

A Community Plan for Vale Royal

2002 - 2005

Better through partnership



“We want the Borough of Vale Royal to be a safe, fair and prosperous place to live, where diversity is respected and all people enjoy a good quality of life both now and in the future ”

Working Together

to Find Local Solutions to Address Local Needs

Welcome

Welcome to Vale Royal's Community Plan – a document which identifies local needs and priorities, suggests local solutions, and shows how, together, we can improve the social, economic and environmental well-being of our community and achieve a better quality of life for everyone today and in the future.

Community Plans aim to give local people a powerful voice in local decision-making and will ensure that local services are:

- Better co-ordinated,
- Responsive to the needs and concerns of local communities, and
- Delivered in ways that suit the people who depend on them and take account of the needs of future generations.

Community Plans are just one part of a package of improvements put forward by the Local Government Act 2000 to ensure that the needs and priorities of local communities are heard and addressed.

Developing Local Solutions

The development of Vale Royal's Community Plan has been spearheaded by the Vale Royal Community Forum. It brings together the results of consultation with residents, businesses, local public agencies and voluntary and community organisations, collected through the Borough's Local Agenda 21 process, Cheshire County Council's Quality of Life Survey 2000 and Vale

Royal Forum's "What do you Care About" Consultation in December 1999.

Vale Royal Wish Week in July 2001 gave all primary school children in the Borough the opportunity to say what they felt was important and provide a vision for the document to aim for.

In April 2001, over sixty organisations whose activities impact upon Vale Royal and its citizens, attended an Action Planning Day at the Memorial Hall in Northwich. The aim of the day was to:

- Explain what community planning is all about
- Promote the role that community planning plays in creating sustainable communities,
- Acknowledge the role that each organisation plays in improving the social, economic and environmental well-being of Vale Royal,
- Stimulate the enthusiasm and commitment of local organisations
- Explore how the needs of local communities could be met.

These exercises led to the Draft Community Plan, which went out to consultation during the winter of 2001. This gave local and regional organisations, citizens and communities the opportunity to ensure that the priorities identified really are the most important ones. Through the process, consultees were also invited to set realistic targets and clarify actions and indicators.

Finding your way around Vale Royal's Community Plan

The community priorities and suggested future actions in this Community Plan are targeted on **driving the economy, caring for the community, and caring for the environment**. Each are discussed under the following headings:-

VISION: What the Community Plan aims to achieve

CURRENT SITUATION & ISSUES TO ADDRESS: The present economic, environmental and social climate of the Borough of Vale Royal

LINKS TO CHESHIRE COMMUNITY STRATEGY: How the Community Plan fits into the bigger picture.

FINDING LOCAL SOLUTIONS

PRIORITIES: The community priorities that have emerged from the consultation process.

ACTIONS: Developed by partners to address community priorities.

INDICATORS: Suggested indicators to measure progress on achieving actions.

Creating

Sustainable Communities

Guiding Principles

As well as enhancing the quality of life of local communities, Community Plans must also take into account the needs of future generations and consider the global implications of activities. This concept is often referred to as "Sustainable Development" which is defined as:

"development which meets the needs of the present without compromising the ability of future generations to meet their own needs"

World Commission on Environment and Development, 1987

To achieve a sustainable community the following six principles have been developed to guide the whole community planning process and link the

economic, social and environmental aspects of community well-being in order to ensure a better quality of life for all:

Guiding Principles

- Improving partnership working
- Increasing community participation
- Improving information and communication between the Vale Royal Community Forum and the public
- Tackling inequality in people's lives
- Ensuring our actions are sustainable
- Encouraging pride in local communities

What is a Sustainable Community?

A SUSTAINABLE COMMUNITY IS ONE WHERE. . .

- Opportunities for culture, leisure and recreation are available
- People feel safe in their community
- Local needs are met locally
- Waste is minimised
- The community is involved in decision making
- People have opportunities for satisfying work
- People's good health is protected
- Pollution is limited
- Everyone has access to good food, shelter and fuel
- Nature is valued and protected
- Places and objects combine beauty with utility
- People can acquire new skills, improve knowledge and gain information
- We do not sacrifice for short term gains what future generations may value

Chairman's Comments

Vale Royal offers a good quality of life for many of us who live and work here. We have attractive towns, villages and countryside, a modern economy that provides opportunities for enterprise and employment, and a network of organisations dedicated to providing good health and social care. We don't all share in the advantages of Vale Royal, however.

Everyone in the community contributes to our individual and collective quality of life and

as Chair of Vale Royal Community Forum, I want to make sure that we all play a full part in helping to bring about improvements that everyone can enjoy.

The Vale Royal Community Forum exists to join up the plans and actions of all the private, public and voluntary sectors, and is dedicated to making Vale Royal a better place. The Community Plan will show that by combining our efforts, we can all have a bigger impact on the

challenges that we face.

The Community Plan is a plan for you, your families and your community. More detailed plans are being produced through the Community Forum and wider partnerships to ensure that real changes for the better are implemented.



*Steve McGuirk,
Chair of Vale Royal
Community Forum*

What is the Vale Royal Community Forum

The Vale Royal Community Forum is an association of organisations and representatives committed to working together in order to improve quality of life for Vale Royal residents and visitors. Its key tasks are;

- To drive the Community Plan process
- To identify and review key strategies of partner organisations
- To use external/matched funding to give quick actions

Partners

Working Together to Find Local Solutions to Address Local Needs

Cheshire Association of Town & Parish Councils
Cheshire County Council
Warrington Chamber of Commerce
Mid Cheshire College
British Waterways
Macclesfield and Vale Royal Groundwork Trust
Cheshire Fire Service
Cheshire Constabulary
Central Cheshire Primary Care Trust
Vale Royal Borough Council
Vale Royal Council for Voluntary Services
North West Development Agency
Government Office for the North West
Cheshire & Warrington Learning & Skills Council
Business Link Cheshire and Warrington
Vale Royal Community Representatives

“I would like more jobs for my Dad and for me
when I leave school.”

