


ESSEX STRATEGY OUTCOME	Identified as relevant to this LSP in the Essex Strategy	OUTCOMES/IMPROVEMENTS DELIVERED	GAPS AND FURTHER IMPROVEMENTS
<b>Increase educational achievement &amp; skills</b>			
1) Children progress well & achieve more at all key stages	Y	Just under 60% of all students achieving 5 or more A-C grades at GCSE  local CYPSPs review 08-09 - CPR.doc	Link to CYPSP review
2) Fewer primary and secondary school pupils in Essex who are persistently absent from school	N		Link to CYPSP review
3) Fewer 16-18 year olds in Essex who are not in education, employment or training	N	Below average rate of children NEET. Rochford 4.5%, Essex 5.6%.	Link to CYPSP review
<b>Support vulnerable people</b>			
4) Increase the number of older people supported to live at home	N	Southend Carers funding & HWBP around Independent Living	Southend Carers commissioned to initiate and implement a programme to identify Carers, by providing them with advice and information to support and empower their role as Carers.
5) More support for carers	N	Adult Carers Scheme provided by RRAVS in partnership with local church in Rayleigh April 2009	
6) Support vulnerable people achieve independent living	N	Amongst lowest rates of social care users in Essex  Lowest rate (2.0 per 1,000 pop.) on ECC learning disabilities register in Essex  Lowest rate (1.7 per 1,000) of service users with physical impairment in Essex. RRAVS Laptop scheme – computer taster courses for over 60's. Adds value to independent living strategies as training is provided at local public venues i.e. libraries and in individuals homes for those that are housebound, providing important links to the outside and social networks of families and friends. 90 older people supported per year, now in 5 <sup>th</sup> year.	Above average rate (4.8 per 1,000) for all sensory impairments, including severe (0.7 per 1,000).  <u>LSP funded projects:</u>  Expansion of Telecare service provided by Careline - Upgrade of existing monitoring only provision to include an emergency response service  Rayleigh Age Concern provide information and support to over 65s at midday luncheon club - Increase and improve the scope of information provided to attendees through partnerships within Rochford District
7) Reduce 'fuel poverty'	N		
8) Protect vulnerable people at risk of abuse/neglect	N		
9) Improve access to childcare by low-income families	N		
<b>Better public health and longer lives</b>			
10) Improve life expectancy	Y	Hitting LAA targets on smoking quitters after 4 weeks and developing the smoking at the time delivery performance with educational promotions such as getting the smoking cessation service and Southend Hospital to better align. This need came out of the Rochford and Castle Point LSP Health & Well Being Partnership group meeting.  LSP funding has also been provided to the Star Partnership to allow it to continue to deliver health & lifestyle programmes; the funding will also be used to 'upskill' project workers.	One of the Districts with the highest life expectancy – over 80 years (England average 78.3 years). Above average proportion of older residents (Projected 25-30% increase from 2005-2015)  Had above the national average for female suicide in 2007.  <u>LSP funded projects</u>  LSP funding has also been granted to Disability Essex and the 'Healthy Chance' initiative focusing on promoting healthy living and awareness of factors leading to heart disease, stroke, and cancer regardless of age. There is a mobile unit that visits areas providing blood pressure checks etc.  LSP funding has also been provided to Lymphoma Support Group to support and enhance the quality of life for persons suffering from Lymphoma and also again to Rayleigh Age Concern to support the transportation of persons to luncheon and

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				Activity Clubs on a regular basis to encourage interaction and engagement.
