

MALDON DISTRICT'S
SUSTAINABLE
COMMUNITY
STRATEGY

facing
the
future

maldon district local strategic partnership



Foreword

Welcome to 'Facing the Future' the Sustainable Community Strategy for the Maldon District. This Sustainable Community Strategy replaces and builds upon the previous Community Plan 'Shaping the Future of the Maldon District' (2003) and the draft Sustainable Community Strategy which was prepared in 2007. The Strategy describes the District as it is now and the challenges it faces and how the people of the District and the Local Strategic Partnership would like it to be in 2015.

The Strategy forms the framework for co-ordinated action to shape the District in a positive way. It sets down clearly what the priorities are for the District as a whole, what we want to do about them and how and when we will achieve some real improvements to secure the future of the District for generations to come.

The Strategy also marks the beginning of a new era of working together and taking pride in the District, to make it a place where people want to live, work and visit, now and in the future. Few people mind who or which organisation provides the services we all want and need as long as those services are provided in a timely, efficient and effective way. Instead people are concerned that notice has been taken of their responses to the question, "What would you like or need?" Partnership work is not without its challenges but we firmly believe that by listening to people and by working together through the sharing of knowledge and resources we can provide a better response to people's needs.

I would like to thank all those people and organisations who have been involved in shaping the Sustainable Community Strategy and who have already begun to 'Face the Future' together and deliver positive change for the Maldon District.



Cllr Penny Channer
Chairman
Maldon District Local Strategic Partnership

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The Maldon District Today

The rural district of Maldon covers an area of approximately 56 square miles (36,000 hectares) in East Essex. The District has over 60 miles of coastline that includes the estuaries of the Rivers Blackwater and Crouch, but complex processes of erosion, reclamation and the creation of salt marsh have limited the development of settlement on the open coast of the District facing the North Sea. The main towns are Maldon and Burnham-on-Crouch. The area has strong associations with fishing and coastal trading, and more recently sailing. While many of the small rural villages owe their origins to the agricultural economy, they were also linked to coastal settlements and quays from where their produce was shipped to provision London.

There are three distinct areas within the District: the Maldon and Heybridge area, the Dengie peninsular and the rural North. The majority of the population (estimated at 61,700 in mid 2006) is located in the first two of these areas, with over a third of the population concentrated in the urban areas of Maldon and Heybridge.¹

Key Settlements and Main Roads

In a recent survey of 'Quality of Life in the 21st century' the Maldon District was ranked 53rd out of the 376 English Local Authority Areas.² However, the very characteristics that make the District so attractive - its isolation, the salt marshes and the estuaries, the attractive small towns and villages, the winding country lanes and the lack of large scale industry - can give rise to difficulties for the people who live and work within the District and can lead to inequalities and the marginalisation of some groups.

The attractive nature of the District has encouraged people to move into the area thus contributing to population growth over the last few years: the population has increased by nearly 28% since 1985, more than twice the rate of the overall growth in Essex and four times the national average. This figure is expected to increase over the next few years. The largest migration group are couples and young families and people aged 25-44. The largest numbers of incomers to the District come from Chelmsford and Greater London.³

Many of the challenges facing the District arise from what is happening in the rest of Essex and the South East more generally. The County is facing massive growth in areas such as the Thames Gateway, the Haven Gateway, and the M11 corridor and also Chelmsford and Colchester. Thousands of new homes and jobs will be required to meet this demand and the proposed development will be accompanied by significant investment in new infrastructure, such as roads, schools, hospitals, and utility supplies. The Maldon District itself is not part of the major growth agenda. The Regional Planning Strategies recognise the unique character of the District and it has been agreed that there should not be any major development in this area. Therefore, this means that the challenges facing the future of the District are far more subtle than that of large scale development. One of the consequences of the development occurring elsewhere is that our area may not attract significant infrastructure investment, which will be directed to the growth areas.

All areas of Essex will face a growth in the numbers of older people, but it is predicted that Maldon will experience the largest change in dependency ratio in the County. There will be a nearly 50% drop in the ratio of working age people to older people. This equates to just over two people aged 15-64 years for every person aged 65+ by 2029 compared to around four people aged 15-64 years for every person aged 65+ in 2004. In the Maldon District it is estimated that by 2016 about 53% of the population will be 65+. The numbers of people over 80 are likely to increase still further as incomers bring their elderly parents into the District to be near them in line with a trend that has already been observed.⁴

The demands of the older population for care facilities and services, and carers for support, will be made more expensive and more difficult to deliver by the isolated nature of some of the District's rural communities. The network of country lanes that link the towns and villages combined with inadequate public transport can make it difficult for those without their own transport to access services. Accessing health services and facilities has been identified as a particular problem in surveys: travelling to health facilities particularly those outside the District for treatment or visiting family members in hospitals outside the District (visitors are not covered by hospital car service) can be difficult. While this particularly affects older people, perhaps no longer able to drive, it also affects all age groups. Young people, without access to their own transport, experience difficulties accessing education (colleges), work and social activities especially outside normal working hours.

The 2007 Indices of Deprivation highlight these problems: six of the District's Lower Super Output Areas (LSOAs) are in the bottom 10% of all LSOAs in England and Wales for barriers to housing and services deprivation. LSOAs 006A (Mayland Ward in the Dengie area) and 001B (Tolleshunt D'Arcy ward in the Rural North) score particularly highly as areas of deprivation for barriers to housing and services with Mayland ranking 200th in the country and Tolleshunt D'Arcy 615th.⁵

The District is linked directly to the A12 by the A414 and the B1019, but most of the District is connected by a network of country lanes. The idyllic setting provides a surprising backdrop to figures for road deaths and injuries that are substantially worse than the average for England.⁶

Whilst the District still retains much of its rural character, some aspects of the local economy have changed as parts of the District become attractive bases for commuting to the county town of Chelmsford or to London, despite modest rail and road links (16.1% of working residents commute to Chelmsford and 11.9% to London).⁷ Consequently there has been a growing gap between the income levels of local workers and those who commute. The economy of the District is defined by large numbers of small businesses covering a wide range of business sectors. However, there are significant larger firms and specialist concerns operating within the area as well. The area is generally prosperous, but there is a serious skills shortage and aspirations are low. The District has the highest proportion of working age population with no qualifications (32.8% compared to 17.3% in Essex, 14.0% in the East region and 13.8% nationally).⁸ The 2007 Indices of Deprivation demonstrate that education, skills and training deprivation are concentrated in parts of Maldon and Heybridge (Maldon East and Heybridge West wards) and in the Dengie (the wards of Southminster, Burnham-on-Crouch North and part of Althorne). Four of these LSOAs, Heybridge West, Maldon East, Southminster and Burnham-on-Crouch North, are ranked as the most deprived wards in the District for the indices of deprivation.⁹

The potential development of a new nuclear power station alongside the decommissioned one at Bradwell in the Dengie peninsular would radically increase demand for accommodation, services and skilled workers, in addition to placing strains upon the existing poor infrastructure particularly in the construction phase. It is anticipated that up to 2,500 workers would be expected to be employed to build the new power station if it is approved with 600 workers based at the station when it is fully operational (expected 60 year life). Even if immediate permission was to be granted for the development of the site it would be several years before construction could begin, but it is important to bear in mind this major potential development and the impact it would have across the District.

Access to suitable housing of a decent standard plays a significant role in people's overall health and well-being. The growing income differential between commuters and local workers is reflected in the housing market: many homes are now priced beyond what local workers can afford whilst still comparatively affordable in comparison to some other parts of the county. Since 2000, the average house price has risen by 100% in Maldon District. Recent survey work has revealed that 85% of existing households in housing need cannot afford to buy and 73% cannot afford to rent in the market. The current slow down in the housing market and the fall in prices is unlikely to significantly change the affordability situation in the Maldon area as incomes lag behind those in other parts of the county. Maldon District contains around 26,000 households with over 80% households owner occupied and only 11% of housing is provided by registered social landlords.¹⁰

The Maldon District has small numbers of groups that are characterised as minorities. The area has the smallest percentage of non white minority ethnic groups in Essex at around 3% of the population and has witnessed the one of the lowest level of inward migrations of workers for Essex at just over 200 migrant workers registrations (4% of overall Essex number). There are two registered sites for the travelling community in the area at Woodham Walter and at Tolleshunt Major.¹¹

Overall life expectancy is high but there is still a great deal of scope for improvement in health and well-being. For example smoking and obesity are still widely prevalent, and only a minority of the population meets physical activity guidelines. There are substantial inequalities within the area, with major differences in life expectancy and social care use within the District. Men in the most deprived areas die on average 1.5 years earlier than the men in the least deprived wards, while for women this difference in life expectancy is 3.7 years demonstrating the link between levels of deprivation, low educational and skills and health and well-being.¹² There are also possible differences based on ethnicity. For example, in common with other areas in the country, children from mixed or Asian backgrounds living in the District are more likely to be eligible for free school meals, which may indicate that these groups are more likely to suffer from deprivation and ill health.¹³ Tackling health inequalities will help achieve a more equitable position in the District and will also help improve overall population health and well-being. Most people however, as mentioned above, are not concerned so much with health inequalities based on gender, deprivation or ethnicity, but instead with improving the current health care facilities and access to health care services and this has been recognised as a challenge for the District given its rural nature.

