

Chelmsford

Partnership Successes

ESSEX STRATEGY OUTCOME	Identified as relevant to this LSP in the Essex Strategy	SUCCESSFUL PROJECTS / OUTCOMES DELIVERED	
Our People	1) Children progress well & achieve more at all key stages	Y	
	2) Fewer primary and secondary school pupils in Essex who are persistently absent from school	N	
	3) Fewer 16-18 year olds in Essex who are not in education, employment or training	N	
	4) Increase the number of older people supported to live at home	Y	
	5) More support for carers	N	
	6) Support vulnerable people achieve independent living	N	
	7) Reduce 'fuel poverty'	N	Plans to run a fuel poverty awareness campaign 2009, in conjunction with GP surgeries
	8) Protect vulnerable people at risk of abuse/neglect	N	
	9) Improve access to childcare by low-income families	N	
	10) Improve life expectancy	Y	Mortality rate is significantly better than the England average for all cancers at ages under 75 – females. Best quartile for end of life care.
	11) Reduce obesity	Y	Fitness testing. We commissioned Essex University to repeat a 2001 study of the fitness levels of year 5 children in Chelmsford. This concluded that whilst time spent on physical activity especially in school time had increased, actual fitness levels had fallen. We believe this is the first time such a repeat study had been undertaken as interest in obesity was not so widespread in 2001. Play Tennis open day held in July 2008 across 5 clubs with 400 people attending. The above successes were made possible with a grant support (over £15k) from Sport England obtained through Active Chelmsford under their Community Investment Programme.

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Our Communities			<p>The North West Chelmsford Partnership have a responsibility to provide a range of accessible and affordable community activities including:</p> <p>Diversionsary Half Term Activities for 11-19 year olds – 2009-11</p> <p>Sunday sports sessions for 11-19 year olds. These also offer additional life skills training</p> <p>Diversionsary cricket project for 12-18 year olds – informal taster sessions, structured coaching, young leaders cricket award course for young people interested in volunteering</p> <p>Healthy cooking sessions for young people</p>
	12) Reduce smoking prevalence	Y	Chelmsford LSP together with Mid Essex PCT will develop telephone support and text messaging to those unable/unwilling to attend smoking clinics and, peers support programmes to help school children quit
	13) Improve mental health and well being	Y	In November 2007 the Drake House a centre of excellent for older adults with dementia in Chelmsford was awarded second place at the North Essex Partnership NHS Foundation Trust's Positive Practice Awards
	14) Reduce teenage conceptions	N	
	15) Reduce sexually-transmitted diseases	N	
	16) Raising birth weights	N	
	17) Reducing infant mortality	N	
	18) Promote breastfeeding	Y	
	19) More immunisation	N	Immunisation rate for MMR for children aged 2 was above the Essex average but below that for the East of England in 2005/06. For children aged 5 it was above both the Essex and East of England averages in 2005/06.
	20) Parents feel able with community help to raise their children well	N	
	21) Ensure a range of affordable homes are available	Y	Minimum dwelling provision in the Regional Spatial Strategy 16,000.

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		<p>Estimated shortfall in affordable housing 866.</p> <p>Has the highest proportion of registered social landlord stock.</p> <p>Has less than the regional average of households accepted as homeless and in priority need.</p> <p>Chelmsford does not manage any housing stock.</p>
22) Reduce homelessness	N	Maldon and Chelmsford LSPs are supporting the development of mediation support to families with vulnerable young people to help them resolve problems that may result in homelessness.
23) Increase supply of suitable accommodation for care leavers, youth offenders and runaways	N	
24) Improved access for residents to education health and leisure facilities	Y	Chelmsford Borough Council in partnership with NHS Mid Essex launched the offer of free swimming on Friday 2 January 2009. Riverside Ice and Leisure and South Woodham Ferrers Leisure Centre continued to offer free swimming for everyone during all public swimming session, seven days a week until 31 March. The scheme was funded by NHS Mid Essex.
25) Ensure access to local jobs and community facilities	Y	
26) Improve the condition of the roads	N	
27) Minimise congestion on the roads	Y	<p>The Park and Ride scheme has transformed travel from the A12 into Chelmsford. In its first year our Park and Ride scheme in Chelmsford helped citizens avoid making 250,000 car journeys into the county town.¹ It has been so successful that we have expanded its provision to meet extra demand.</p> <p>In the last two years more than £1.5 million from Local Transport Plan funds has been spent on cycling infrastructure including improvements to the National Cycle Network in Maldon, Chelmsford and Harlow.</p>
28) Improved public and community transport	Y	
29) Increase formal participation in voluntary clubs & groups	N	Additionally, Chelmsford, Braintree, Brentwood and Colchester LSPs are planning to direct PRG into schemes that will transform the scale of volunteering in their areas.
30) Increase levels of	N	