	11) Reduce obesity	Y	<p>7.7% of reception age children &amp; 12.9% (lowest in Essex) year 6 children are obese. These are amongst the lowest rates in Essex.</p> <p>STAR Partnership - Star Jumps, Star Tots, Street Dance, Star Mums. Attracting Families to take part in physical exercise. Providing opportunities for those not able to access/travel/afford LA or Private Fitness Centres. 38 Adult participants took part in fitness. Nutritional and dietary advice given by qualified local instructor each week, exercise to music.</p> <p>STAR Partnership - Farmers Market. Local produce available on first Saturday of the month. Ninth year of Market. Committed support from small groups of volunteers. Providing local fresh fruit and vegetables for sale in Rochford each month.</p>	
	12) Reduce smoking prevalence	Y	<p>See 10 above.</p> <p>In Rochford there are 20.65 quitters per 100,000 which is 2003/05 data (the latest information available).</p>	Need to work to keep people off smoking beyond 4 week period projects to be initiated and co-ordinated by the HWBP.
	13) Improve mental health and well being	Y	The LSP has funded various initiatives to support the mental well being within the community notably, Home Start which provides support to the maternal mental health for up to 15 families and, South Essex Partnership University Open Arts which is providing arts courses for people with mental health problems to gain skills and confidence and coping mechanisms helping them into further education or employment.	
	14) Reduce teenage conceptions	N	Rates below national and regional average.	
	15) Reduce sexually-transmitted diseases	N	<p>% 15-24 year olds screened (cumulative).</p> <p>Breakdown of screens for Rochford Q1 = 204 Q2 = 201</p> <p>NHS South East Essex does have a Chlamydia action plan but it covers SE Essex and not just Rochford. The plan is designed to reduce the prevalence of Chlamydia.</p>	The ongoing challenge is to encourage and support 15 -24 year olds to proactively come forward for screening in dignified and discreet manner. The STAR Partnership is delivering this message and support across Rochford District.
	16) Raising birth weights	N	Rochford has the lowest percentage of birth weight babies below 1500 grams	Had above the Essex average for low birth weight babies below 2500 grams
	17) Reducing infant mortality	N	Amongst the lowest IMR in county (3 <sup>rd</sup> lowest 2.6%)	
	18) Promote breastfeeding	N	<p>Breastfeeding initiation rates (The mother is defined as having initiated breastfeeding if, within the first 48 hours of birth, either she puts the baby to the breast or the baby is given any of the mothers breast milk)</p> <p>Castle Point and Rochford combined information – the target is 72% and Rochford and Castle Point are currently achieving 74% performance with an improving trend to support this figure. - figures do not include SS3 postcode which is currently impossible to split out from Southend.</p>	
	19) More immunisation	N		
	<b>Help parents raise their children well</b>			
	20) Parents feel able with community help to raise their children well	N		
Our Communities	<b>Improve access to housing</b>			
	21) Ensure a range of affordable homes are available	Y	<p>Minimum dwelling provision in the Regional Spatial Strategy 4,600.</p> <p>The Thames Gateway South Essex Strategic Housing Market Assessment (2008) identified an affordable housing need for Rochford District of 131 net additional dwellings/year. This represents 52% of the District's total annual housing completion requirement as set out in the East of England Plan. The same document recommends that, having regards to economic viability considerations, the Thames Gateway South Essex authorities should adopt a policy requiring 35% of new dwellings to be affordable.</p>	<p>Following the transfer of the Council's housing stock to Rochford Housing Association, the Council no longer owns or manages properties. Instead, we work with Rochford Housing Association, other housing associations in the District and private landlords to provide a stock of homes that meets the needs of our community.</p> <p>The Council completed the transfer of its housing stock of 1739 houses, bungalows, flats, sheltered housing schemes and garages to Rochford Housing Association on 24 September 2007.</p>

22) Reduce homelessness	N	<p>Lowest level of homelessness in Essex – 1.06 per 1,000.</p> <p>Lowest level of demand for social housing in 2006.</p> <p>Below the regional average for unfit dwellings in 2005.</p> <p>Rochford has the lowest percentage of housing benefit recipients.</p>	
23) Increase supply of suitable accommodation for care leavers, youth offenders and runaways	N		
<b>Improve access to services</b>			