Maldon is one of the safest districts in the country with crime levels substantially lower than both Essex and national averages, but people are still worried about crime and antisocial behaviour and make it one of their most important priorities for improvement. Building stronger, more active and safer communities is important for the District as it seeks to build on its sense of independence and self-reliance and to prevent its communities from becoming soulless dormitory settlements or places with a disproportionate number of older people struggling to access services and maintain the quality of their life. There is a need to develop balanced communities with opportunities for people to be involved in shaping the place where they live.

One of the District's main attractions is its natural and built environment. Not least among the challenges that the area faces is the need to reach an appropriate balance between conservation and economic growth and to manage the potential impact of climate change. Flooding is a major issue in the area given that so much of the District is low lying and where a serious flood would inundate large swathes of the land including the principal industrial area at the Causeway in Heybridge and residential areas in Heybridge, Mayland and Burnham-on-Crouch as well as many more smaller and isolated settlements.¹⁴ Reducing our detrimental impact on the environment and enhancing and preserving the landscape which has done so much to shape the District and its people is high on residents' agendas.

Sustainable communities have a number of key ingredients: good transport links, appropriate housing in terms of tenure mix and affordability, availability of employment, good social, community and health facilities, shops and a quality environment. As the Maldon District faces the future it must face up to these inter-related challenges so many of which relate to the maintenance of sustainable communities. None of them can be tackled successfully by one agency or group of people working alone and an awareness of how each priority impacts upon and influences the others will improve our response to them. Partnership working offers the best way forward for the District.

What is the Maldon District Sustainable Community Strategy?

The Sustainable Community Strategy pulls together the key issues that need to be addressed to improve the quality of life for the people who live and work in the Maldon District. It includes a long term vision and priorities for delivering change and forms the overarching Strategy for the District.



The Sustainable Community Strategy has links to all the main strategies that cover the District, in particular the emerging Maldon District Local Development Framework (LDF), the Essex Strategy and the Essex Local Area Agreement.

The Maldon District Local Development Framework and the Sustainable Community Strategy have been developed together, sharing consultations and evidence, the LDF providing a 'spatial interpretation' of the Sustainable Community Strategy by making policies to guide land use and development within the District and thus support the delivery of the Strategy.¹⁵

The Essex Strategy 2008 which is the Sustainable Community Strategy for the whole of Essex and its action plan, the Essex Local Area Agreement, have drawn upon the key issues and priorities identified in the Maldon District Sustainable Community Strategy and those of other Districts across Essex. In turn, the Maldon District Sustainable Community Strategy has adopted appropriate indicators and targets from the Essex Local Area Agreement to measure its performance (as shown by the diagram).



A draft Sustainable Community Strategy was prepared in 2007 prior to the Essex Strategy and the Essex Local Area Agreement being finalised. Government guidance on 'Creating strong, safe and prosperous communities' published in November 2007 and the Joint Strategic Needs Assessment (JSNA) for Essex developed during 2007 has been incorporated into this updated Sustainable Community Strategy.

What or Who is the Maldon District Local Strategic Partnership?

The Maldon District Local Strategic Partnership (LSP) is responsible for developing and delivering the Sustainable Community Strategy for the District. The LSP brings together the key organisations operating in the District from the public, private, voluntary and community sectors including the Police, Fire services, NHS Mid Essex, the Learning and Skills Council, the County, District and Parish Councils, business representatives, Housing and Education providers and the Maldon District Council for Voluntary Service. Through partnership work we will:

- Identify local needs through consultation, community involvement and data analysis
- Improve the economic, social and environmental well being of our communities
- Support our communities to play a full role in sustainable growth and prosperity of the District
- Improve the planning and co-ordination of existing and future services.

The key objective of the LSP is to improve the quality of life in the District by addressing important issues affecting those who live and work here.

The LSP is made up of a steering group and four thematic sub-groups:



For further information on the Local Strategic Partnership, the subjects and issues that the four sub-groups cover, and the people and organisations that make up these sub-groups please see Page 43 for details on how to contact us or visit our website at www.maldonlsp.com.

Our Vision

Our Vision is to create a District that takes pride in itself which will make the District a place of choice to live, work and visit. Our longer term vision to 2015 is to maintain and encourage:

A sustainable coastal District, with a rich rural identity and heritage, underpinned by a vibrant local economy and active community life.

More specifically

A coastal District on two estuaries with a high quality built environment and landscape, a strong identity and rich urban and rural heritage. This is underpinned by a vibrant local economy and active community life. Attractive towns and villages make this an area of choice for those who live here and those come to visit. Promoting access to high quality services and housing, including for younger and older people, is a priority. Barriers to business, including low skills, will be broken down to enable the provision of skilled jobs for local people. Sustainable business and the voluntary sector will be supported and encouraged. Both the rural and urban environments will be protected and enhanced wherever and whenever possible and opportunities for leisure presented by the coast will be maximised.

Our Vision and priorities are based upon an understanding of the challenges that face the District. They have been developed through consultation with residents and stakeholders (organisations working in the District) and analysis of the data for the area. In particular the Maldon District Chapter of the Essex Joint Strategic Needs Assessment, which identifies the health and social needs of the District and draws upon many other data sources, and the evidence base used in the emerging Local Development Framework, have been used to demonstrate the particular situation in this District and to show why these priorities have been chosen for the Sustainable Community Strategy. These priorities will contribute over the next 3-5 years to achieving our longer term vision.

LSP Themes and Priorities

The Local Strategic Partnership shares Maldon District Council's vision for the District of "Working to encourage and maintain a District that takes Pride in itself" and has grouped its priorities into four Pride themes:

- Taking Pride in ourselves – encouraging individuals to take pride in themselves and their families, enabling people to realise their full potential
- Taking Pride in Our Communities – taking pride in our local communities by encouraging people to get involved and helping to improve their local area
- Taking Pride in our Local Economy – aiming to sustain a diverse and active economy which through securing a net gain of 1,000 jobs by 2015 meets the employment needs of today's residents and future generations
- Taking Pride in our rural and coastal heritage – creating a sustainable District that enhances, conserves and promotes its rural and coastal heritage

The individual partners within the LSP have committed to:

- Take Pride in the way they treat their customers
- Take Pride in their staff and the way they are treated
- Take Pride in the services they deliver and their achievements.

PRIORITIES FOR THE SUSTAINABLE COMMUNITY STRATEGY

- To improve the health and well-being of residents
- To strengthen and encourage opportunities that will sustain and develop active communities with a strong community spirit
- To make the Maldon District a safer place
- To increase the supply of affordable housing in the District
- To improve and sustain transport and access to services and facilities in rural areas
- To promote a diverse, sustainable and vibrant local economy
- To continue to raise educational attainment and skills levels
- To protect and enhance the distinctive environment of the District and encourage enjoyment of it

The Local Strategic Partnership (LSP) will measure its success in delivering improvements by using indicators and resident and stakeholder opinion. Some of the indicators used in the Sustainable Community Strategy (NI. 141, 166 and 186) are ones which the Maldon District LSP has not formally signed up to in the Essex Local Area Agreement. The LSP will be reviewing the indicators it has "regard to" in the light of the refreshed Sustainable Community Strategy and developing or adopting further indicators in the areas where they are needed.

The following abbreviations are used in the pages that follow:

MDCSP/CDRP	Maldon District Community Safety Partnership/Crime and Disorder Reduction Partnership
CVS	Maldon & District Council for Voluntary Services
CYPSP	Maldon Children and Young People's Strategic Partnership
DCSF	Department for Children, Schools and Families
ECC	Essex County Council
EDE	Economic Development and Environment
EYPDAS	Essex Young People Drug Alcohol Service
HHWBPB	Health Housing and Wellbeing Partnership Board
JSNA	Maldon District Chapter of the Essex Joint Strategic Needs Assessment
LI	Local indicator
LAA	Local Area Agreement
LDF	Local Development Framework
LSP	Maldon District Local Strategic Partnership
MDC	Maldon District Council
MSOA	Middle Super Output Area
NI	National Indicator
NHS ME	NHS Mid Essex
RCCE	Rural Community Council for Essex
SHMA	Social Housing Market Assessment

THEME 1:

Taking pride in ourselves – encouraging individuals to take pride in themselves and their families, enabling people to realise their full potential

You told us that you were concerned about:

- Lack of access to health care facilities and the need to improve existing health care facilities particularly in rural areas
- Health issues, particularly for older and younger people, including obesity and smoking
- Rural and social isolation

The data showed us that:

