

A  
DRAFT  
LOCALITY PLAN  
FOR THE  
BOROUGH OF ROSSENDALE  
(version 5)

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## Introduction

The Borough and County Councils hold in common the vision set out in the Local Strategic Partnership's Sustainable Community Strategy, to make Rossendale

(whatever the new slogan is)

Working together with the many partners who have an interest in the Valley there is much the two Councils can do to help improve the quality of life in Rossendale in line with the ambitions set out in both the Community Strategy and Local Area Agreement for Lancashire as a whole. The following pages set out the most significant elements of joint work included in the two Councils' business plans for the coming year linking these to the Community Strategy themes of:-

- People
- Place
- Prosperity

In addition we have added a further theme reflecting the importance of the joint work on which we are engaged for our customers

- Joined up services

Some of the tasks set out in the following pages are practical self contained actions which can be carried out within defined timescales. Others are longer term projects where the two councils need to work together to develop new ways of addressing some of the problems which face the Borough. We have deliberately started small. The Locality Plan will be reviewed and updated annually from 2008 onwards. This is a new approach for both organisations and for our partners and we need to ensure that we have the working methods right in this first phase as well as the specific projects.

If you need more information about any of the activities set out in the following pages please contact:-



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## Theme 1 – People

Rossendale has a population of 66,000. Current forecasts predict the population of the Borough will continue to grow at a slower rate than the rest of the country. Our population of people between 15-29 years old declined by around 20% between 1991 and 2004 (one of the greatest declines in the North West). Our population of people between 45 and 59 years old increased by around 30% in the same period (one of the greatest increases in the North West). This reflects both the lack of opportunity for young people and the influx of out-commuters.

People living in reduced circumstances have less opportunities. Good mental health is just as important as physical health. Communities that are resilient, able to manage problems, supportive and cohesive are an essential for well being. There is a need to improve the physical and mental well being of disadvantaged people in Rossendale to allow them to be in a position to learn, improve their housing and make a positive contribution both socially and economically. 28.3 % of the population live in areas that are considered to be within the worst 25% of the country and the levels of suicide and mental health problems are higher than national averages. Early death rates from cancer, heart diseases and strokes are higher than the Lancashire and National averages and male life expectancy is significantly less than that of female residents and the National average.

There is a relatively good participation in community and recreational activities; 40% of people are involved and in 2006 the number of adults participating in 30 minutes of physical activity three times a week was 21.6%.

Rossendale has one of the lowest levels of crime in the country but the fear of crime is still an issue, along with clean streets, health services and affordable decent housing being regarded by residents as the most important factors in making the area a good place to live. 64% of people are satisfied with their local area and around 40% agreed that their local neighbourhood is a place where people from different backgrounds get on well together.

### Key outcome based targets

- Turnout in local elections not held at the same time as a general or European election to reach at least 36% by 2010 (*RBC Corporate Plan, Outcome 1.3.2*)
- By 2010 increase the proportion of residents who feel they can influence decisions in the area (Baseline 2006 Rossendale 31% LCC 26%) (*RBC Corporate Plan Outcome 1.2.2*)
- By 2009 all statutory partners in the Rossendale Local Strategic Partnership to have formally signed up to use of the same Community Involvement and Engagement Strategy for their work in the Borough (*LCC outcome CP4 “completing policy frameworks for social inclusion and our relationship with the Voluntary, Community and Faith Sector RBC Corporate Plan Outcomes 1.2 and 1.3”*)

- Reduction in the number of people in the Borough who smoke. (LAA Targets H4 and H5)
- 30 % of people engaging in 30 minutes of physical activity by 2015 from a base of 21.6% in 2006. (LAA Target H2 RBC Corporate Plan Outcome 5.2.1)
- The requirements of the Every Child Matters agenda are met locally within nationally set timetables (LCC Corporate Delivery Plan CO4.3 "Delivering the Change for Children programme" RBC Corporate Plan Outcome 5.3)
- Maintain Levels of repeat homelessness which are below the national average. (RBC Corporate Plan Outcome 5.3.2)
- Increase the number of adults within the local workforce of the two councils who gain basic skills qualifications or NVQ Level 2 or equivalent qualifications. (LAA Targets E1 and E2 applied to the two organisations).

