourages people to use public transport instead of their cars (Joint Citizens' Panel Survey, May 2007).
- Pendle consumes almost 28,000 tonnes of fuel for personal use (2005 Road Fuel Transport Consumption, DTI).
- We have 4 Local Nature Reserves, 1 Area of Natural Outstanding Beauty (Pendle Hill with Forest of Bowland) and 1 Site of Special Scientific Interest.



YOU HAVE TOLD US:

- people in Pendle are concerned about climate change
- cleanliness of streets and neighbourhoods is an important issue for residents
- all new developments should adopt high standards for energy efficiency
- 'Grot spots' in the community should be transformed into pleasant spaces
- public transport services and infrastructure should be improved

OUR OBJECTIVES:

- Support the creation of low carbon communities and be more energy efficient
- Reduce the amount of waste we create and continue to increase recycling rates
- Improve the cleanliness of the streetscape
- Raise environmental awareness and encourage behavioural change in the community and workplaces
- Protect and enhance Pendle's land, habitats and species
- Encourage better and more sustainable transport

CASE STUDY – GREEN PARTNERSHIP AWARDS

The Green Partnership Award assists groups and individuals to carry out projects to improve their local environment. It provides funding and professional advice for community projects that undertake practical environmental improvements, develop awareness and environmental education opportunities and promote waste reduction.

The Pendle Green Partnership Award is a partnership between Pendle Council, Lancashire County Council, United Utilities and the Environment Agency. This well established Lancashire wide-environmental award scheme has been going for over 10 years.

Since 2005, over 30 community projects in Pendle have received Green Partnership Funding. They have ranged from bulb planting initiatives to environmental education projects. Projects have included:

- planting wildflowers and enhancing a bird feeding programme in Alkincoates Nature Reserve

- developing environmental improvements in Roughlee which contributed to the Best Kept Village of the year
- establishing a bee keeping project at a Colne primary school
- supporting Pendle Real Nappy Network.



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HOW WILL WE MEASURE PROGRESS?

Local Performance Indicator	Our Pendle, Our Future Local Priority Indicator	Lancashire Partnership Local Area Agreement Indicator	INDICATOR	PENDLE BASELINE	3 YEAR PENDLE TARGET	DRIVEN BY
PRIORITY OBJECTIVE: Support the creation of low carbon communities and be more energy efficient						
	●	●	NI 186: Per capita CO2 emissions in the LA area	2005 - 6.6 tonnes per capita CO2 (DEFRA)	2.75% reduction	Pendle Partnership
PRIORITY OBJECTIVE: Minimise waste and continue to increase recycling rates						
	●	●	NI 192: Household waste recycled and composted	2006/ 07- % of household waste that is recycled: 31.84%	Target to be set 2008/09	Pendle Partnership
PRIORITY OBJECTIVE: Improve the cleanliness of the streetscape						
	●	●	NI 195: Improved street and environmental cleanliness (levels of graffiti, litter, detritus and fly posting) (Baseline data taken from current BVPIs but new National Indicator 195 will be split into 4 parts. Litter and detritus are now separate elements therefore invalidating current BV199a).	2007/08 Litter - 11% Detritus - 20% Graffiti - 4% Fly posting - 1%	Litter - 8% Detritus - 15% Graffiti - 3% Fly posting - 1%	Pendle Partnership

Landfill waste also contributes to climate change. In our throw-away society we are consuming natural resources at an unsustainable rate and contributing unnecessarily to climate change.

4.7 CARE FOR OUR FUTURE GENERATIONS – GIVE OUR CHILDREN AND YOUNG PEOPLE THE BEST START IN LIFE AND THE OPPORTUNITY TO ACHIEVE THEIR FULL POTENTIAL.

Current situation

Today's children and young people are our future. As in wider society, the children and young people of Pendle are facing a promising though somewhat challenging future.

Today, the role and structure of the family unit is changing, including gender roles. These changes will impact on the experiences and outlook of our young people who are likely to face increasing challenges and contradictions in their personal and family lives. On one hand our society encourages an earlier move into adulthood whilst, on the other hand, socio-economic factors are increasing the age at which young people are able to leave home and develop other lifelong relationships.