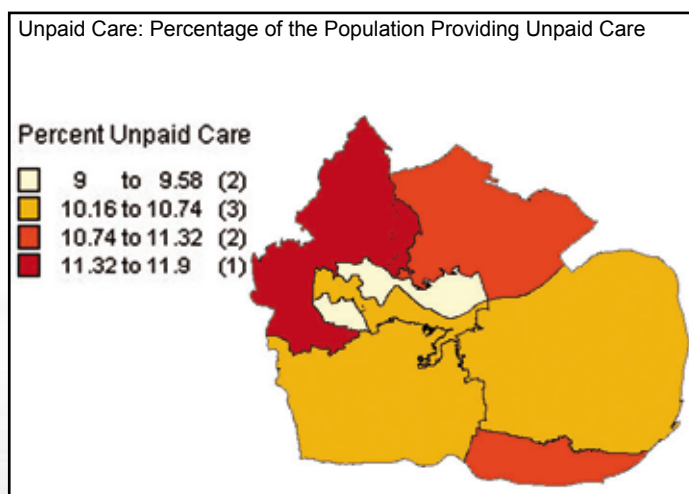
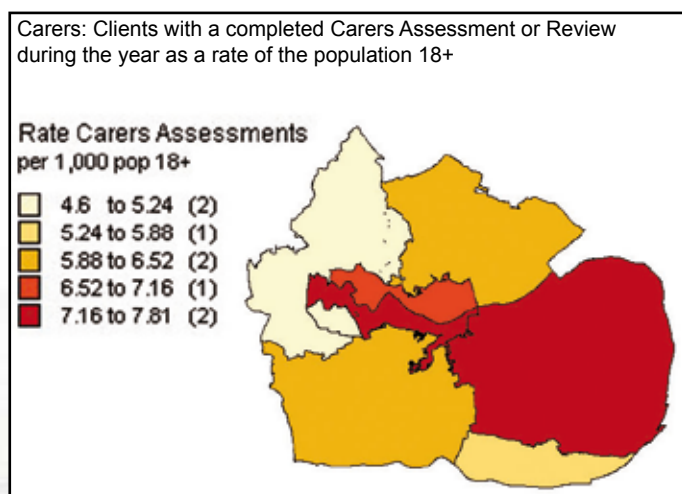
- The average life expectancy is longer than the English average and all cause all age mortality rates are good but there is considerable variation at ward level and Middle Super Output Area levels highlighting the large inequalities within and between areas (JSNA) ¹⁶
- The all age mortality rate for circulatory disease has declined in line with the national trend over the past 10 years. However, the male rate is greater than the Eastern Region rate and the female rate is the second highest in Essex and above the England/Wales rate (JSNA)
- Those areas where there is a high prevalence of limiting long-term illness also have high benefit claimant rates (JSNA)
- There is the highest rate in Essex for all age all cancer mortality in men and the second highest for under 75 year old all cancer mortality rates in males (JSNA)
- Has above East of England rates of all cancer of all age mortality and under 75 years in females (JSNA)
- Maldon has higher death rates from coronary heart disease in men than elsewhere in Mid Essex (JSNA)
- Infant deaths (2.9 per 1,000 live births) are lower than the English average (5.0 per 1,000) (Association of Public Health Observatories, Health Profile 2008, Maldon)
- It is estimated that the number of people aged 65+ living alone will have increased by 44% by 2025 and by 53% for those aged 75+ (JSNA)
- There are 6,211 people providing unpaid care, which equates to a rate of 135.5 per 1,000 of the population aged 18+. This is the second highest rate compared to other districts and is above the Essex rate of 127.1 (JSNA)
- According to the 2001 Census 1.8% of carers were aged between 0 -15 years and 0.9% of all carers recorded in the District were within that age range. (2001 Census)
- Has the third highest rate of older people known to Social Services in the County (JSNA)
- The number of people with Dementia is projected to grow from just over 800 to around 1,500 in 2025 (JSNA)

- The Maldon and South Chelmsford area had a prevalence of overweight children in the reception year children of just over 10% and an obesity prevalence of around 9%. The prevalence of overweight in year 6 children was around 12% and obesity was around 12% with an 80% coverage in both year groups (JSNA)
- The teenage conception rate is one of the lowest rates in Essex and significantly lower than the national rate (JSNA)
- There are a number of traveller families and homeless people who may have specific health and social care needs
- The District has 18.4% of all households living in fuel poverty (about 4,900 homes) a figure which does not reflect recent rises in fuel and energy prices and which is therefore likely to rise (2003 House Condition Survey, p.111)
- The percentage of adults eating healthily at 25.3% is below the national average of 26.3% but the percentage of adults who are physically active is slightly higher (12.2%) than the national average (11.6%). (Association of Public Health Observatories, Health Profile 2008, Maldon)

Special hotspots/ people of places

- Lowest life expectancy is found in Maldon East (76:0 years), Southminster ward (76.8 years), Heybridge West ward (78.0 years) and Tillingham ward (78.1 years) (JSNA)
- Five of the Maldon MSOAs have higher all cause all age mortality than the Essex average (JSNA)
- Five of the eight MSOAs in the District are above the Essex average for under 75 age group circulatory disease mortality (JSNA)
- Maldon East ward has the highest percentage of limiting long-term illness (JSNA)
- High rates of carer's assessments are located in Maldon North and East, Mayland, Tillingham and Southminster. Low rates in Great Totham, Wickham Bishops and Woodham, however these wards seem to have high rates of unpaid carers (JSNA)

SOURCE: ESSEX COUNTY COUNCIL SOCIAL CARE SERVICES AND OFFICE OF NATIONAL STATISTICS



- The MSOAs in the Maldon area with the largest rates of older people known to Social Services are located in Maldon North and East and Heybridge. Some MSOAs have over double the rate of others (JSNA)

Discussion

The description of the District above has already outlined two of the most challenging issues that the District now faces: the ageing population and the difficulties that people encounter accessing services. Both of these issues have a particular resonance for the health and well-being of residents. The planned health service review of the District will be acutely aware of these problems, but they affect all those involved in service delivery and must be addressed by the Third Sector and business as well as the statutory agencies.

The small numbers of recorded minority groups within the District may itself add to potential difficulties by masking particular health problems within those communities and making it more difficult to access health services due to language and cultural barriers. Ethnically diverse people and groups living in the District are likely to suffer increased levels of isolation simply because of their small numbers.

Men in the most deprived areas die on average 1.5 years earlier than the men in the least deprived wards, while for women this difference in life expectancy is 3.7 years demonstrating the link between levels of deprivation, low educational attainment and skills and health and well-being.¹⁷

Fuel poverty also contributes to poor health and is prevalent amongst those on low incomes including older people.¹⁸ The mix of dwellings tends to include more detached houses and fewer terraces and flats which makes homes harder to heat and increases vulnerability to fuel poverty. Many of the houses in the District are old and have solid, timber or un-insulated cavity walls and present a technical and logistic challenge to make them warmer. The location also contributes to fuel poverty because large areas of the District are not connected to mains gas and do not have access to the cheapest fuel.¹⁹

Access to green spaces and to activities, such as community learning and exercise, that improve self-esteem, encourage positive feelings, exercise the mind and body and provide opportunities for social contact, are essential to developing and maintaining a well person. Providing a supportive, healthy environment for younger people is as important as caring for the older generation. Activities for children and young people and support for families, for example through Children's centres, offer a firm foundation for the future by helping to encourage healthy living in its widest sense. Health and well-being link in with all the other priorities identified in the Sustainable Community Strategy. For example, having a decent job and access to training, being able to afford housing and access to services, feeling part of a community and feeling safe all have a part to play in ensuring personal well-being.

The Maldon District faces a number of challenges which significantly contribute to health inequalities and which if left unaddressed have the potential to increase levels of health inequality within the area. These are outlined in the description of the District and highlighted by the priorities chosen in the Sustainable Community Strategy. In particular the ageing population, the lack of affordable housing and the skills deficit are causes for concern.

PRIORITY

1

To improve the health and well-being of residents by:

- Improving access to primary care services, exploring the potential for a new community hospital for the District, and investigating innovative ways of delivering health care particularly in rural areas.
- Encouraging healthy living
- Supporting carers and those who need support including older people

Over the next 3 years we will have:

- Completed a health service review within the Maldon District
- We will support the development of improved health care facilities and services together with the development of innovative ways of delivering health care in rural areas, particularly in rural areas, including undertaking as a priority feasibility studies in to the provision of a new community hospital and primary care facilities in Heybridge
- Set up a Hidden Carers project to identify hidden carers and to help them to access the information and support they need.
- Appointed a Community Initiatives Officer to compliment and support the work of other development workers in the District, engaging particularly with those more vulnerable young or older people in rural areas and liaising closely with the community and voluntary sectors to increase capacity
- Appointed a health development worker
- Set ourselves targets for reducing childhood obesity, smoking prevalence and avoidable deaths

By 2015 we will:

- Have improved healthcare facilities and better access to healthcare facilities
- Have introduced innovative ways for the rural population to access health care services
- Have improved health and well-being in the District and meet our LAA targets

We will measure our success against the following indicators and resident and stakeholder opinion

BASELINE	TARGET (BY 2011)	RESPONSIBLE LSP SUB GROUP	LEAD PARTNER
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INDICATOR DESCRIPTION
LAA NI 56 Obesity among primary school age children in year 6

14.9% (2006/07)	13.9% per (2010/11)	HHWBPB CYPSP	NHS ME
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INDICATOR DESCRIPTION
LAA NI 112 Under 18 conception rate (target not broken down to District level)

Essex 36.9 per 1,000 females aged 15-17 (1998 rate)	Essex 20.3 per 1,000 females aged 15-17 (2010/11)	HHWBPB CYPSP	NHS ME
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INDICATOR DESCRIPTION
LAA NI 120 All age all cause mortality rate

1103.64 (2004-06 per 100,000)	1038.71 (2010/11 per 100,000 people)	HHWBPB CYPSP	NHS ME
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INDICATOR DESCRIPTION
LAA NI 123 Stop Smoking – the number of people quitting smoking

Essex 824 (per 100,000 of pop. aged 16+)	Essex 859 (per 100,000 of pop. aged 16+)	HHWBPB	NHS ME
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INDICATOR DESCRIPTION
LAA NI 135 Carers receiving needs assessment or review and a specific carer's service, or advice and information

Essex 19.2 % (2006/07)	30 %	HHWBPB	ECC
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INDICATOR DESCRIPTION
Local 2.1 People over 65 who say that they receive the information, assistance and support needed to exercise choice and control to live independently.