Key Actions		Action by
1.1	To continue to improve the operation of Rossendale Borough Council's Neighbourhood Forums with the aim of improving them as a means for the two Councils to engage with the Borough's communities.	Committee and Member Service Manager RBC District Partnership Officer LCC
1.2	To develop and deliver a joint programme of events for Local Democracy Week particularly targeting young people	Committee and Member Services Manager RBC District Partnership Officer LCC
1.3	By 2009 to have developed a joint Member Development programme for councillors (Parish, Borough or County) serving the people of Rossendale, with the primary aim of increasing members' knowledge and understanding of both councils' services..	Committee and Member Service Manager RBC District Partnership Officer LCC
1.4	Bring forward a proposal for areas where joint research and consultation activity would be advantageous to both organisations, including arrangements for sharing research data.	Principal Partnership Officer RBC Corporate Research and Intelligence Manager LCC
1.5	Develop the work of the Youth Homelessness Forum and integrate it into the mainstream delivery of services to young people	Head of Regeneration RBC. Fieldwork Manager, Integrated Youth Support Service LCC
1.6	Both Councils will provide locally accessible healthy lifestyles activities for their staff.	Head of Human Resources RBC. Director of Human Resources LCC
1.7	To promote a smoke free Rossendale and actively enforce legislation relating to the sale of tobacco and smoking in public	Head of Street Scene and Liveability RBC.

Key Actions		Action by
	places in an integrated way, whilst encouraging smoking cessation: <ul style="list-style-type: none"> <li>• Review of existing RBC and LCC plans to identify any gaps or overlaps</li> <li>• Joint promotional action in relation to pubs which allow smokers to take their drinks onto street frontages.</li> </ul>	Head of Trading Standards LCC
1.8	To develop a structured approach to the sharing of learning and development activity between the two organisations.	Head of Human resources RBC. Director of Human Resources LCC
1.9	Establish, with partners, Locality Children's Trust Arrangements for Rossendale by April 2008 and work together to ensure that the Joint Area Review of children's services in May 2008 finds that our services are improving outcomes for children and young people.	Head of Human Resources RBC. District Partnership Officer LCC
1.10	Integrate community activities and services provided by the Borough Council and Rossendale Leisure Trust with provision of activities and services through Extended Services Schools and Children's Centres, wherever possible. In particular: <ul style="list-style-type: none"> <li>• Ensuring collaboration around access to and provision of sport and leisure services</li> <li>• Supporting the work of extended services through schools</li> <li>• Identifying and co-ordinating holiday activities for children and young people in the borough</li> </ul>	To be determined RBC. Extended services Officer, LCC
1.11	Contributing to the achievement of the LAA stretch target for young people Not in Employment, Education or Training (NEET) through the employment and contracting policies of both councils and through the joint development of facilities in Bacup together with private sector partners.	Head of Regeneration, RBC LCDL Connexions Manager, LCC
1.12	Improving the accessibility of advice for children, young people and families: <ul style="list-style-type: none"> <li>• Ensuring that our family advice services are co-ordinated and delivered in accessible locations such as Children's Centres</li> <li>• Promoting benefit advice services for young people through means accessible to them</li> </ul>	Head of Human Resources and Principal Partnership Officer RBC Welfare Rights Service/ Integrated Youth Service LCC

## Theme 2 – Places

Rossendale as a location is endowed with many advantages. Proximity to Greater Manchester combined with a high quality natural environment and a series of human scale urban settlements with a large number of heritage buildings and neighbourhoods. The challenge is to use these natural advantages sustainably and to improve those aspects of the built environment which are not fit for 21<sup>st</sup> century living.

The chief environmental issues facing Rossendale are a carbon footprint of 10.6 tonnes per capita (2004) significantly more than the already unsustainable UK average of 9.2 tonnes per capita; a high proportion of poor quality housing (10.5% unfit and over half of our social housing does not meet the decent homes standard); and while 94% of Rossendale residents agree that we have beautiful countryside, only 16% agree that we have clean and well maintained town centres.