24) Improved access for residents to education health and leisure facilities	Y	<p>Amongst the least deprived districts in terms of access to services.</p> <p>STAR Partnership - Mini-Me's Groups. Group of 11 Teenage Mums who live in St Marks Field area. This group do not engage traditionally with Acute Staff in local Clinics. They meet each week and this allows volunteers and Community Development staff observe well-being in Parents and the Children. Delivered various Health Inequalities interventions using a soft approach (covering topics that have been specifically requested by Mum's.</p> <p>The new Rochford library uses modern technology to free up staff from routine duties so they can spend more time with customers. It also has extended opening hours and offers a host of exciting events and activities provided in partnership with other organisations.</p> <p>Cllr David Finch, who opened the library with council chairman Cllr Elizabeth Hart, said: "I am delighted this wonderful new library is finally open, offering an even better deal for local residents. Our customers have been delighted to learn its opening hours have doubled and its stocks of books increased.</p> <p>"Yet it is much more than just a library – it is a multi-use centre where other council customer and partner services are provided in an efficient and effective way. This library is a tremendous asset for the people of Rochford and really provides something for everyone with facilities and state-of-the-art technology which are second to none."</p> <p>The £0.5million upgrade is part of our EssexWorks commitment to invest in policies and services which enhance residents' quality of life. Designed to be a place to relax in and with a bright children's area, the facility is a huge improvement on the former library in Market Square, which was too small to meet the needs and expectations of modern library users. There are new books to suit all tastes; computers with free internet access; a well-equipped meeting room suite available to local groups; self-service equipment and direct phone access to Contact Essex. (Press Release October 2008)</p>	<p>Essex is significantly worse than the England average in relation to the percentage of residents who think that activities for teenagers needs improving (2006/07)</p> <p><u>LSP funded projects</u></p> <p>Healthy Chance - Disability Essex mobile project to focus on promotion of healthy living and awareness of factors leading to heart disease, stroke and cancer among the community across the whole District</p> <p>Adult Community Learning Essex Voucher Scheme for Adults.</p> <p>Secure commitment from all LSP Executive members to include Access to Services within their strategy framework by March 2010.</p>
25) Ensure access to local jobs and community facilities	Y	<p>RRAVS Volunteer Centre signposts adult volunteers to placements' in a variety of business, voluntary and community organisations.</p> <p>STAR Partnership Neighbourhood Learning in Deprived Communities - To provide job-search/confidence building/using on-line application sessions, locally, for people wishing to gain employment, learning opportunities or unpaid work. Currently delivering second round of this project. 2008/9 97% target achieved, awarded additional funding to extend into other venue in district. 2009/10 target 80 learners – on target to achieve 100%.</p>	
<b>Improve transport</b>			
26) Improve the condition of the roads	N		
27) Minimise congestion on the roads	Y	The majority of issues relating to roads and transport are the responsibility of Essex County Council. Their remit includes road safety, lining and signing, road	Rochford is in the top quartile nationally for road congestion.

		maintenance, street lighting, road adoption, school crossing controls, safety cameras, gritting etc.	
28) Improved public and community transport	Y	Community Transport is a non-profit making scheme that provides transport to residents of the district who are unable to access Public Transport. The scheme operates 2 wheelchair accessible minibuses that have tail lifts for easy access, if required, and a number of vehicles in a Social Car Scheme. Wyvern Community Transport are members of the Community Transport Association and are committed to the Minibus Driver Awareness Scheme (MIDAS). The scheme operates Monday Friday 8:30am 4:30pm	Continued support of the Community Transport Scheme
<b>Strengthen the voluntary sector</b>			
29) Increase formal participation in voluntary clubs & groups	Y	Tendring, Brentwood, and Rochford LSPs are investing PRG in transforming the effectiveness of their CVS and the support they provide to the third sector in their districts. LSP funding of Employment of Chief Officer for RRAVS April 2009 to increase awareness of RRAVS role in the voluntary and community sector in the Rochford District and to build and develop the partnership links with statutory agencies.  RRAVS core team working to provide information advice and guidance to voluntary and community organisations to access training, funding and other support as identified. Over £200,000 raised in 2008/9 to provide a range of service and improvements for the district. A Community Forum and Awareness Day held in 2008/9 to promote services and support available for the sector.  NI 6: Health Walks – Weekly half hour and hour walks in Hockley Woods and Hullbridge led by Volunteer Walk Leaders. Volunteers have attended walk leader training and First Aid training. Work of volunteers instrumental in Scheme being awarded the Walking the Way to Health accreditation through Natural England.	LSP has funded the RRAVS Chief Officer post 2009-2011 to specifically promote the development of the Third Sector.