Baseline will be set following survey in 2008.	Targets to be set later	HHWBPB	ECC
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INDICATOR DESCRIPTION
LSP 1 Reduce the percentage of young people aged 15 years who are regular smokers

19% (2007)	14% (March 2010)	CYPSP	NHS ME
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INDICATOR DESCRIPTION
LSP 2 Reduce the percentage of young people between the ages of 10 and 15 years who report frequent alcohol and drug misuse in the Ofsted TellUs survey

Baseline to be established	17.5% (March 2010)	CYPSP	NHS ME
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THEME 1:

Taking pride in ourselves – encouraging individuals to take pride in themselves and their families, enabling people to realise their full potential

You told us that you were concerned about:

- The lack of community spirit and involvement in volunteering, particularly amongst young people
- The health of the voluntary and community sector

The data showed us that:

- 66% of the people surveyed in the District felt that they could not influence decisions in their local area and 79% felt they could not influence decisions in the District. Up to 87% of people would like to get more involved in decisions made by public bodies affecting their local area (ECC Tracker Survey Sept/Nov 2007)
- The Maldon and District Council for Voluntary services (M&DCVS) has 236 member organisations that provide services to the residents of the Maldon District, although there may be a number of very small community groups who operate within the District but who have not yet signed up as M&DCVS members
- Voluntary and community groups affiliated to the M&DCVS are involved in a wide variety of issues and activities across the district including services for older people, community care, mental health, children and luncheon clubs, as well as animal welfare, youth development, village resource centres, educational and local interest groups
- In the recent 2007-08 Citizenship survey (www.communities.gov.uk) 73% of all adults had volunteered (formally or informally) at least once in the last 12 months, with 48% having volunteered at least once a month
- The 2008 survey 'Helping out: a national survey of volunteering and charitable giving' suggests that those in the 34-44 and 55-64 age brackets, women, the employed and people of religious faith were more likely to volunteer than other social groups

Discussion

The activities of voluntary and community groups form an important focus for community spirit be it through the local chess club, the village pantomime, community litter picks or the local luncheon club. Residents care about the place in which they live and need to find ways in which they can actively be involved in shaping those places in both the decision making process, which they often cannot understand and/or feel excluded from, and through community activity.

The voluntary and community sector plays a pivotal role in our communities, not only providing services and activities but also helping to create a sense of community, belonging and purpose that many people crave. The work of voluntary and community groups cuts across all the issues that are important to this District ranging from volunteer drivers for the community transport scheme helping to improve access to services through

to improving the skills and self-esteem of the volunteers involved in social enterprises that help to develop the economy or engage in environmental work. Community spirit can not be forced but it can be nurtured and encouraged and the Third Sector can be supported to help fulfil this role within the District.

In addition to this role the voluntary and community organisations play an essential part in providing much needed services to the residents of the District, particularly in the area of social care and support. The statutory services are increasingly aware of the wealth of specialist local knowledge and experience that the third sector can offer. Over the next few years a closer relationship between the Third Sector and these bodies needs to develop in order to ensure that there is an appropriate width and breadth of services and support available, meeting the needs of the district's residents. Pivotal to this is the implementation of the Compact and a commitment to ensuring that projects that meet local needs are adequately and sustainably resourced, but this liaison can be far wider to ensure that Voluntary and Community groups are equipped to continue the work they do and to adapt to changing circumstances.²⁰

PRIORITY

2

To strengthen and encourage opportunities that will sustain and develop active communities with strong community spirit by:

- Supporting voluntary groups and the voluntary and community sector within the District
- Working with them to provide services and/or develop projects that involve the community and more closely meet the communities' needs
- Exploring ways to enable local people to be involved in shaping their communities

Over the next 3 years we will:

- Support the Youth Volunteering Development workers as part of the Essex V-Involved Youth Volunteering project
- Explore ways to support and encourage parish and town groups to prepare Parish/Town plans as a way of shaping their own locality
- Develop improved relationships with the Third Sector through joint working and commissioning

By 2015 we will:

- Have strengthened the voluntary and community sector by establishing new ways of working together
- Have improved engagement with local communities

We will measure our success against the following indicators and resident and stakeholder opinion

BASELINE	TARGET (BY 2011)	RESPONSIBLE LSP SUB GROUP	LEAD PARTNER
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INDICATOR

DESCRIPTION

NI 6

Participation in regular volunteering

To be included as part of the new Place Survey and monitored through the ECC's 6 monthly Tracker Survey	To be established	HHWBPB	CVS
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INDICATOR

DESCRIPTION

NI 7

Environment for a thriving third sector

First survey to take place in 2009 to est. baseline	To be established	HHWBPB	CVS
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INDICATOR

DESCRIPTION

LSP3

Develop parish/town plans to involve people in shaping their communities

No. in District 1	Target No. 6	ALL	RCCE/ MDC
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THEME 2:**Taking pride in Our Communities – taking pride in our local communities by encouraging people to get involved and helping to improve their local area**

You told us that you were concerned about:

- Crime and Disorder and anti-social behaviour in the District
- The need to provide a safe environment for vulnerable children and young people
- Young people feeling unsafe
- Lack of visible policing
- Road safety

The data showed us that:

- 43% of people surveyed in the District felt that teenagers hanging around on the streets was a very big problem or a fairly big problem (ECC Tracker Survey Sept/Nov 2007)
- 40% of people surveyed in the District felt that parents not taking responsibility for the behaviour of their children was a very big problem or a fairly big problem (ECC Tracker Survey Sept/Nov 2007)
- 28% of people surveyed in the District did not feel safe after dark was a big problem or a fairly big problem (ECC Tracker Survey Sept/Nov 2007)
- 51% of people surveyed in the District were fairly dissatisfied or very dissatisfied with the level of police foot patrols in their area/neighbourhood and 75% of people do not know any of the police who work in their area (ECC Tracker Survey Sept/Nov 2007)
- Crime levels are substantially lower than both Essex and national averages; Maldon is one of the safest districts in the country. This year the figure is 7.5 reported crimes a day.
- The average 3-year figure for road injuries and deaths during the period 2004-06 for the District was 96.4 per 100,000 compared with the English average of 56.3 per 100,000 (Association of Public Health Observatories, health profile 2008, Maldon)

Discussion

Feeling safe has an important part to play in people's general sense of well-being and although crime figures show that there are low levels of crime in the District fear of crime continues to be at the forefront of people's concerns here. Often it is anti-social behaviour rather than crime that causes people's anxieties. Crime trends and patterns of behaviour change daily and our approach to tackling this priority must be flexible. For example, the rising price of scrap metal has fuelled an increase in the number thefts of metal from public buildings and the escalating price of fuel has led to a rise in the number of thefts of fuel.

Prevention is key to combating crime and anti-social behaviour and working with all sectors of the community is vital to this. The Maldon District Community Safety Partnership, who lead on these issues within the Local Strategic Partnership, has built up close relationships

with the Third Sector and rely on agencies such as Women's Aid, Open Road, EYPDAS, the Council for Voluntary services, Positive Solutions Mediation and Victim Support for their expertise and support. Building trust with local communities in the parishes is also of great importance in dealing with any problems, reassuring people and changing perceptions of crime levels.

Safety, particularly road safety, is a concern for the District as the figures for deaths and serious injuries in the area are high. In part this can be attributed to the nature of the roads over much of the District with the Burnham Bends, a series of sharp bends, forming one of the hotspots. Modifications to the road system itself are unlikely but better signage and training for road users offers some remedy.

Making the Maldon District a safer place cuts across all the Sustainable Community Strategy's priorities. For example preventing vandalism has implications for the environment, access to facilities, training and employment helps to reduce boredom and crime, reducing substance misuse and improving road safety to health and well-being.

PRIORITY

3

To make the Maldon District a safer place by:

- Tackling anti-social behaviour and perceived anti-social behaviour and by providing diversionary activities for young people
- Helping to reduce the fear of crime by working with communities to tackle particular problems
- Reducing the level of crime
- Tackling substance misuse including illegal drugs and alcohol
- Reducing the number of deaths on the District's roads and making it safer for all road users

Over the next 3 years we will:

- Decrease substance misuse through enforcement, awareness and treatment
- Manage perception of local crime levels, alleviating concerns to ensure people feel safe
- Meeting community needs by increased Partnership engagement
- Promote all aspects of road, fire and marine safety to reduce accidents by 5% during 2008-2011
- Protect and safeguard young people in the community and foster mutual respect with the other groups, particularly the elderly
- Reduce anti-social behaviour in the community

By 2015 we will have:

- maintained or improved upon the low crime figures
- made people feel safer
- reduced the incidence of anti-social behaviour
- decreased the number of substance misuse problems

We will measure our success against the following indicators and resident and stakeholder opinion

BASELINE	TARGET (BY 2011)	RESPONSIBLE LSP SUB GROUP	LEAD PARTNER
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INDICATOR	DESCRIPTION
NI 17	Perceptions of anti-social behaviour

24.00 (LGUSS 2006/07, % - Baseline will be reviewed when place survey data available)	21.6% (2010/11)	MDCSP	Police
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INDICATOR	DESCRIPTION
NI 115	Substance misuse by young people

Essex: - 20.7	(targets to be negotiated once TellUs 3 data is available in Autumn 2008)	MDCSP & CYPSP	Police NHS ME
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INDICATOR	DESCRIPTION
Local 7.1	Repeat incidents of domestic violence

