

North Yorkshire Community Plan 2011-14

**Local Government North Yorkshire and York
Chief Executives Group North Yorkshire and York**

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This three-point plan is a refresh of our longer term sustainable community strategy, published in 2008. Our vision remains the same: **We want North Yorkshire to be an even better place for everyone to live, work or visit.** However, we must focus our efforts on areas of critical need in the next three years, as well as making our communities more sustainable.

Our three priorities for 2011-14

- **Protecting and supporting vulnerable people**
- **Supporting economic growth and employment**
- **Enabling stronger local communities**

We recognise that other issues which are not explicitly included within these priorities play a key part in the longer-term wellbeing of communities. However, in such a challenging economic period it's about recognising that with increasingly limited public resources, we must focus our efforts on those areas where we really need to make a difference now to those who critically need our support, and where we can only do this effectively through the partnership.

Protecting and supporting vulnerable people

The term 'vulnerable people' can include children and young people, older people and other, specific, groups such as people who have experienced crime or people who are disabled, to name just a few.

A key factor which can contribute towards vulnerability is the general quality of life experienced by communities. Whilst North Yorkshire offers a good quality of life to many, for some communities this is not the case and the gap between these is growing larger. There are some rural and urban areas in North Yorkshire where people have significantly poorer health, fewer qualifications, lower income, are more likely to be unemployed, and have a shorter than average life expectancy. Partners need to work together more effectively to identify these areas and tackle these longstanding issues.

Additionally, with an increasing older population in North Yorkshire, partners will also be challenged in sustaining good quality health and social care provision for all who need it. Co-ordinated work around prevention will also be needed to help reduce the number of people needing critical care in the long-term.

This agenda is therefore about prevention, intervention and effective partnership-working to improve quality of life and wellbeing for all those who are vulnerable in our communities.

Provision of affordable local housing is also key to supporting these principles and will continue to require effective action by partners through the Local Government North Yorkshire and York Housing Board.

What we will do

The partners in North Yorkshire will focus specifically on:

- **Safeguarding and protecting people of all ages at risk of significant harm**, with a focus on safeguarding for children and vulnerable adults and protecting the most vulnerable.
- **Providing older and vulnerable people with a range of choice for their accommodation, care and support needs**. This will include enabling those who wish to live independently to do so and providing support mechanisms such as Extra Care.
- **Working jointly to reduce health inequalities** by promoting healthier lifestyles and reducing risky behaviour in all ages; in particular smoking, alcohol abuse and obesity.
- **Identifying communities where multiple deprivation exists and which issues partners need to work on in these areas to tackle this**. This is about all partners working to narrow the gaps that exist between some of our communities in terms of the quality of life they experience.

Supporting economic growth and employment

Our aspiration for North Yorkshire is for the county to be made up of sustainable communities which enable everyone who participates to flourish and which are a place of opportunity for all. We will do this by focussing on business growth, improving our infrastructure and the quality of our workforce, leading to employment opportunities and creating an environment where individuals are encouraged and supported to create their own businesses. This also means ensuring that we have a workforce which is skilled to undertake roles in sectors or enterprises where there are gaps in provision. Linked to this, we need to enhance access to training and employment opportunities, including those available to more vulnerable groups.

The current economic climate poses significant challenges in delivering our vision. These include having to rely on a smaller working age population than elsewhere in the region and country, overcoming our access and connectivity issues and also tackling large scale unemployment in the next few years, particularly in the public sector. But there are also opportunities for us in tackling these and in preparing ourselves for a brighter economic future. These include the county's stunning natural environment and heritage, which are key economic drivers for North Yorkshire and are critical to ensuring quality of life for all. We also need to do more to encourage creative industries and invest in a sustainable, year-round tourist industry to help deliver economic growth. We recognise the need to support all types and sizes of business within the county, but it is crucial that we focus our limited resources in the short term on new and small businesses. We will also focus on those specific sectors - such as agriculture and food - which would benefit most from support to help grow their supply chains and which are critical to maintaining the stunning environment on which much of the tourism industry depends. We also need to ensure that individuals, in making career choices, understand where future opportunities may lie.