Globalisation and the rapid advancement of new technologies is transforming the face of industry and posing different challenges for the young today. They must develop the knowledge, skills and flexibility that will be required in a new and fast changing world.

We are committed to investing in our future so that today's generation is given every chance to experience a positive, fulfilled and happy life. We want to ensure that everything we plan and deliver brings lasting and positive change for all our children and young people. This means providing quality provision and support for children and their families starting with the fundamental early years' provision for 0-5 year olds. Throughout their childhood and adolescence we aim to equip them so they can make healthy decisions for life, help raise their ambitions and self-worth and develop a learning culture in which young people thrive.

We want to celebrate young people and the positive contribution they can make to our society. All too often, young people are labelled as troublesome and portrayed negatively in the media.

In Pendle we will follow the Government's Every Child Matters outcomes to ensure that all children and young people:

- are **healthy**
- are **safe**
- make a **positive contribution**
- enjoy **learning** and **achieving**
- achieve **economic wellbeing**.

Much has been achieved in recent years to improve the quality of education provided within Pendle. For example, we have two Building Schools for the Future programmes underway which will help

transform the education experience. However, we still face problems with low educational ambitions and achievements which is greater within our disadvantaged neighbourhoods.

Children and young people from these neighbourhoods are more likely to have lower goals and lower educational attainment, often resulting in fewer life opportunities and choices. For example, the average five GCSE (A*-C) in 2007 was 41.1% for pupils in our disadvantaged areas, compared to a Pendle average of 48.4%. 92.9% of pupils from Old Laund Booth attained 5 or more A*-C GCSEs in 2007 whereas in Bradley it was 34.8%, a difference of 58.1% (GCSE Attainment Data 2007, LCC).



“WE ARE COMMITTED TO INVESTING IN OUR FUTURE SO THAT TODAY'S YOUNG GENERATION ARE GIVEN EVERY CHANCE TO EXPERIENCE A POSITIVE, FULFILLED AND HAPPY LIFE.”

KEY FACTS:

- The rate of young people per 1,000 referred to Youth Offending Teams is 5.4, which is slightly above the Lancashire average of 4.1 (2005/06) (MADE Profiler 6.6).
- We have the highest levels of children looked after in Lancashire.
- The infant death rate in Pendle is higher than the North West and England averages. Pendle has one of the highest level in England at 9.9 per 1,000 live births (ONS / PCT 2003-05).
- 11.2% of reception children in Pendle are considered to be obese which is the second highest in East Lancashire and higher than the England average of 9.9%. Overall, 22.2% of reception children are overweight or obese (ELTPCT data, 2008).
- 12.7% of Pendle's year 6 pupils are obese which is considerably lower than the national average of 17.5%. However, over a quarter of year 6 pupils are overweight or obese (ELTPCT data, 2008).
- 8.5% of children born in Pendle in 2004 weighed less than 2.5kg. This is the 3rd worst in the County and 56th worst nationally. Low birth weight can increase the chances of infant mortality and other health problems in later life (Low Birth Weight of Live Births, ONS 2004).
- The number of pupils permanently excluded from authority maintained secondary schools was 40 in 2007 and was the highest in the county. 1,135 pupils were given fixed-term exclusions (LCC Education Data, 2007).
- 27.4% of children under 15 are affected by income deprivation (English Indices of Deprivation 2007, CLG).
- The % of children and young people eligible for free school meals is 13.65%. In some of our wards it is as high as 30%. This is above the Lancashire figure of 10.45% (MADE Profiler 6.6, 2006/7).
- 8.9% of 16-18 year olds in Pendle were not in education, employment or training (NEET) in January 2008 compared to the Lancashire average of 6.4%. The Pendle figure is consistently higher than the County average and is regularly one of the highest in Lancashire (LCC / Connexions 2008).
- The most recent data from the Dental Health Observatory showed that Pendle has a higher proportion than the regional average of 5 year olds, 12 year olds and 14 year olds with decaying, missing or filled teeth (NHS Dental Observatory).
- We have five Children's Centres in Pendle; two in Nelson, one in Brierfield, one in Colne and one in Barnoldswick.