126 (2007) Local - 37	113 (2010/11)	MDCSP	Police
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INDICATOR	DESCRIPTION
Local 7.2	Feeling safe (after dark)

50.7 (2007/08, %)	57.3% (2010/11)	MDCSP	Police
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INDICATOR	DESCRIPTION
Local NI 47	People killed or seriously injured in road traffic accidents

57.4 1994-98 average	34 (2011)	MDCSP	ECC/ Essex Fire & Rescue Service
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INDICATOR	DESCRIPTION
LSP 4	Reduce reported crime

42.6 per 1,000 population	By 5% in 2008/09	MDCSP	Police
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INDICATOR	DESCRIPTION
LSP 51	Local Indicator Outreach Referrals

2007 51 Referrals	By 2010/11 67	MDCSP	Police & other agencies
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INDICATOR	DESCRIPTION
LSP 6	Reduction in assault with injury

298	By 2010/11 268	MDCSP	Police
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INDICATOR	DESCRIPTION
LSP 7	Young (0-19) Victims of crime recorded

8.2 (2007-08)	207	MDCSP	Police
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THEME 2:**Taking Pride in Our Communities – taking pride in our local communities by encouraging people to get involved and helping to improve their local area**

You told us that you were concerned about:

- The poor supply of affordable housing
- Creating concentrations of one type of housing (tenure or size)
- Losing green fields to housing development
- The need to provide adequate infrastructure for housing developments

The data showed us that:

- Since 2000, the average house price has risen by 100% in Maldon. Recent survey work has revealed that 85% of existing households in housing need can not afford to buy and 73% can not afford to rent in the market (SHMA, Interim Report, May 2008, pp.63-73 revised figure)
- The District has around 26,000 households with over 80% households owner occupied and only 11% of housing provided by registered social landlords (SHMA, Interim Report, May 2008, p. 53)
- Applications on the Local Housing Register have nearly doubled over the last 5 years from roughly 500 to 900
- In general household size is decreasing which affects housing markets and the need for affordable housing
- Disparity between income levels, house prices, inward migration and place of work impact on future sustainability of local communities
- Best prediction of supply of affordable housing based upon existing policy requirements indicates a significant shortfall / displacement of the younger local population leaving a residual older population
- There is a variation in cost and demand for housing in different housing market areas within the District
- Future housing requirements will be based on monitoring the Strategic Housing Market Assessment (SHMA)
- Increasing need for homes suitable for older people
- There has been some success in preventing Homelessness, but still some groups remain vulnerable, for example young people, those with support needs, and those exposed to debt.
- More than 400 privately owned homes have been empty for 6 months or longer
- Lettings of social housing over the last 5 years have halved for the District (National Housing Federation Report 2007-12, p.8)
- Local employers have identified that high house prices are leading to labour shortages
- Older people are the largest group using the Supporting People service both nationally and in Essex. They currently make up approximately 90% of service users in the County (JSNA)

Special hotspots

- Continue to develop options to prevent homelessness for example by tackling evictions from parental homes (at least half of the applicants which the local authority has a duty to house have been evicted by their families) and possibly in the future those in mortgage arrears
- Develop affordable housing to sustain local communities including rural areas
- Improve standards in the private housing sector

Discussion

'Affordable housing' is defined in PPS3 as housing: "provided to specified eligible households whose needs are not met by the market. Affordable housing should meet the needs of eligible households including availability at a cost low enough for them to afford, determined with regard to local incomes and local house prices".

An adequate supply of good quality, affordable housing is essential to the sustainability of local communities in the future. Primarily, by ensuring that local people can choose where they live and that young people do not have to move away to find accommodation, live in unsuitable or overcrowded conditions which increase the risk of homelessness and its associated problems.

Recent local surveys and national trends show us that the shortage of housing supply alongside growing demand has effectively led many local people being priced out of the local housing market as their income levels prevent them from buying and often even renting homes on the open market. The current slow down in the housing market and the fall in prices is unlikely to significantly change the affordability situation in the Maldon area as many people's incomes lag behind those in other parts of the county. The Urban Capacity Study 2001-11 (2002, pp.9-10) and the Local Development Framework showed that there were comparatively few possible sites for new housing development within the District (assessed yield of 631 new dwellings) without expanding onto greenfield sites.²¹

Conventionally, the only option was what is now often referred to as 'social rented' accommodation, i.e. homes owned and rented from either the local Council or Registered Social Landlords (Housing Associations). Nearly all new affordable homes that have been built for the last twenty years have been developed and managed by RSLs and many local councils, such as Maldon District Council, have transferred their housing stock to them. More recently, RSLs have provided a wider range of affordable housing such as shared ownership (where people can buy at a discounted price and pay rent on the balance, or intermediate rent where the rent is higher than social rented homes, but still below local market rent levels).

The only way to access affordable housing is through the local Housing Register (waiting list) and this will be updated to a Choice Based Lettings system by 2010 to meet the government's target of giving more choice to people in choosing a home.

Housing is, in many ways, the cornerstone that permits older people to remain within the community. Of those living in social rented housing, just under a third live in sheltered housing, but for most older people staying in their own home and being cared for by members of their family is their preferred housing option.²² According to the Census

(2001), 73% of Essex older people live in owner-occupied accommodation but many cannot afford to adapt their home or keep it in good repair.²³ That highlights the importance of care and repair services, private sector renewal, Disabled Facilities Grants and of developing new homes to the Lifetime Homes Standard.

In addition to the problems around affordability, 9% of households live in housing which they characterise as inadequate and 18% of households contain a disabled member (63% of which members are over 60 with age related problems) suggesting that there is or will shortly be a shortage of suitable accommodation in the District. The increase in older householders (75+) will have implications for support services, extra care housing, long term suitability of accommodation, equity release schemes, adaptations and other age related care requirements. Drugs, alcohol and mental health problems are inextricably linked to housing difficulties especially homelessness and young people with housing needs tend to have multiple and complex problems.

All local housing authorities (district or borough councils) are faced with similar challenges, irrespective of whether they have their own housing stock which can be summarised as:

- To identify and respond to local housing needs – through consulting on housing needs and using this to inform policies on the future development of affordable housing
- To respond to, and prevent homelessness – for those who are especially vulnerable, through the development and delivery of a Homelessness Strategy (a legal requirement of each district/borough council)
- To encourage best use of existing housing – for example by encouraging owners of empty homes to bring them back into use, ensuring that best use is made of supported housing and that people are able to live independently by encouraging the development of the right type of homes to meet local needs, encouraging good design such as Lifetime Homes and the provision of support.

It is easy to see how these objectives link to the positive contributions that a Sustainable Communities Strategy seeks to encourage. There are also overlaps with a number of other activities such as protecting the environment (through better designed homes), health and well-being (through supporting the most vulnerable groups to have access to housing and maintain their independence) and supporting a local economy by ensuring that there are homes that are affordable to people based upon local income levels.

PRIORITY

4

To increase the supply of affordable housing in the District by:

- Developing schemes and policies to help residents having problems accessing affordable housing
- Working to encourage a mix of tenures and types of housing

Over the next 3 years we will:

- Increase the provision of affordable housing – through better understanding of local needs to inform policies and requirements
- Make best use of existing housing – through the Decent Homes programme, monitoring of RSL performance, implementing Choice Based Lettings to give greater choice and tackling empty homes
- Prevent homelessness – through the Council's Homelessness Strategy
- Promote independence – through working in partnership with Supporting People and other services within Essex County Council to respond to the key issues arising from the JSNA

By 2015 we will:

- Have a better understanding of the way the housing market and how to plan for trends and changes
- Have a better range of options to meet people's needs throughout their lifetimes

We will measure our success against the following indicators and resident and stakeholder opinion

BASELINE	TARGET (BY 2011)	RESPONSIBLE LSP SUB GROUP	LEAD PARTNER
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INDICATOR

DESCRIPTION

NI 156 Number of households living in temporary accommodation

53 Baseline 4th Quarter 2007	52 2010/11	HHWBPB	MDC
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INDICATOR

DESCRIPTION

NI 141 Percentage of vulnerable people achieving independent living

(District is Part of Greater Haven Gateway) 71%	81% 2010/11	HHWBPB	ECC
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INDICATOR

DESCRIPTION

Local 2.2 Affordable housing

Baseline figures are gross nos. of affordable houses built and acquired per year 2002-6, taken from the Housing Strategy Statistical Appendix 2005/06.	2008/09 – 31 (gross numbers of affordable houses built & acquired) 2009/10 - 32 2010/11 - 32	HHWBPB	MDC
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THEME 2:

Taking pride in Our Communities – taking pride in our local communities by encouraging people to get involved and helping to improve their local area

You told us that you were concerned about:

- Poor and inflexible public transport links
- The difficulty of travelling at night unless you have access to your own transport
- Sustaining local facilities and services
- Rural and social isolation
- Difficulty in accessing health care facilities
- The lack of facilities for all age groups but especially the young

The data showed us that:

- 47% of people surveyed in the District were very dissatisfied or fairly dissatisfied with the local bus service (but of these 55% never used or had not used the bus service for longer than a year) (ECC Tracker Survey Sept/Nov 2007)
- Of those people surveyed in the District who said that in the past year they had felt isolated and cut off, 18% blamed irregular or expensive public transport (the largest single percentage)
- Getting from home to the local hospital using their usual form of transport was also a great problem mentioned by 43% of respondents (ECC Tracker Survey Sept/Nov 2007)
- Bus services are subsidised by 15% by Essex County Council
- There has been a 7% increase in fare paying passengers (excluding concessionary fares) across the Dengie Network in the last year following the introduction of new timetable. Nationally Bus patronage in the same period outside of London is at best static or declining (ECC)
- There is a limited public transport service with limited frequency along routes in parts of the District
- There is only one train line – the Southminster branch line - operating along the southern border of the District. The mainline railway stations at Chelmsford, Hatfield Peveral and Witham are all located outside the District
- Maldon District has a very high level of car ownership with 86% of all household having access to a car or a van. Comparable figures for East of England and England stand at 80% and 73% respectively (2001 Census).
- The District is linked directly to the A12 by the A414 and the B1019, but most of the District is connected by a network of country lanes

Special hotspots

- Six of the District's Lower Super Output Areas (LSOAs) are in the bottom 10% of all LSOAs in England and Wales for barriers to housing and services deprivation. LSOAs 006A (Mayland Ward in the Dengie area) and 001B (Tolleshunt D'Arcy ward in the Rural North) score particularly highly as areas of deprivation for this measure of deprivation with Mayland ranking 200th in the country and Tolleshunt D'Arcy 615th.