What we will do

The partners in North Yorkshire will therefore work to achieving greater economic growth; in particular by supporting the newly formed Local Enterprise Partnership (LEP) to deliver the following key objectives:

- **Agriculture and food.** To create business growth through growing the supply chain.
- **Visitor economy.** Provide clarity on and improve the offer for visitors and tourists through joint working and collaboration between partners.
- **Rural broadband.** To help rural North Yorkshire maximise its broadband potential (*see also “Enabling stronger local communities”*)
- **Support for growth of small businesses.** To improve the success and sustainability of new and small businesses through better performance and improved access to finance.
- **Improved networks.** To make businesses in North Yorkshire the best networked and most effective networkers.
- **Skills.** To ensure skills provision is focussed on present and future business needs and to meet gaps in provision.

Enabling stronger local communities

High quality broadband is essential to attract and retain local businesses whilst providing the means for communities, particularly the vulnerable, to be able to stay in touch. If we get this right, businesses, local shops and public services, young people and older people can all flourish in our rural villages and market towns. In short, high quality broadband has the potential to help us revitalise our rural communities.

In the next few years, the impact of public sector cuts will place considerable additional pressures on both service providers and communities, particularly in rural areas. It will be even more important for public, voluntary and community sector partners to help local communities to support themselves more, working in partnership to help shape local solutions where resources are scant but needs remain.

What we will do

The partners in North Yorkshire will work towards enabling stronger local communities by:

- **Delivering a high-quality broadband service** capable of meeting the needs and long term growth of businesses and individuals in all areas of North Yorkshire.
- **Building capacity within communities** to help them to play a bigger role in shaping and delivering local services.

How will this plan be taken forward?

Local Government North Yorkshire and York and the Chief Executives Group for North Yorkshire and York will lead the partnership of agencies responsible for ensuring that progress is achieved against all of the key aims of this refreshed plan.

The partnership has identified a number of key agencies or groups below who will be best placed to lead on delivering the actions outlined in this plan. Performance against these actions will be reviewed annually by the Chief Executives Group, who will take an overview of progress in these areas made from each lead.

1) Protecting and supporting vulnerable people

Objective	Lead organisation(s) or partnership(s)
1 Safeguarding and protecting people of all ages at risk of significant harm	<ul style="list-style-type: none"> • Adults' Safeguarding Board • Children's Safeguarding Board
2 Providing older and vulnerable people with a range of choice for their accommodation, care and support needs	<ul style="list-style-type: none"> • North Yorkshire County Council • LGNYH Housing Board
3 Working jointly to reduce health inequalities	<ul style="list-style-type: none"> • NHS North Yorkshire and York • North Yorkshire County Council
4 Identifying communities where multiple deprivation exists and which issues partners need to work on in these areas to tackle this.	<ul style="list-style-type: none"> • Task and Finish Group (membership co-ordinated via the Chief Executives Group)

2) Supporting economic growth and employment

Objective	Lead organisation(s) or partnership(s)
5 Objectives focussing on: <ul style="list-style-type: none"> • Agriculture and food • Visitor economy • Rural broadband • Support for growth of small businesses • Improved networks • Skills 	<ul style="list-style-type: none"> • York and North Yorkshire Local Enterprise Partnership

3) Enabling stronger local communities

Objective	Lead organisation(s) or partnership(s)
6 Delivering a high-quality broadband service	<ul style="list-style-type: none">• Connecting North Yorkshire
7 Building capacity within communities	<ul style="list-style-type: none">• Task and Finish Group (membership co-ordinated via the Chief Executives Group)

Further information about this plan, how it has been developed and the partnership can be found at www.nypartnerships.org.uk/communityplan

Enquiries about this plan can be sent to nypartnerships@northyorks.gov.uk or by calling 01609 532750.

You can also write to:

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