YOU HAVE TOLD US:

- there needs to be more facilities for young people
- educational establishments should be improved
- we should help to raise educational attainment of young people
- there should be increased opportunities for young people to participate in decisions

OUR OBJECTIVES:

Be healthy:

- Encourage and promote healthy lifestyles
- Improve sexual health and reduce teenage pregnancy
- Encourage children and young people from taking illegal drugs, smoking or misusing alcohol
- Reduce infant mortality
- Improve the oral health of all children and young people
- Improve mental, physical and emotional health.

- bullying & discrimination) in and out of school
- Ensure that our children and young people that are looked after have security, stability and are well cared for
- Support families to provide a stable, secure and caring home
- Ensure that our children and young people are safe from maltreatment, neglect, violence and sexual exploitation.

Positive contribution:

- Ensure that our children and young people have the opportunity to engage in enjoyable, positive and diversionary activities, including play, leisure and sport
- Increase participation and

Stay safe:

- Ensure that our children and young people are safe from crime and anti-social behaviour (including

- engagement rates of our children and young people, especially those from Black and Ethnic Minority groups and vulnerable children and young people
- Promote positive role models and support our young people in developing enterprising behaviour.

Learning & achieving:

- Improve attainment rates and raise standards in schools in our deprived wards
- Reduce absenteeism in secondary schools
- Raise achievement in the key Foundation Stage
- Encourage proactive involvement of parents in young people's education and ambitions.

- Improve the progression and transition between all key stages.
- Create and celebrate cultural diversity in schools, particularly the Building Schools for the Future schools
- Ensure that children and young people achieve personal and social development and enjoy leisure time.

Economic wellbeing:

- Ensure that our children and young people engage successfully in further education, employment and training on leaving school
- Ensure that our children and young people live in decent homes
- Reduce the impact of poverty on the health of our children and young people.

HOW WILL WE MEASURE PROGRESS?

Local Performance Indicator	Our Pendle, Our Future Local Priority Indicator	Lancashire Partnership Local Area Agreement Indicator	INDICATOR	PENDLE BASELINE	3 YEAR PENDLE TARGET	DRIVEN BY
BE HEALTHY						
PRIORITY OBJECTIVE: Encourage and promote healthy lifestyles						
●	●		NI 55: Obesity among primary school age children in Reception Year	2007- 11.2% (North West Public Health Observatory)	11.8% (To take account of increasing recording levels)	Pendle Partnership
PRIORITY OBJECTIVE: Improve sexual health and reduce teenage pregnancy						
●	●		NI 112: Under 18 conception rate	1998 - 63.9 (LAA baseline) 2006 - 42.6 (Rate per 1000 females aged 15-17) (ONS 2006)	50.7% reduction on 1998 baseline	Pendle Partnership
PRIORITY OBJECTIVE: Encourage children and young people from taking illegal drugs, smoking or misusing alcohol						
●			NI 115: Substance misuse by young people	No Baseline currently available	Target to be set in 2008/09	Pendle Partnership
PRIORITY OBJECTIVE: Improve the oral health of all children and young people						
●	●		Oral health of children & young people	No Baseline currently available	Target to be set in 2008/09	Pendle Partnership
PRIORITY OBJECTIVE: Reduce infant mortality						
●			NI 53: Prevalence of breastfeeding at 6 – 8 weeks from birth	No Baseline currently available	Target to be set in 2008/09	Pendle Partnership