Discussion

Good transport links, good social, community and health facilities and shops are among the most important components of sustainable communities. Nationally, it is acknowledged that there has been a decline in the number of facilities and services available to rural settlements. The reduction often results in rural dwellers having to travel, using unsustainable means, over longer distances to access facilities and services.

In order to maintain sustainable communities there needs to be a comprehensive understanding of local needs, variations and the interrelationships that exist between the different settlements. The Local Development Framework process is analysing the existing provision and the relationships between communities in the District and examining how these communities can be helped to remain sustainable.

There is no fully self-sufficient settlement in the Maldon District and this reflects the fact that people travel not just to other settlements within the District but also outside of the District to access some specialist facilities and services. The concept of key settlements or sub-area network centres, where most new development and services and facilities could be concentrated in the future may offer the best way to ensure sustainability across the District.

Government guidance emphasises that in order to deliver sustainable development, access to facilities for all members of the community is important. The guidance states that planning policies should support the retention of local facilities such as village shops and post offices, rural petrol stations, village and church halls and rural public houses that play an important role in sustaining village communities. Key stakeholders managing health, education and library facilities are likely to focus on these sustainable locations and to explore the possibility of shared facilities where they can be accessed by as many people as possible.

For the Maldon District, transport lies at the crux of the question of how to access services and the rural nature of the area ensures that car/van ownership remains high because for many people it is the only way to reach services. There is little realistic prospect of there being significant improvements to the infrastructure of either the road or railway networks beyond possible improvements to the links with the A12. Bus services are also unlikely to become more frequent or more numerous because of the cost implications of such expansion. In view of these situations, alternative solutions, including the expansion of the Community Transport scheme and improving the connectivity of the services, need to be explored.

The relationship between transport and access to services and the other priorities in this Sustainable Community Strategy is a close one. Some types of economic development are constrained by the poor transport links, training becomes less accessible, and levels of anti-social behaviour and health and well-being are all affected by poor transport and access to services.

PRIORITY

5

To improve and sustain transport and access to services and facilities in rural areas by:

- Improving access to and work to sustain essential services and facilities in rural parts of the District
- Promoting more flexible and integrated network of transport provision including public transport, community transport and cycling

Over the next 3 years we will:

- Lobbying for improvements to the link road through Hatfield Peverel to the A12
- Working with the NHS ME to develop improved access to health services and facilities in particular the proposed new community hospital, a primary care facility in Heybridge and improved access to health services in the Dengie
- Appointing a Community Initiatives Officer to compliment and support the work of other development workers in the District, working particularly with vulnerable young and older people in rural areas and liaising closely with the community and voluntary sectors to increase capacity

By 2015 we will:

- Have closer operational relationships with service delivery organisations to explore the options for more shared facility provision and more flexible service provision
- Understand and plan for local needs better

We will measure our success against the following indicators and resident and stakeholder opinion

BASELINE	TARGET (BY 2011)	RESPONSIBLE LSP SUB GROUP	LEAD PARTNER
INDICATOR	DESCRIPTION		
LSP 8	Resident satisfaction with access to key services		
Place survey to establish	To be established	EDE	CVS/ECC

THEME 3:

Taking Pride in our Local Economy – aiming to sustain a diverse and active economy which through securing a net gain of 1,000 jobs by 2015 meets the employment needs of today's residents and future generations

You told us that you were concerned about:

- A lack of employment opportunities within the District
- The need for sustainable economic growth
- The need to generate inward investment and to stimulate business development and innovation
- Poor infrastructure particularly transport/road links
- Poor Broadband coverage
- High parking charges in Maldon town for shoppers

The data showed us that:

- The economy of the District is defined by a large numbers of small businesses covering a wide range of business sectors: 90% of known businesses have less than 20 employees
- Main industries are in Construction, Manufacturing, Business services and Retail (Draft Economic Development Strategy, July 2008, pp. 9-11)
- The latest figures for Tourism (2006) show that Tourism was worth £150m to the economy of the District. In the same year more than £3m visitor trips were made to Maldon District. This industry also supports 2,579 jobs within the District, and this figure is increasing year on year.
- Maldon District has just over 30% of its residents in the managerial and professional occupational sector and just under 20% in the routine manual occupations (JSNA)
- Unemployment remains below the UK average (JSNA)
- The market towns of Maldon and Burnham-on-Crouch are important as key drivers for the rural economy
- Weak economic base with an over-representation of small firms and declining sectors (Draft Economic Development Strategy, July 2008, p.6)
- Limited opportunities for Inward Investment (Draft Economic Development Strategy, July 2008, p.6)
- Under-representation in the new growth industries particularly the 'Knowledge' economy (Draft Economic Development Strategy, July 2008, p.6)
- In 2007, 10.54% of all employees in the Maldon District were employed in the manufacturing industry, compared to 8.82% across Greater Essex and 8.32% across the East of England (Local Knowledge database)

Special hotspots

- In Maldon, MSOA areas that have high proportions of people with a limiting long-term illness have higher proportions of the population that are not employed and also higher claimant proportions for benefits such as disability living allowance, incapacity benefits and severe disablement allowance (JSNA)
- Levels of social deprivation in the District are lower than the Essex average. However there are pockets of deprivation in the East and north of Maldon Town, Mayland and Burnham areas. (JSNA)
- The Tillingham and Burnham areas experience the highest rates of unemployment in the District (JSNA)

Discussion

There has been little overall employment growth in the District over the last ten years according to the Annual Business Inventory. In common with many other UK market towns employment has moved away from manufacturing and agriculture to the service sector, although manufacturing remains at significant levels. The decline in the numbers of people employed in farming and land-based lifestyles is having an impact on the rural economy, community life, voluntary activity and the availability of services. The District has some key employers such the Maldon Salt Company together with an impressive array of small and medium sized enterprises and there has been a growth in self-employment and home working. Competitive operating costs, good business location (premises, people, location) and high quality of life (culture, countryside, education facilities) make the District an inviting place for existing, relocating and new firms.²⁴

However, economic growth is handicapped by poor infrastructure principally transport links and connectivity, poor access to Broadband, low skills levels within the District and the limited availability of suitable premises which restrains the types of business and constrain economic opportunity. The Employment Land Study 2006 identified that whilst Maldon District has 10 Hectares of employment land in the District, much is not of good quality. The primary area of employment land is The Causeway area in Heybridge, largely made up of older, poor quality, industrial areas. This area is a priority for regeneration through an Area Action Plan. The main constraint to development is the flood plain and the Council is in discussions with Environment Agency regarding this issue. This area includes the key redevelopment site of Sadd's Wharf.²⁵

There is a need to balance the demands of rural tourism and rural business diversification with sustainable land management practices and protection and enhancement of the county's environmental assets. The market towns and smaller retail centres need to be developed and supported in order to maintain the sustainability of the communities they serve. There is a need to encourage the creation of knowledge based jobs in the District while recognising that because of the District's proximity to London and Chelmsford some people will always commute out for work. Encouraging and sustaining economic growth has clear links with the other priorities for the District including the environment, skills, transport and health and well-being. The links are particularly close to the priority to improve the skills levels within the District.