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neighbourly helpfulness		
31) Achieve a good level of support for young carers	N	
32) Better protection from road accidents	N	In 2009/10 Safer Chelmsford are supporting 4 Road Safety dramas to promote road safety to young people targeted for year 7 to13.
33) Better protection from fires	N	
34) Reduce substance misuse - particularly by young people	Y	<p>Safer Chelmsford have planned provision for a series of 2 Smart road shows to year 7 students during 2009/10</p> <p>Safer Chelmsford are commissioning Crucial Crew for year 6 students</p> <p>Safer Chelmsford are launching Campaign-Binge Drinking during summer 2009</p> <p>In 2009/10 Safer Chelmsford DARG members are attending planned Active Families events and will advise residents and distribute 'Know Your Limits' campaign material</p>
35) Reduce re-offending by adults and young people	Y	
36) Reduce number of first time entrants to the criminal justice system	Y	Chelmsford District Police to post and maintain an officer into a safer schools post at each Secondary School.
37) Reduce serious violent crimes and assaults causing injury	Y	
38) Reduce incidents of domestic violence	Y	<p>LSPs in Chelmsford, Rochford and Castle 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.</p> <p>Chelmsford and Maldon Domestic Violence Forum have planned to devise and implement training programme between 2009/11 to enable front line staff to effectively signpost enquiries.</p> <p>Chelmsford and Maldon Domestic Violence Forum plan to increase the number of initiatives in relation to raising awareness of support available to victims of Domestic Violence, and plan to -Deliver leaflets into GP surgeries and health centres and give talks to communicate messages and identify and support other community initiatives.</p> <p>Chelmsford and Maldon Domestic Violence Forum have an ongoing action to Provide support to the PHSE school</p>

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		curriculum in terms of healthy relationships and Domestic Violence through providing support and information to staff.
39) Reduce serious acquisitive crimes	Y	
40) Provide specialist support to victims of a serious sexual offence	Y	
41) Reduce racial crime	Y	<p>The Racial Incident and hate Crime Panel (sub group of Safer Chelmsford) have a programme of events in place to raise awareness of hate crime amongst general public and increase reporting.</p> <p>The group will also be providing training to encourage reporting on racial and hate crime incidents to all relevant agencies and groups (e.g. supporting Street Pastors) in 2009/10</p>
42) Reduce incidents of arson	Y	Provision of 2 Firebreak events a year on to target vulnerable young people, highlighted as either victims or perpetrators of arson.
43) Reduce crime on public transport	Y	
44) Reduce number of children and young people experiencing crime or bullying	Y	Delivery of a pilot "reality Road show" for Year 9 pupils targeting raising awareness/reduction of ASB/crime and improving personal safety
45) Reduce antisocial behaviour	Y	<p>Anti-social behaviour is a high priority for the people of Essex and partners to the LSP. Recently implemented measures are: 'Be Smart-Be Safe' a high-profile campaigns for older people. The handbook was originally piloted in December 2007 to five areas in the county (Braintree, Basildon, Tendring, Harlow and Canvey Island) and was so successful it has now been updated and is being expanded countywide.</p> <p>Safer Chelmsford Quality of Life Sub-Group are commissioning a pilot "reality Road show" for Year 9 pupils in 2009, targeting raising awareness/reduction of ASB/crime and improving personal safety</p> <p>Multiple partners and service providers are involved in licensing applications, designated drinking zones, Behave or Be Banned and the town centre dispersal orders to limit negative effect if drinking</p>