### Key outcome based targets

- Adapt 200 homes for life changes by 2009 in line with the targets set out in the Local Area Agreement for Lancashire (*LAA Target H19*)
- By 2010 a greater than average proportion of people either very or fairly satisfied with the area as a place to live (2006 baseline 63.7%) (*RBC Corporate Plan Outcome 4.1.1*)
- 94% of land free from litter by 2010 (2006 baseline 88%) (*RBC Corporate Plan Outcome 3.2.1*)
- 35% of waste recycled and composted by 2010 (2006/07 baseline 27.5%) (*Joint Municipal Waste Strategy Target, RBC Corporate Plan Outcome 3.2.2*)
- To localise the Lancashire wide strategy to combat climate change. (*LCC Corporate Delivery Plan CO7.3 "To prepare a Lancashire Climate Change Strategy through a multi-agency partnership" RBC Corporate Priority 3.2*)

Key Actions		Action by
2.1	Bring forward a bid to the Housing Corporation to redevelop Brookville Court Whitworth for extra care housing	Head of Regeneration RBC Supporting People Team LCC Green Vale Homes
2.2	Put in place service level agreements between the various agencies involved in delivering adaptations in people's homes, if necessary following a joint Overview and Scrutiny review of this area of work	Head of Regeneration RBC Adult Social Care LCC East Lancs PCT
2.3	Provide support for the National Health Service in the process of designing a health offer which meets the needs of Rossendale communities, closely linked to the district-level work in taking forward the county council's preventative strategy.	Deputy Chief Executive RBC Head of Older People's Services (East Lancs) LCC

2.4	<p>Work together to increase levels of countryside access for all purposes, including activities specifically related to the Halo Panopticon and the Adrenaline Gateway scheme:</p> <ul style="list-style-type: none"> <li>• Mapping of existing access points</li> <li>• Find ways of re-opening access points which have been closed due to anti-social behaviour such as fly-tipping</li> </ul>	<p>Property Services Manager and Head of Community and Partnerships RBC Countryside Officer LCC</p>
2.5	<p>Agree shared standards for maintenance of the Borough's public realm aimed at creating and maintaining quality public and community spaces and covering:</p> <ul style="list-style-type: none"> <li>• Winter maintenance</li> <li>• Structural maintenance</li> <li>• Amenities (eg grass cutting, street cleansing)</li> <li>• Retaining walls, culverts &amp; bridges</li> <li>• signage</li> </ul>	<p>Head of Street Scene and Liveability RBC Environment Directorate LCC</p>
2.6	<p>Develop a one stop reporting mechanism for street scene issues.</p>	<p>Head of Customer Services and e Government RBC Environment Directorate and Director of Customer Access LCC</p>
2.7	<p>Work together to deliver the Lancashire Woodland Vision and Biodiversity Action Plan in Rossendale as a key part of our attempts to address the issue of climate change.</p>	<p>Executive Director of Resources RBC Countryside Officer LCC LSP Environment Theme Group</p>

### Theme 3 - Prosperity

Between 2002 and 2006, the weekly pay of residents in Rossendale has increased by 30% to £434 (just below the GB figure), more than twice the regional and national rates of improvement. In the same time period, the weekly pay for those employed in Rossendale increased by less than 13% to £327 (72% of the GB figure) has been less than the regional and national rates of improvement. These statistics starkly define the current nature of the Rossendale economy. Every morning we lose nearly half our workforce, who are higher skilled and higher waged, to employment in Manchester and other areas. There are several side-effects to this apparent prosperity:

- Out-commuting is by motor transport, increasing our carbon footprint.
- Our residents who are out-commuters are far more likely to spend the majority of their income outside of Rossendale.
- Lack of local leisure and cultural activities reduces local spend and prevents the development of local employment opportunities.
- Our prosperity has become polarised to local settlements who have the best access to road connections to Manchester.
- Our geography limits our transport infrastructure and there is pressure across all of our road networks – leading to poor interconnectivity between Bacup and Rawtenstall, reducing the ability of residents there to benefit from this prosperity.

Unemployment in Rossendale is relatively low. We have recently been recognised as the most enterprising place in the North West, with a relatively high business formation rate (and business stock) and a high self employment rate. Our business stock is dominated by small businesses, which gives our economy a greater degree of sustainability. However, over the last 10 years we have lost many locally owned manufacturing and retail businesses, and gained some construction and business services businesses.

Our visitor economy, which was small to start with, has declined further. Given the beautiful moorland countryside that we are so proud of and our good connectivity to the motorway network, this is surprising.