Continued over ▶

HOW WILL WE MEASURE PROGRESS?						
Local Performance Indicator	Our Pendle, Our Future Local Priority Indicator	Lancashire Partnership Local Area Agreement Indicator	INDICATOR	PENDLE BASELINE	3 YEAR PENDLE TARGET	DRIVEN BY
STAY SAFE						
PRIORITY OBJECTIVE: Ensure that our children and young people are safe from crime and anti-social behaviour (including bullying & discrimination) in and out of school						
●			NI 69: Children who have experienced bullying	No Baseline currently available	Target to be set 2008/09	Pendle Partnership
PRIORITY OBJECTIVE: Ensure that our children and young people that are looked after have security, stability and are well cared for						
●			NI 62: Stability of placements of looked after children: number of moves	No Baseline currently available	Target to be set 2008/09	Pendle Partnership
LEARNING AND ACHIEVING						
PRIORITY OBJECTIVE: Improve attainment rates and raise standards in schools in our disadvantaged neighbourhoods						
●			Attainment rate between the best and worst performing wards	2007: gap between best and worst performing wards in % gaining 5 GCSEs at Grade C or above: 58.1%	Target to be set 2008/09	Pendle Partnership
	●		NI 102: Achievement gap between pupils eligible for free school meals and their peers achieving the expected level at Key Stages 2 and 4	No Baseline currently available	Target to be set 2008/09	Pendle Partnership
PRIORITY OBJECTIVE: Reduce absenteeism in secondary schools						
	●		NI 114: Rate of permanent exclusions from school	2006/7: Rate per 1,000 pupils = 4.67	Target to be set 2008/09	Pendle Partnership
ECONOMIC WELLBEING						
PRIORITY OBJECTIVE: Ensure that our children and young people engage successfully in further education, employment and training on leaving school						
	●	●	NI 117: 16 to 18 year olds who are not in education, training or employment (NEET)	Nov 2007 - Jan 2008 average - 9.2%	8.4%	Pendle Partnership

CASE STUDY – ACTION ON CHILDREN’S ACCIDENTS PROJECT

The Action on Children’s Accidents Project (ACAP) works primarily to prevent accidents to children in the home. Delivered by the East Lancashire’s Teaching Primary Care Trust’s Accident Prevention Team, the project has visited over 4,800 families across East Lancashire since it started in October 2001. In Pendle, the project operates in the Sure Start areas of Bradley, Whitefield, Brierfield, Walverden, Waterside, Vivary Bridge and Horsfield.

Referrals for the project are via Sure Start and health workers. Project workers visit families with children under five years old. They offer them home safety advice and assess the need for safety equipment such as safety gates, fire guards, smoke alarms and cupboard locks.

The project also delivers Home Safety talks to reception and year one classes in schools in Pendle. A project worker visits the school and covers subjects such as dangers from poisons and items that can result in burns. Children are also taught basic first aid for burns.

The project has won a number of awards in recognition of the work it does to reduce the number of home accidents amongst young children. Awards include the Sure Start Partnership in Excellence Awards 2005 and the Reducing Health Inequalities Award 2005. In 2007 the team were awarded the Health Service Journal Award for Health Inequalities and the Public Servant of the Year Team Award for Partnership Working.

PROJECT WORKERS VISIT FAMILIES WITH CHILDREN UNDER 5 YEARS OLD. THEY OFFER THEM HOME SAFETY ADVICE AND ASSESS THE NEED FOR SAFETY EQUIPMENT SUCH AS SAFETY GATES, FIRE GUARDS, SMOKE ALARMS AND CUPBOARD LOCKS.



4.8 IMPROVE QUALITY OF LIFE FOR OLDER PEOPLE – HELP THEM LIVE THEIR LIVES IN THE WAY THEY CHOOSE AND TO SUPPORT THEIR INDEPENDENT AND ACTIVE LIVING.

Current situation

The number of older people in Pendle is increasing with 37% of our population now over 45, 15% of which are over 65. By 2025, the 45+ population is projected to increase significantly to 43.2% with 22.5% of Pendle's population over the age of 65. The number of 'younger' older people is also increasing as people retire from their work earlier and live longer. All of this will have significant implications on the services and facilities we provide, particularly in the area of health and social care.

Although the circumstances of individual older people may vary, a number of factors can influence circumstances. These can include, for example, health, income, gender, ethnicity, social integration, work history, family and housing conditions. Some older people may experience good health and independence before some acute health episode results in a decline of health and well being. Others may have prolonged health problems that lessen their quality of life for much of their old age. In

Pendle we recognise that whatever their situation, older people deserve economic stability, respect and physical and social wellbeing to help them remain secure and active residents of Pendle.