PRIORITY

6

To promote a diverse, sustainable and vibrant local economy by:

- Improving the infrastructure where possible such as broadband coverage, road links to railway stations and the A12
- Supporting business and trying to meet its needs

Over the next 3 years we will:

- Lobby for improvements to the link road through Hatfield Peverel to the A12
- Work with partners, especially those in the private sector, to enhance local employment opportunity and promote the District
- Working with neighbouring authorities to improve highband width for the District
- Work to maximise the amount of available floor space for businesses
- Have a business support infrastructure for entrepreneurs, start-ups and micro businesses, including existing businesses which is tailored to meet their needs and aspirations in key sectors
- Promote the growth and sustainability of local enterprises and small businesses, including the development of creative, social and not-for-profit enterprises
- Continue to develop a niche and sustainable tourism offer which focuses on the Districts natural coast line and rural offer

By 2015 we will:

- Have a strong local economy
- A well educated workforce
- Smart, sustainable enterprises

We will measure our success against the following indicators and resident and stakeholder opinion

BASELINE	TARGET (BY 2011)	RESPONSIBLE LSP SUB GROUP	LEAD PARTNER
INDICATOR	DESCRIPTION		
NI 166	Median earnings of employees in the area		
426.60 (2005/06)	453.25	EDE	MDC

THEME 3:

Taking pride in our Local Economy – aiming to sustain a diverse and active economy which through securing a net gain of 1,000 jobs by 2015 meets the employment needs of today's residents and future generations

You told us that you were concerned about:

- The number of young people who are not in employment, education or training and the low levels of educational attainment of some young people in the District
- Local employers experiencing difficulties finding skilled workers

The data showed us that:

- The Maldon District has a similar rate of its young people not in education, employment or training as the national average at just under 8% of 16-18 year old population. Although in line with the national average the District does have one of the higher rates in Essex (JSNA)
- Whilst Maldon District had average and above average educational attainment in Key stages 2 and 3, it has the lowest GCSE attainment in Essex for 5 or more A* - C level (2005/06) (JSNA). GCSE attainment (5A* - C grades, including English and Maths) improved significantly in 2006/07 (DCSF Performance Tables 2007).
- In Maldon 33% of the working population have no qualifications compared to 14% regionally and nationally. The District also has one of the lowest proportions of adults with an NVQ4 or above level of qualification at just over 10%. Only 12.5% have a degree or higher qualification, compared to over 25% regionally and nationally, and the lowest proportion in Essex. (JSNA)

Special hotspots

- The 2007 Indices of Deprivation demonstrate that education, skills and training deprivation are concentrated in parts of Maldon and Heybridge (Maldon East and Heybridge West wards) and in the Dengie (Southminster, Burnham-on-Crouch North and part of Althorne wards). Four of these LSOAs, Heybridge West, Maldon East, Southminster and Burnham-on-Crouch North, are ranked as the most deprived wards in the District according to the indices of deprivation ²⁶

Discussion

Poor educational attainment plays a vital role in defining socio-economic status. Low educational achievement contributes detrimentally to events in later life, such as increased likelihood of teenage pregnancy, inability to find employment and poorer health in general. Although attainment has risen in our schools, local firms are encountering difficulties in recruiting due to a lack of suitable applicants and potential employees who are not yet "job ready". Maldon District's people need to be increasingly skilled to compete for jobs, retain them and to progress within the workplace.²⁷

Employers need to be able to better describe their individual and sector recruitment needs and to undertake workforce planning in order to be able to share that information with

partners in the other sectors who can generate sector specific training packages and work with them to improve training in and out of employment. Schools need to work with partners across all sectors to raise young people's aspirations. People should be actively encouraged to improve their skills throughout their working lives.

The potential new nuclear power station at Bradwell provides an interesting case study. The development would potentially create significant growth in jobs and new contract opportunities for local construction businesses. However, the District may encounter skills shortages. Existing training provision does not always prepare people to undertake their trade at the speed required by the employer and all of Maldon District's construction sector companies are small, having less than 25 employees, and consequently will be unable to win large construction contracts. Significantly more "on the job" accredited training is required and a partnership approach working with our neighbouring authorities, integrating local firm expertise and encouraging developers to use more local firms may offer the best solution. ²⁸

The District is well placed to address the needs of learners: it is at the forefront of developing the new national Diploma in schools and plans to develop a Vocational Training Centre for the District are well advanced. There needs to be improved and increased engagement between employers and schools and other partners to raise aspirations, increase opportunities and provide the skills that are required for the existing and future employment. A deeper and wider skills base is vital to ensuring the prosperity and vibrancy of the area and has close links with the other priorities identified in this Sustainable Community Strategy.

PRIORITY

7

To continue to raise educational attainment and skills levels by:

- Promoting high quality education and training in the District
- Working more closely with employers in the area
- Encouraging family learning and support for parents

Over the next 3 years we will:

- Develop the hub of the Vocational Training Centre and expand the work of the centre
- Work to raise the District's skills profile
- Improve engagement with employers and schools

By 2015 we will:

- Address the main barriers that may prevent people from accessing employment and improving their skills
- Make training more accessible for those people living in the District's rural areas

We will measure our success against the following indicators and resident and stakeholder opinion

BASELINE	TARGET (BY 2011)	RESPONSIBLE LSP SUB GROUP	LEAD PARTNER
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INDICATOR

DESCRIPTION

NI 163 Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 2 or higher

Baseline for 2006 will be inserted when DIUS revised data becomes available	Target is a 6% point increase over the period 2006-2011, subject to review at the annual refresh of the LAA	EDE/CYPSP	ECC
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INDICATOR

DESCRIPTION

NI 164 Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 3 or higher

Baseline for 2006 will be inserted when DIUS revised data becomes available	Target is a 3% point increase over the period 2006-2011	EDE/CYPSP	ECC
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INDICATOR

DESCRIPTION

NI 79 % Achievement of a Level 2 qualification by the age of 19

Essex: 69.5 (2006/07 AY, %)	Essex: 80% (2009/10 AY)	EDE/CYPSP	ECC
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INDICATOR

DESCRIPTION

NI 117 16-18 year olds who are not in education, training or employment (NEET)

Essex: 69.5 (2006/07 AY, %)	Essex: 80% (2009/10 AY)	EDE/CYPSP	ECC
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INDICATOR

DESCRIPTION

LSP Local Develop a Vocational Training Centre

No centre currently exists within the District	6 spokes by 2008. 7 spokes by 2009. Central hub by 2010	EDE	The Blackwater Vocational Partnership
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THEME 4:

Taking Pride in our Rural and Coastal Heritage – creating a sustainable District that enhances, conserves and promotes its rural and coastal heritage.

You told us that you were concerned about:

- Losing open spaces
- The management of the natural and built environment
- Recycling and the conservation of resources such as energy and water
- The possible effects of climate change including rising sea levels and flooding
- The provision of access to and enjoyment of the natural environment including parks and open spaces
- Sustainable planning policies in relation to environmental issues

The data showed us that:

- The use of global resources in the District is above the Essex and England average, a long way above a sustainable level
- Maldon District has the highest satisfaction of perceived levels of litter and detritus
- The District has a number of areas where around 6-7% of the population are living in fuel poverty (JSNA)
- Each resident in the Maldon District produces on average 6.35 tonnes of CO2 per year (LAA, p.x)
- Residents of the Maldon District throw away one of the lowest amounts of rubbish per head in the County. Our recycling rate is also in the top half of performance tables when compared to other Essex Authorities. (Environment Strategy draft)
- According to the 2001 Census almost 12% of the working population work mainly at home, a figure higher than both the national and regional averages
- Only 2.4% of working residents in the District cycle to work, compared to 3.8% of the East of England (2001 Census)
- According to the 2001 Census, more than two in every three working residents, travelled in a car to work. This figure is higher than both the national average, and indeed the East of England average.
- There are some 25000 houses in the District. Some 5000 or 20% of homes are in areas which may be affected by flooding, twice the national average of 10%. (MDC Planning Policy paper, 2008, Portrait of issues: rural issues)

Special hotspots

The Causeway area of Heybridge, Heybridge, parts of Burnham-on-Crouch, parts of Mayland and the far east of the Dengie peninsular are at particular risk of flooding.²⁹

Discussion

The District's main attraction is its natural and built environment which draws new residents and visitors to the area. However, climate change and rising sea levels are already changing our environment and pose a serious future threat. Our impact on the environment can be measured by our 'ecological footprint', which allows us to benchmark the amount of resources we use and compare it to the level of resources available. The ecological footprint for the world is 2.2 global hectares per person, but the England average is 5.4 global hectares per person. This is 65% higher than our ecological budget (the sustainable amount we can use) and the UK has an ecological footprint among the highest 15 countries on a per person basis. The ecological footprint for Essex is 5.5 global hectares per person, which is just above the England average. Comparing the breakdown of the ecological footprints in those areas with the highest and lowest score, the most significant differences are in the following categories: food and drink consumption; energy consumption; travel; and holiday activities.³⁰

There is now increasing Government focus on reducing Carbon Dioxide (CO₂) emissions to help mitigate against the anthropogenic contribution to climate change. It is likely Carbon emissions will be tightly regulated and increasingly monitored in future. Reporting Carbon Dioxide emissions of per capita population in the Maldon District is a Local Authority National Indicator and will be measured by the actions taken by the Local Authority as well as local communities. The day to day actions that can lower public carbon emissions offer a fantastic opportunity for local communities to make coordinated improvements such as energy efficiency and more sustainable methods of travel including cycling. Measurements of Carbon Dioxide emissions come from sources such as traffic and transport data, energy consumption and fuel sales data.

Maldon District Council has recently commissioned a joint Strategic Flood Risk Assessment with Colchester Borough Council, Braintree District Council and Chelmsford Borough Council. This report will help to inform the spatial planning of any further developments in the Maldon District. Essex and its flat, low lying coastline will be particularly vulnerable if any of the sea defences are breached.³¹ In the Maldon District, Heybridge, Burnham-on-Crouch, Mayland and many other smaller communities are at increased risk of flooding due to their location on particularly low lying ground. It is not just that sea levels are rising but also that there may be increased variation in exceptional flood events that pose a threat. A balance needs to be sought between protecting homes and employment sites, such as the Causeway area of Heybridge, by creating or improving flood defences and protecting the natural environment which could be detrimentally affected by such defences.