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46) Reduce fear of crime	Y	Safer Chelmsford Partnership are planning to develop a Communications Plan (including new website, marketing and advertising, etc), to promote the brand and the local area as a safe place.
47) Improved street and environmental cleanliness	N	As a result of consultation with young people, a number of bins will be installed in NW Chelmsford. Additional bins are likely to be placed in Melbourne Park.
48) Promote participation in the arts and cultural activity	Y	<p>For three days in January, Essex celebrated Chinese New Year – The Year of the Ox, as ‘China Towns’ comes to Harlow, Colchester and Chelmsford.</p> <p>The free events involved dozens of local Chinese community groups, schools and professional performers who will bring a glimpse of their culture to the audiences and fill an area of each town with colours, sounds, smells and tastes of the East.</p> <p>These events are all part of The Essex-Jiangsu Festival.</p>
49) Increase participation in sport – particularly young people	Y	<p>Performing well in getting over 55s to volunteer in sports activities.</p> <p>Chelmsford, Braintree, Brentwood, Colchester, and Harlow LSPs are planning to direct significant PRG into increasing participation in sport. This investment will focus on older people, those with disabilities, cycling, those at risk of offending, and other hard to reach groups. This investment will transform sports engagement in these areas.</p>
50) Provide play facilities that meet local needs	N	<p>Chelmsford Library – Essex Blind Charity run surgery and staffed information point</p> <p>The library service is developing the concept of Libraries as front door to the council but it is taking this further and exploring how through partnership working we can make libraries the centre of our communities. Examples include Chelmsford Library – Essex Blind Charity run surgery and staffed information point..</p> <p>Active Family fun days will run in green open spaces across the borough in 2009. Melbourne Park has been used very successfully for the last 2 years to host the NW Chelmsford fun day. Green open spaces/parks will be used in each of the other priority areas to host similar events for residents.</p>
51) Maximise the benefits from the 2012 Olympics	Y	Chelmsford Borough Council boasts an unrivalled strength in the organisation of community events on a major scale. Their hosting of the World Scout Jamboree in 2007 included cooperation across the county with 40,000 scouts from all over the world camping at a range of locations and a massive daily

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			transport operation to bring them to Hylands Park. This expertise is being used to good effect in the planning for the transport surrounding the Mountain Bike event. The Chelmsford Event Unit is also managing the EASTmeetsWEST event which takes place in a County Council owned Country Park in Brentwood Borough Council's area. Colchester Borough Council has already agreed a five year programme of events with annual themes focused around the Games that will run through to 2012
Our Economy	52) Higher educational attainment and skills levels in the adult population	Y	We have funded through the LSP grant a horticultural skills project. Working with Seetec, Job Centre Plus and Writtle College our CBC parks department will be offering horticultural skills training for those who are identified as having no or low skills.
	53) Stimulate the creation of more high value-added jobs in Essex	Y	The Chelmsford Showcase this autumn is being organised by Chelmsford Borough Council's Inward Investment, Economy & Growth team in partnership with the Chelmsford Business Forum. Designed to show the extent of activity, support and the wide range of commercial opportunities in Chelmsford, it will be an opportunity to experience everything Chelmsford has to offer to the business community and of major benefit to existing businesses, start-ups and those intending to expand or relocate here. The event will feature a series of informative seminars and a showcase of 30 or more exhibitors, who will be providing advice, help & guidance to businesses.
	54) Attract inward investment	N	
	55) Stimulate business innovation	N	
	56) Stimulate business expansion	Y	
	57) Regenerate selected town centres	N	In support of developing sustainable communities, the Council has one of the most significant regeneration agendas in the country, focusing on major growth areas, such as the Thames and Haven Gateways, and those with significant deprivation, such as Jaywick in Tendring. ² Essex County Council has helped the Haven Gateway and Chelmsford/Heart of Essex achieve Growth Point status with Communities and Local Government, thereby leveraging in £20 million of new funding,
	58) Help jobless people and disadvantaged groups to enter the	Y	Had below the regional average unemployment rate in 2006.