30) Increase levels of neighbourly helpfulness	N		
31) Achieve a good level of support for young carers	N		
<b>Make communities safer</b>			
32) Better protection from road accidents	N	Has below the national and regional rate for KS in 2003/05. Rochford had an overall KSI target not to exceed 34 casualties for 2008 and actually recorded 22, a 29.1% reduction from previous year (2007). This was the second lowest in the County and therefore no longer a CDRP priority.	
33) Better protection from fires	N		
34) Reduce substance misuse - particularly by young people	Y	Male alcohol specific hospital admission rate; 136.86 (lowest rate in Essex). Female rate; 89.29 Rochford has one of the lowest estimated prevalence of binge drinking in Essex.	Slightly above the ECC average (but below the England average) for prevalence of drug misuse in 2004/05. Lack of data to measure performance effectively.
35) Reduce re-offending by adults and young people	Y	Achieved reoffending conviction rate of 37 in 2008/09 against a target not to exceed 64, based on PPO Cohort group of 6 (40% reduction). Due to this success and lack of other adult reoffending data it is no longer a CDRP priority.	Lack of Probation data available at district level to determine overall reoffending performance.
36) Reduce number of first time entrants to the criminal justice system	Y	Unable to determine performance due to lack of district level data. Young Carers scheme provided by RRAVS extended to Rochford town May 2009. Scheme covers Rayleigh and Rochford with over 90 young carers engaged. This intervention will add value to other work with at risk young people i.e. Fire break	No longer have a Youth Offending Team Early Intervention Worker. Local YOT is based in Basildon so difficult for young people to access service.
37) Reduce serious violent crimes and assaults causing injury	Y	Least proportion of offences against a person. NI20 Assault with Less Serious Injury - 215 offences for 2008/09 NI20 against LAA target not to exceed 247. 2 <sup>nd</sup> best performing CDRP in the County. Violent Crime – 535 offences for 2008/09. 13% reduction on previous year. Below County average and Most Similar Group (IQuanta).	Unable to compare with last year due to change in re-categorisation of crime codes.
38) Reduce incidents of domestic violence	Y	2 <sup>nd</sup> lowest rates in Essex for both domestic violence.  Building upon improvement in sanction detection rates from 55.8% in 2005-6 to nearly 61% in 2007-08, the Safer Essex Partnership is considering the introduction of independent DV advisors and focusing support on high risk victims. This follows the success of a pilot project in Grays. LSPs in Chelmsford, Rochford and Castle	No service provision for low to moderate risk victims. Rochford DC considering employing a DA worker to co-ordinate domestic abuse issues. Again identified as a priority area for Rochford CDRP in 2009/10 Strategic Assessment.

			Point are contributing to this improving trend by introducing Domestic Violence awareness training in schools, while sanctuary schemes are being developed in Colchester, Rochford, and Castle Point. However offences continue to rise for both Incidents of DV and Repeat Victims.	
	39) Reduce serious acquisitive crimes	Y	556 Offences for 2008/09. 4% reduction on previous year. Below both County average and Most Similar Group average (IQuanta).	
	40) Provide specialist support to victims of a serious sexual offence	Y	23 Offences for 2008/09, although a rise of 28%, averaging 2-3 offences per month. Mostly across whole year below the County and Most Similar Group (IQuanta) averages. Continue to work in close partnership with Victim Support.	