A higher proportion of older people live in rural areas of Pendle with Blacko and Higherford having the highest percentage of over 65s at 21.4%. The age demographics vary significantly throughout the wards (Census 2001, ONS). For example, only 8.6% of the population of Whitefield are aged 65 and over (Census 2001, ONS). However, we must not overlook the fact that higher levels of social exclusion may exist in our rural areas as services often become increasingly more difficult to access with age. Initiatives have been introduced to help improve access to services in rural communities. For example, we have mobile libraries which serve our rural communities.

With a focus on tackling health inequalities, we will know if we have succeeded if we have a growing number of over 65s here in Pendle in all our wards who are fit, active and looking to play a full part in society.



CASE STUDY – AGE CONCERN PROJECT

Age Concern run a specialist weekly Information and Advice service for older people delivered from their Nelson office. They also offer an outreach service for those unable to access the office due to health or mobility restraints. This has proved a popular service for older people.

Approximately 200 home visits are done by this service each year in Pendle and, over the last five years the project has helped over 4,000 older people throughout Pendle. The service provides

information and specialist advice on issues such as health and social care, care at home or residential care, housing issues, consumer enquiries and information on leisure activities. It supports older people in accessing all community services such as home improvements, health and social care services, welfare benefits, council tax benefits and attendance allowance. It also sign posts customers to appropriate service providers.

In 2006/7, the project helped older people throughout Lancashire claim over £2.5 million in benefit entitlement.

KEY FACTS:

- The pension credit rates in Pendle are consistently higher than the county or national level at 25.9% (2007). The county and national figures are 22.4% and 22.5% respectively (DWP Benefits, Nomis 2007).
- Emergency admissions rates in Pendle for over 65s in 2003/04 were the fourth highest in the county at 60.4 per 1,000.
- Many older people are concerned about things like lifestyle expectations, leisure opportunities, access to services, crime and disorder and in some cases employment.
- Older people are less likely to be victims of crime. Despite this trend it appears that fear of crime increases with age – 13.6% of over 65s were very concerned about the security of their home compared to only 6.4% 25-44 year olds (East Lancashire Citizens Panel Survey, May 2007).
- In terms of older people feeling engaged and involved in decision making, the Living and Working Panel survey suggests that older people feel less engaged than younger people (34% of 16-24 year olds agree that they can influence decisions compared to 15.5% for over 65s) (Living and Working in East Lancashire Citizen Panel Survey, 2006).
- The 2007 Indices of Multiple Deprivation show that 21.9% of the older people population live in income deprived households (English Indices of Deprivation 2007, CLG).
- By 2029, 22.5% of Pendle's total population is expected to be 65 and over. This is an increase of 56% on the 2004 base population (2004-2029 Revised Population Estimates, ONS).

YOU HAVE TOLD US:

- good social relationships with family, friends and neighbours are important
- participation in social and voluntary activities is valued
- good health, homes and neighbourhoods are important
- access to high quality community facilities and services is important
- feeling safe in the local neighbourhood is an issue
- an adequate income helps quality of life for older people.

OUR OBJECTIVES:

- Encourage better take-up of benefit entitlement.
- Improve access to low level services, medium level needs and specialist care.
- Improve health and emotional wellbeing of older people.
- Promote older people's health, safety and independence.

HOW WILL WE MEASURE PROGRESS?