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	workforce		<p>Pathways, a new learning guide published by the Chelmsford Partnership, has been published to help Chelmsford people gain more workplace skills and qualifications to improve their employment prospects, particularly when the economic recovery starts to gather pace. This 20-page informative guide is targeted to individuals as well as businesses in an effort to signpost advice on employment, skills and training. Pathways also illustrates training opportunities for companies and staff to help improve performance.</p> <p>Working closely with many partners, including Chelmsford College, Jobcentre Plus, Citizens Advice Bureau and Mid Essex Enterprise Agency, Chelmsford Borough Council has launched a new initiative on 2 June 2009, to support residents that have been made redundant or are facing the prospect of redundancy. The new initiative, called "Redundancy Initiative : Supporting Enterprise", or RISE for short, will provide a wide range of advice and support to people in the following areas:</p> <ul style="list-style-type: none"> • Dealing with redundancy • Identifying career options • Improving professional skills • Professional networking • Starting or buying a business <p>The service provides direct support to people who want to get straight back into work and will also provide guidance on training options to either enhance existing skills or develop entirely new ones to progress their career or move into a totally new role. For some, the chance to be their own boss will be an opportunity, and the redundancy support service will also provide help and advice on starting a new business.</p>
Our World	59) Ensure development avoids adverse impacts on the environment	Y	

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60) Manage the Essex countryside	N	<p>NW Chelmsford - In June 2008 a small area of green space off Brownings Avenue was developed by local residents, CBC parks and Malin Blom as part of a BBC learning campaign called Breathing Spaces. The campaign aims to inspire and motivate people to create and care for nature friendly green spaces where they live. Free family activities ran all day including seed planting, a colouring competition and bug making with structured sessions for volunteers to help build and plant a wildlife garden. The garden will continue to develop in 2009.</p> <p>Plans to investigate environmental improvements at the Kings Road / North Avenue junctions</p> <p>There are many examples of bio-diversity initiatives that have arisen from the Chelmsford Biodiversity Forum – directly attributable to the LSP and directly referenced in the action plan. For example:</p> <p>Community allotment project in partnership with The Wilderness Foundation and assisted by Moulsham High School. The project operates with Council staff support and utilizes allotment plots at Hobart Close and Waterhouse Lane, seeking to provide opportunities to engage with nature and encourage local people to enjoy growing their own food. It provides a forum for young and old alike to learn about the natural world through growing wild flowers, grasses and saplings and the study of mammals and aquatic species present on site; and to establish a respect for, and appreciation of the environment</p> <p>Dry garden project developed at RHS Hyde Hall for all parish councils or organizations tasked with maintaining small plots of land, to demonstrate appropriate planting and management.</p>
61) Reduce or limit the extent of Essex's carbon footprint and effectively adapt to climate change	Y	
62) Manage risk from flooding and coastal erosion	N	'Chelmsford Tomorrow' Local Delivery Mechanism. Established to deliver and secure funding for the Borough's future infrastructure requirement. This includes working with the Environment Agency to protect Chelmsford town centre from future flooding. The proposed scheme will be the first in the country to be funded by private and public funding.
63) Reduce the amount of waste produced in Essex	Y	Introduction of paper and cardboard recycling services for business and trade customers which was introduced from 1 April 2009 [this is directly referenced as a year 1 action] and

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			<p>was achieved by working with the Business Forum and seed funded provided through the Local Authority Business Growth Initiative (LABGI).</p> <p>Plans for the Essex Waste Partnership and the Inter Agency Agreement to secure the £1.2m per year index linked for 25 years investment from ECC into waste diversion activities in Chelmsford through food waste composting. Whilst this has not arisen directly through the effort of the LSP it is directly referenced as a priority for action</p>
	64) Increase recycling levels	Y	<p>In consultation with young people increase number of extra waste and recycling bins in North West Chelmsford</p> <p>Community Litter Picks planned for Summer 2009 and Summer 2010</p>