#### Key outcome targets

- By 2010 secure £60m of private sector investment and 350 new retail jobs in the Borough (*RBC Corporate Plan Outcomes 2.1.1 and 2.1.2*)
- Bring four vacant brown field sites back into use. (*RBC Corporate Plan Outcome 2.1.3*)
- Using our property as efficiently as possible (*LCC Corporate Delivery Plan CC1.6 RBC Corporate Priority 6*)

Key Actions		Action by
3.1	Through the newly established joint LCC/RBC Rossendale Regeneration Delivery Team establish means to ensure integration of the regeneration and economic development programmes of both Councils.	Head of Economic Regeneration and Strategic Housing RBC Managing Director LCDL LSP Regeneration Board
3.2	To conduct a Rossendale Accessibility Study, developing work carried out in Chorley, to identify needs for the development of transport links and projects in future years.	Head of Regeneration RBC Strategic Planning and Transport LCC LSP Regeneration Board
3.3	Implement service level agreements between the two councils to facilitate a Development Team approach to major planning applications.	Executive Director of Regulatory Services RBC Environment Directorate LCC
3.4	Jointly review land and property holdings to identify their potential to support the regeneration of the Borough, including upfront notification of plans to dispose of assets.	Executive Director of Resources and Head of Regeneration RBC Director of Property LCC
3.5	Develop a proactive strategic relationship between LCC Highways and Transport Planning and town centre regeneration schemes in Rossendale.	Executive Director of Regulatory Services Head of Regeneration RBC Director of Strategic Planning and Transport, LCC

## Theme 4 - Joined Up Services

Rossendale Borough Council and Lancashire County Council are both signed up to the document 'Transforming Local Government in Lancashire' which sets out many ways in which the two-tier system of local government can be improved, including producing a Locality Plan such as this one for each district.

Members of the public are often unsure which council such as this one provides which service and may not understand the differences in the responsibilities of county councillors and borough councillors. While it might be simpler to have just one council providing all services, the costs of reorganising to do this would be very high and both the borough and county councils believe that the best approach is to work together in providing public information and access to services. The days of telling people to contact the other council because "it isn't our responsibility" must be put behind us; each council will deal with enquiries, comments and complaints relating to both county and borough council services.

In time we would like to extend this approach to cover all public services in Rossendale such as health services, police and employment.

Alongside this, we need to work together to see whether by sharing things such as office accommodation, IT systems and activities such as community consultation and staff and councillor training we can save money which can then be passed on to residents either in the form of improved services or reduced Council Tax bills.

### Objective

By 2020 it will be possible for residents in Rossendale to access any public service through any public service organisation, with this being achieved for local government service by 2011

### Key outcome based targets

% of interactions with the Councils completed using self service means  
% satisfaction with access to the Council

Key Actions		Action by
4.1	Deliver the Lancashire Shared Service Contact Centre across Borough and County Council access points in the Borough by <i>date to be agreed</i>	Head of Customer Service and e Government RBC Director of Customer Access LCC

4.2	Deliver an integrated neighbourhood management approach involving key public sector partners and involving all three tiers of local government	Head of StreetScene and Liveability RBC District Partnership Officer LCC Town Clerk Whitworth TC
4.3	Deliver an integrated local offer for advice services with a single gateway for all participating agencies	Head of Customer Services and e Government RBC Head of Welfare Rights Services LCC
4.4	Hold regular meetings of County and Borough Council managers and councillors to plan and deliver the overall agenda for joined up local government in Rossendale. <ul style="list-style-type: none"> <li>• Bi-annual joint Locality Focus meetings of senior officers and members</li> <li>• Ad hoc working groups to take forward specific areas of joint working.</li> </ul>	Executive Director of Resources RBC District Partnership Officer LCC
4.5	Produce more public information on a joint basis including major new developments by either council in Rossendale, and information on how to access all local government services in the borough, through a combination of improved web links and greater LCC use of the "Rossendale Alive" newspaper..	Head of Customer Service and e Government RBC Director of Corporate Communications, LCC.
4.6	Fully integrate baseline and performance data on Rossendale held by both councils into a single data set by (date to be agreed)	Head of Policy and Performance RBC Head of Research and Intelligence, LCC
4.7	Produce and agree an integrated Asset Management Plan for the Borough by January 2008	Executive Director of Resources RBC Director of Property LCC