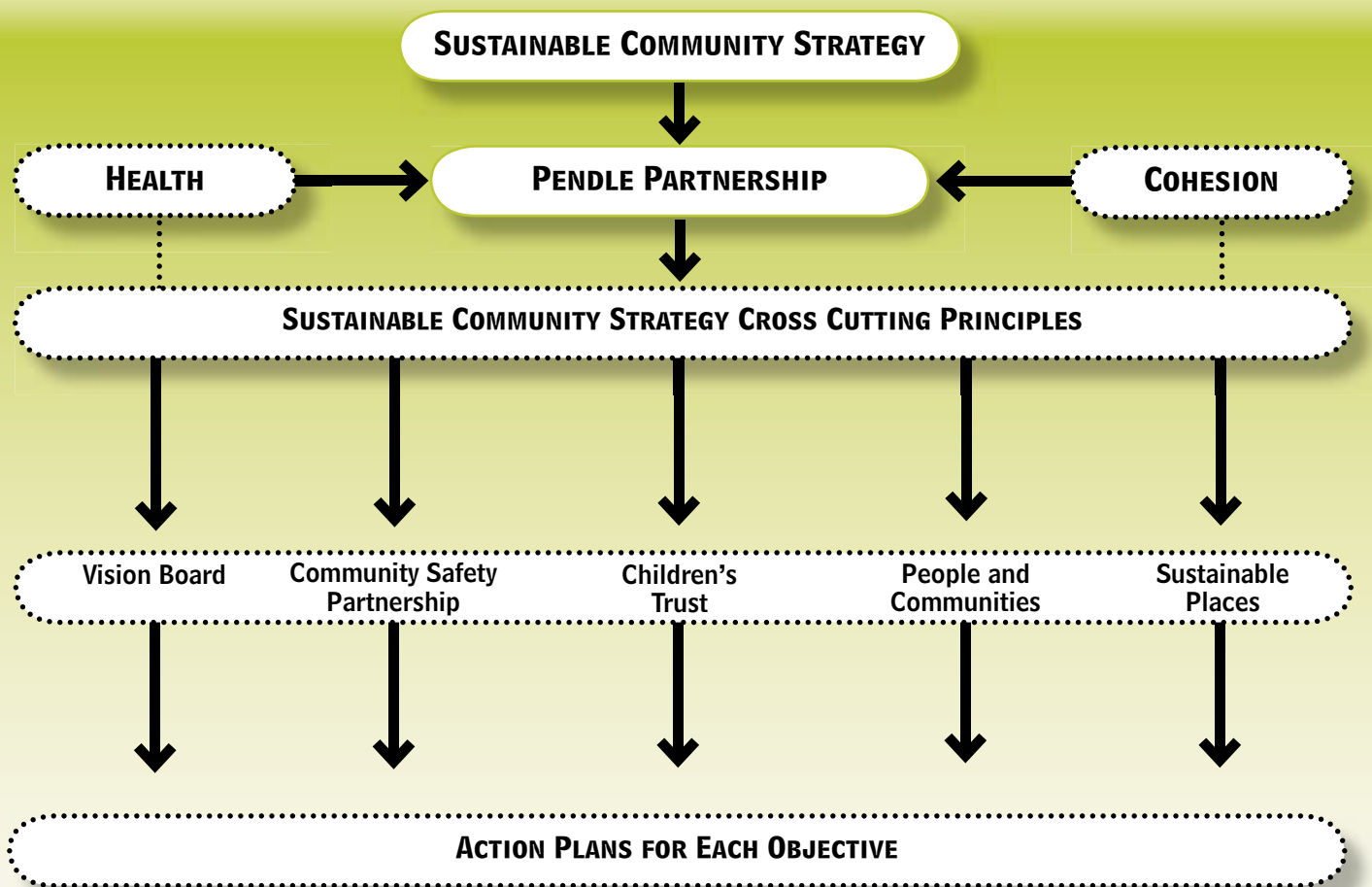
Local Performance Indicator	Our Pendle, Our Future Local Primary Indicator	Lancashire Partnership Local Area Agreement Indicator	INDICATOR	PENDLE BASELINE	3 YEAR PENDLE TARGET	DRIVEN BY
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BE HEALTHY

PRIORITY OBJECTIVE: Encourage better take-up of benefit entitlement. Improve access to low level services, medium level needs and specialist care

●	●	NI 139: People over 65 who say that they receive the information, assistance and support needed to exercise choice and control to live independently	2008 - 74% (LiL)	Target to be set 2008/09	Pendle Partnership
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5. HOW WE WILL DELIVER



Pendle Partnership partners are committed to working together to help overcome many of the issues identified in this Sustainable Community Strategy. We take a long-term view of Pendle's needs and will set out clearly how we plan to address these complex issues.

This will be done through a series of action plans, one for each chapter which accompany

this Strategy. The action plans will be produced, delivered, monitored and reviewed by the appropriate thematic group of Pendle Partnership. Pendle Partnership Management Group will ultimately be accountable for all of the action plans.

The Strategy demonstrates Pendle's contribution to Lancashire's Local Area Agreement (LAA). It

will enable us to effectively monitor our progress against the LAA indicators.