Climate change will affect not only sea levels and tides but also the biodiversity of the District the types of plants and animals that can be supported here. It will have huge ramifications for the management of the environment and the landscape which local people so treasure, be it the types of agriculture practised, the species of trees and plants grown in our parks and open spaces or the costs of trying to maintain existing patterns of land use for example in the watering of plants and the cutting of grass. This may also affect the numbers of visitors coming to the area.

The local environment is constantly changing and both the natural and built environments reflect natural and man-made change throughout the centuries. Links with other objectives in the Sustainable Community Strategy are not hard to demonstrate, from the demands for economic development including tourism which must be balanced with the protection of the environment, to health and well-being through the adoption of more sustainable forms of

transport, and to encouraging the development of community spirit and the Third Sector through their involvement in environmental activities. The District needs to embrace change by preserving and enhancing the best and adapting to climate change in order to better meet the challenges it brings.

PRIORITY

8

To protect and enhance the distinctive environment of the District and encourage enjoyment of it by:

- Encouraging sustainable travel especially among those who commute out of the District for work
- By raising awareness of ways to be more energy efficient and of alternative energy producing technologies
- Increase recycling rates and minimise waste production in the Maldon District
- By working to minimise the harmful effects of possible flooding
- Encouraging the sustainable management of our natural and built heritage.

Over the next 3 years we will:

- Engage with landowners and local communities on how they can best adapt to the potential effects of climate change
- Encourage sustainable travel including cycling, community travel schemes and local walking to school initiatives
- Encourage home composting and the use of more environmentally friendly materials by local businesses
- Promote the enjoyment of our parks, countryside and coast.

By 2015 we will have:

- Further enhanced our rich and bio-diverse environment
- Taken positive steps to adapt to climate change
- Developed Community flood plans

We will measure our success against the following indicators and resident and stakeholder opinion

BASELINE	TARGET (BY 2011)	RESPONSIBLE LSP SUB GROUP	LEAD PARTNER
INDICATOR	DESCRIPTION		
NI 186	Making year on year Per capita reduction in CO2 emissions in the LA area		
6.35	5.5	EDE	MDC

Monitoring and Review

The Sustainable Community Strategy is a flexible and living document which will primarily live on the LSP's website (www.maldonlsp.net) and will be updated there as necessary. The Strategy as a whole will be reviewed every three years but sections of it may be reviewed within that period if significant new information becomes available or in response to changing circumstances within the District.

Progress against the Indicators in the Sustainable Community Strategy will be monitored by the Maldon District Local Strategic Partnership's (LSP) thematic sub-groups and by the steering group on a quarterly basis. The thematic sub-groups will develop action plans to help deliver the targets outlined in the Strategy. These Action plans will be added to the website and will be reviewed and updated annually. Action plans will be monitored on a quarterly basis by the relevant thematic sub-group who will report to the steering group.

Getting in touch with the Maldon District Local Strategic Partnership

If you or an organisation that you are involved with are interested in local issues and you would like to get involved in helping to deliver the other priorities which are listed in this document, please let us know.

Please let us know what you think about the Sustainable Community Strategy particularly the priorities. We will be regularly reviewing the Strategy and we would welcome your comments.

For further details about the Local Strategic Partnership including its membership and its work or to pass on your comments, please contact:

Lynn Marston
Local Strategic Partnership Development Officer
Maldon District Council
Princes Road
Maldon
Essex CM9 5DL

tel.: 01621 876271
email: lynn.marston@maldon.gov.uk

Or visit our website at www.maldonlsp.net

APPENDIX 1:

Sources of information

The main sources of information for this Strategy have been:

Children and Young People's Plan – Essex County Council
Draft Environmental Strategy – Maldon District Council
Draft Maldon District Council Economic Development Strategy, July 2008.
Essex County Council's Supporting People Strategy
Essex Joint Strategic Needs Assessment 2008, Maldon District Chapter
Maldon District Council Homelessness Strategy 2008-2011
Housing Condition Survey 2003
Local Transport Plan
Maldon Strategic Housing Market Assessment 2008
Maldon District Council Area profiles for the District, 2008
Maldon District Council Empty Homes Strategy (revised Aug.08)
Maldon District Housing Position Statement 2008
Maldon District Council Indices of Deprivation Report, 2007
NHS Mid Essex Health and Well-being consultation document
Southminster Village parish plan 2008
Maldon District Strategic Assessment 2008 and Annual Partnership Plan (Community safety)

APPENDIX 2: Consultation

The following consultation was undertaken as part of the development of this Strategy:

- During the summer of 2005 road shows were held around the District to give the public the opportunity to comment on the priorities for action.
- A questionnaire was sent out in the Maldon Courier to gain the views of as many residents as possible.
- In addition, consultation with young people in the District was carried out and they were asked to identify what they felt are the key issues facing the District over the next 5 - 10 years.
- A Stakeholders consultation event was held in the summer of 2007
- A Joint Local Strategic Partnership/ Local Development Framework consultation event for LSP stakeholders and others was held on 17 March 2008
- A Joint Local Strategic Partnership/NHS Mid Essex consultation event was held on 21 May 2008
- Maldon District Citizens' Panel met on 22 May 2008

APPENDIX 3:

Other sources of useful information

Essex Partnership website: www.essexpartnership.org

Essex Local Area Agreement 2008-2011

Essex Strategy 2008-2018

Essex County Council website: www.essex.gov.uk

APPENDIX 4:

Themes covered by the Local Strategic Partnership's groups

Steering group: strategic direction of the LSP

Sub-groups working to the Steering group

- Children and Young People's Strategic Partnership: the health and well-being of children and young people.
- Community Safety Partnership (also known as the Crime and Disorder Reduction Partnership): crime and anti-social behaviour, road and river safety.
- Economic Development and Environment: Economic development, environmental issues and transport.
- Health, Housing and Well-being Partnership Board: health and housing issues as well as a much larger remit covering all activities and factors that contribute to general well-being not covered by the other LSP sub-groups.

In addition to these groups there are working groups which focus on particular issues or aspects of the work covered by the subgroups.

APPENDIX 5:

Key Organisations belonging to the Maldon District Local Strategic Partnership

- Maldon District Council
- Essex County Council
- Learning and Skills Council
- NHS Mid Essex
- Maldon and District Council for Voluntary Services
- Essex Police
- Essex Fire and Rescue Services
- Moat Homes

APPENDIX 6:

Endnotes

- 1 Maldon District Council Area Profiles for the District, 2008, pp.2, 12 and 22.
- 2 Survey carried out by consultants Experion: the results put the Maldon District in the top 15% of local authority areas for quality of life.
- 3 Strategic Housing Market Assessment, interim report, May 2008, p.15.
- 4 Strategic Housing Market Assessment, interim report, May 2008, pp. 33 and 36; Essex Joint Strategic Needs Assessment 2008, Maldon District chapter.
- 5 Maldon District Council Indices of Deprivation Report, 2007. A Lower Super Output Area is an area smaller than a ward which contains typically 1,500 people.
- 6 DoH/Public Health Observatory Maldon Health profile for 2008.
- 7 Strategic Housing Market Assessment, interim report, May 2008, pp. 47-9.
- 8 Strategic Housing Market Assessment, interim report, May 2008, p.51.
- 9 Maldon District Council Indices of Deprivation Report, 2007.
- 10 Strategic Housing Market Assessment, interim report, May 2008, pp. 63-72.
- 11 Essex Joint Strategic Needs Assessment 2008, Maldon District Chapter.
- 12 Essex Joint Strategic Needs Assessment 2008, Maldon District Chapter.
- 13 DOH/Public Health Observatory Maldon Health profile for 2008.
- 14 Scott Wilson (2007) Strategic Flood Risk Assessment.
- 15 The Local Strategic Partnership's website will contain details of spatial projects in the Maldon District Sustainable District Strategy.
- 16 Middle Super Output Areas contain typically 7,200 people. Maldon District Chapter of the JSNA.
- 17 Essex Joint Strategic Needs Assessment 2008, Maldon District Chapter.
- 18 Any person who is spending more than 10% of their disposable income on heating and lighting their house is said to be living in fuel poverty. Energy Efficiency Partnership for Homes (No date) Energy Efficiency Partnership for Homes [web site]. Available from <<http://www.eeph.org.uk/resource/glossary/>> [Accessed 16th April 2008].
- 19 Sutherland Tables; April 2008, <http://www.sutherlandtables.co.uk>; The Decent Homes programme has a target to improve the condition of 200 homes (including insulation etc.) of vulnerable people in the private sector in order to achieve the target of having at least 70% of vulnerable people living in Decent Homes.
- 20 The Essex and Maldon District Compacts set out the rules and principals for a productive relationship between the voluntary and community sector and statutory organisations. Both are currently being reviewed.
- 21 The Urban Capacity Study 2001-11, 2002, pp.9-10
- 22 Our homes, our lives: choice in later life living arrangements: Housing Corporation and Centre for Policy on Ageing (2002).
- 23 Housing and health: building for the future: British Medical Association (2003).

- 24 Draft Economic Development. Strategy, July 2008, pp. 3,7 & 9.
- 25 Draft Economic Development. Strategy, July 2008, p. 16.
- 26 Maldon District Council Indices of Deprivation Report, 2007.
- 27 Draft Economic Development Strategy, July 2008, p.14.
- 28 Draft Economic Development Strategy, July 2008, p.10.
- 29 Scott Wilson (2007) Strategic Flood Risk Assessment.
- 30 Joint Strategic Needs Assessment 2008, District chapter.
- 31 Scott Wilson (2007) Strategic Flood Risk Assessment.