	41) Reduce racial crime	Y	6 Offences for 2008/09. 40% reduction on previous year. Mostly across whole year below the County and Most Similar Group (IQuanta) averages.	CDRP looking to produce an awareness raising leaflet jointly with Castle Point to encourage reporting of incidents but continue to reduce.
	42) Reduce incidents of arson	Y	31 Offences for 2008/09. Although a 24 % increase from previous year, varies considerably from 0 to a peak of 7 per month. May be a priority for Rochford CDRP to consider in the future but offences still tend to be low compared with other crime categories.	
	43) Reduce crime on public transport	Y	Not regularly monitored by CDRP as British Transport Police not reporting any concerns to partnership and no police records of this crime type have been reported within last year in our district.	Possible awareness campaign to increase reporting of incidents. Set up mechanisms to liaise with transport providers.
	44) Reduce number of children and young people experiencing crime or bullying	Y	2 <sup>nd</sup> lowest rates in Essex for young victims of crime As at February 2009 238 incidents recorded against a Police target of 253. This is a reduction of 32 on the previous year.	
	45) Reduce antisocial behaviour	Y	RDC permanently employed an ASB Co-Ordinator as anti-social behaviour is of continued concern to our residents and has been identified as a priority.	An identified priority for CDRP in 2009/10 as top public concern, however 18% reduction in reported ASB Storm incidents already achieved on previous year. RDC permanently employed an ASB Co-Ordinator.
	46) Reduce fear of crime	Y	Joint lowest % of recorded crime It is believed that Place Survey results once published will show some improvement.	CDRP developing a Communications Strategy and forming a Communications Sub-Group to tackle this issue and effectively communicate positive media messages.
	<b>Make communities cleaner</b>			
	47) Improved street and environmental cleanliness	Y	NI 195(1 Litter) has improved from old Bvpi199a of 21% in 2006/7 to 15% in 2007/8 and litter now down to 11% for 2008/9	We are happy with the robustness of our data.
	<b>Promote participation in sport and culture</b>			
	48) Promote participation in the arts and cultural activity	Y	NI 11: Music project: Partnership between Royal Philharmonic Orchestra (RPO) and RDC. RPO facilitate music workshops in schools that culminate in a concert attended by members of the public. Rayleigh Arts Festival: Annual festival managed by RDC. Activities include art exhibitions, street theatre, music and dance. This is all free of charge.	The LSP Executive has funded various projects e.g. Open Arts and Rayleigh Arts Festival to promote NI 11.
	49) Increase participation in sport – particularly young people	Y	NI 8: Fit for Life - To improve the health and physical activity levels of adults aged 55 and over. It also provides participants with the information and knowledge they require in order to maintain a healthy lifestyle. Run in conjunction with Southend United Community & Educational Trust, funded by Rochford LSP.  Get Into Scheme – run in conjunction with local sports clubs. Part of the activerochford action plan for 2008-09. Taster sessions for adults to try new sports with exit route of club. Run in Women's cricket, Archery, Golf, Tennis, Sailing, Badminton, Bowls. Will form part of 2009-10 activerochford action plan.  STAR Partnership - To engage young people using appeal of Football outside of school hours. Embedding nutrition, healthy eating and sexual health and addressing Anti-Social Behaviour incidence.	Below the England average for participation in 30 mins moderate activity at least 3 times a week in 2005/06.
	50) Provide play facilities that meet local needs	N		
	51) Maximise the benefits from the 2012 Olympics	N		
	<b>Promote sustainable economic growth</b>			
Our	52) Higher educational attainment and	Y	None as yet.	An Employment and Skills sub-group will be formulated to deliver against this

	skills levels in the adult population			agenda especially now that the Country has gone into recession and Rochford is experiencing a rise in unemployment and a decline in the skills levels of residents. Rochford District Council will continue to work with partners to secure the delivery of a vocational training academy which will provide educational opportunities for residents to up-skill and support aviation related businesses at London Southend Airport.