We will annually review our progress to make sure we are delivering our targets effectively. The Strategy will be reviewed every three years to make sure we continue to meet the needs and ambitions of our communities.

5.1 APPENDIX 1

Lancashire Local Area Agreement (LAA) District Indicators and targets not included in our Sustainable Community Strategy but in the Lancashire LAA

INDICATOR	PENDLE BASELINE (and source)	3 YEAR PENDLE TARGET	CONTRIBUTED TO BY
THEME: Confident Communities			
NI 4: % of people who feel they can influence decisions in their locality	2007 - 31%	51%	Pendle Partnership
THEME: Vibrant local economy			
NI 163: Working age population qualified to at least Level 2 or higher	2006 - 61%	62%	Pendle Partnership
NI 165: Working age population qualified to at least Level 4 or higher	2006 - 20.6%	21.6%	
NI 152: Working age people on out of work benefits	2007 - 14.4%	TBC	
THEME: Safer communities			
NI 16: Serious acquisitive crime rate. Number of offences per year	2007 - 1245	4% reduction	Pendle Partnership
NI 20: Assault with injury crime rate	2007 - 680	2% reduction	
THEME: Healthier communities			
NI 142: Number of vulnerable people who are supported to maintain independent living	2006/07 - 96.5%	97.5%	Pendle Partnership
NI 119: Self reported measure of people's overall health and wellbeing	2006 - 72.1% M 784 F 523	75.1% M 636 F 478	
NI 120: All-age all cause mortality rate	(Rate per 100,000 population)	(Rate per 100,000 population)	
THEME: Environment			
NI 188: Adapting to climate change	Level 0	3 top priority themes to have reached level 4	Pendle Partnership
THEME: Children and Young people			
NI 50: Emotional health of children	To be set	To be set 2008/09	Pendle Partnership
NI 110: Young people's participation in positive activities	63.6%	To be set 2008/09	Pendle Partnership
THEME: Older people			
NI 137: Healthy life expectancy at age 65	2001 - M 11.7 F 13.2 (ONS) (Years of healthy life post 65)	To be set 2008/09	Pendle Partnership

6. GLOSSARY

Action Plan - how we intend to achieve our outcomes, objectives and priorities

Baseline - the starting position we will measure progress from

Building Schools for the Future Programme (BSF) - Government programme to modernise secondary schools in England. In Pendle this has seen the closure of Mansfield, Walton and Edge End High Schools and the creation of Pendle Vale College and Marsden Heights Community College.

CORA - Crime Objectives Results Analysis

Deprivation - not having access to something most people take for granted

Diversity - a wide range of types

Evaluation - assessing the success of something

GONW - Government Office North West

Indices of Multiple Deprivation (IMD) - combines a number of indicators, chosen to cover a range of economic, social and housing issues, into a single deprivation score for each small area in England. This allows each area to be ranked relative to one another according to their level of deprivation and direct comparison can be made between IMD 2004 and IMD 2007.

Inequalities - the difference between people who have something and those who don't.

Local Area Agreement (LAA) - a three-year agreement between the a

Central Government, local councils and other local service providers to meet specific aims for an area that will address the priority issues. In our area, the LAA is between Lancashire County Council, the 12 councils in Lancashire (including Pendle Borough Council), local service providers and the Government.

Pendle Partnership (LSP) - key representatives of the public, private, voluntary and community sectors who work together to deliver the Sustainable Community Strategy.

MADE - Multi Agency Data Exchange

MMRI - Made Monthly Incidents Report

Milestones - steps or actions with set dates that will be taken in the process of achieving a particular objective or target.

National Indicators (NIs) - set of 198 indicators which monitor the work of local authorities and public services in delivering on local and national priorities. They are the basis for the 35 indicators in the LAA and the indicators in the Sustainable Community Strategy.

No Limits (Local Enterprise Growth Initiative) - government initiative which aims to release the economic and productivity potential of the most deprived local areas across the country through enterprise and investment thereby boosting local incomes and employment opportunities, and building sustainable communities.

Objectives - what we are trying to achieve as part of an overall outcome

Outcome - a high level ambition that is the result of achieving a series of objectives.

PRIDE

PASSION

BELIEF





Pendle Partnership

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