	53) Stimulate the creation of more high value-added jobs in Essex	N		Rochford District Council will continue to support the expansion of London Southend Airport through the Joint Area Action Plan. It is anticipated that the MRO (Maintenance, Repair and Overhaul) sector will grow as the Airport expands generating a significant amount of higher value-added jobs. The new Saxon Business Park will attract new, high tech business to the area that will also generate more high value-added jobs. The Council will work with partners to ensure that the expansion of the Airport does indeed generate significant amounts of high value added jobs. The Council will also work with partners to ensure that appropriate learning and education opportunities are available locally to create paths to this employment
	54) Attract inward investment	N	£25,000 funding secured to commission the feasibility of establishing an eco-enterprise centre	Feasibility study to be commissioned by the end of 2009. The Council believes that the establishment of an eco-friendly enterprise centre would help to achieve more consistent levels of business creation, reduce the number of business closures and help to educate new businesses about their environmental responsibilities. The Centre, which would be a flag ship, eco-friendly build which would also act as a much needed inward investment draw attracting new businesses to the area. It would become a central point for businesses seeking any kind of support in the District.
	55) Stimulate business innovation	N	The Council works with Essex County Council (formerly ExDRA) to support innovation in the District. In 2009 one local business has been supported and is currently securing a patent for their concept.	The Council will continue to work with partners and business to stimulate innovation in order to increase productivity of the Rochford economy.
	56) Stimulate business expansion	N		
	57) Regenerate selected town centres	N	South Essex is part of the Thames Gateway regeneration project, specifically Thurrock Castle Point, Basildon, Rochford and Southend on Sea. Projects include housing, nature reserves and town centre regeneration. The Council has secured funding to undertake Area Action Plans for each of its main "town centres". The Hockley Area Action Plan initial consultation has just been completed and the next report is due for consultation toward the end of 2009. The Rochford Area Action Plan initial report is being finalised and is due out for consultation shortly.	Work to commence on Rayleigh Area Action Plan. Continue to work on all Area Action Plans and associated consultation until preferred options are agreed.
	58) Help jobless people and disadvantaged groups to enter the workforce	N	3 <sup>rd</sup> lowest unemployment rate (2%)  A high number of prosecutions and sanctions are achieved in relation to benefit fraud (7.85).  STAR Partnership Neighbourhood Learning in Deprived Communities - To provide job-search/confidence building/using on-line application sessions, locally, for people wishing to gain employment, learning opportunities or unpaid work. Currently delivering second round of this project. 2008/9 97% target achieved, awarded additional funding to extend into other venue in district. 2009/10 target 80 learners – on target to achieve 100%.	
	<b>Protect the environment</b>			
Our World	59) Ensure development avoids adverse impacts on the environment	Y		The Sustainable Community Strategy identified the need to have regard to the adverse impact of development on the environment and its Action Plan aims to secure commitment from all LSP Executive members to include Promoting a Greener District within their strategy framework and to achieve National Indicator targets as prescribed in Essex Local Area Agreement (LAA)

60) Manage the Essex countryside	N		
61) Reduce or limit the extent of Essex's carbon footprint and effectively adapt to climate change	N		Had a larger ecological foot print than the England average in 2001/02.
62) Manage risk from flooding and coastal erosion	N		
<b>Reduce waste and recycle more</b>			
63) Reduce the amount of waste produced in Essex	N		
64) Increase recycling levels	Y	NI 192 - % sent for recycling and composting up from 17% in 2006/07 to 19% in 2007/8, the Council's new Maximise Recycling Scheme was launched on 21st July 2008 and was developed as a result of the clear need for the expansion of the range of materials that can be recycled at the kerbside figures. The scheme involves three bins, a green one with a yellow lid for compostables, a grey bin for recyclables and a grey bin with a purple lid for non-recyclables. The performance for 2008/09 shows a substantial increase to 50% for N I 192.	Had the lowest level for the percentage of waste recycled or composted in 2007/08 – 19%. Residual household waste per household is a chosen indicator and the figure for 2006/07 places Rochford in the worst quartile.