Make a Wish Campaign 2001



Driving

the economy

VISION

“A diverse economy in Vale Royal which attracts investment and engages all the talents of the community”.

CURRENT SITUATION AND ISSUES TO ADDRESS

- The economic picture in Vale Royal is generally good, with the unemployment rate for the Borough as a whole standing at 2.6 per cent in April 2001 – lower than both the national and regional rates. However, Vale Royal has a higher rate of unemployment than in Cheshire as a whole. Some wards in Winsford and Northwich have an unemployment rate which is double the Borough average and need additional help.
- Vale Royal has many advantages. Its central location within Cheshire has attracted an increasing number of organisations to relocate administrative headquarters to the Borough.
- Businesses in Vale Royal design, manufacture, market and transport many kinds of goods and provide a wide range of services. There has been a change from the dominance of a few large firms to a broad spread of some 3,000 small and medium sized companies. The number of companies in the high technology sector is increasing and there is excellent accommodation available for companies re-locating in Vale Royal.
- Tourism plays a significant part in the local economy, but, there are challenges, particularly for retailing, agriculture and manufacturing.
- The Borough’s largest commercial and shopping centre is Northwich. Development of the town centre has been constrained in recent years. This is because it lies above former salt mines in which the rock pillars supporting the ground have been slowly deteriorating. Vale Royal Borough Council is leading a multi-million pound project to fill the mines with inert material and thereby permanently stabilise the land above the mines

Links to the Cheshire Community Strategy

Our objectives for regeneration of Northwich and for tourism in the rural economy fit well into the Cheshire Community Strategy Aim of;

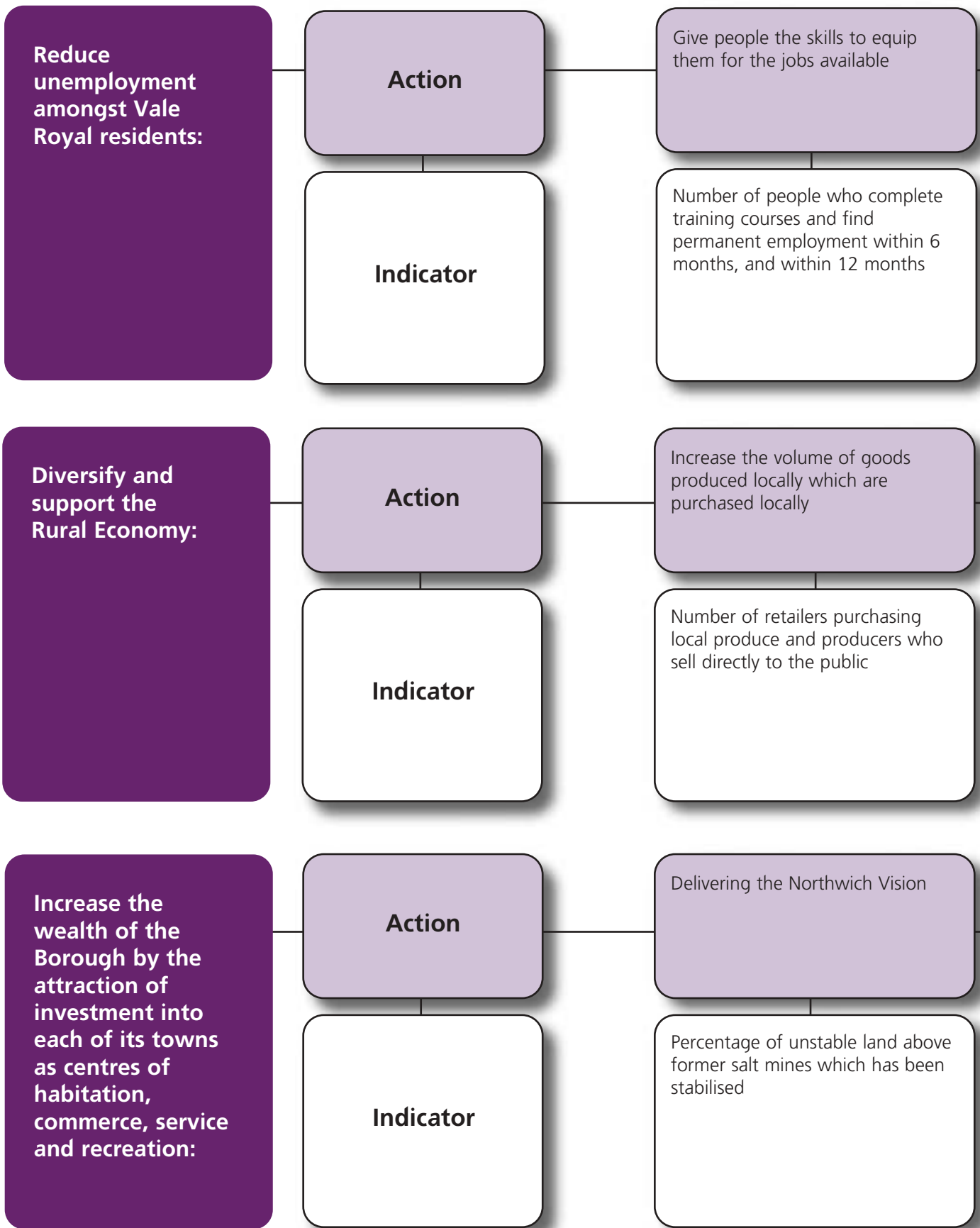
- a) exploring how Cheshire’s cultural profile can be enhanced and
- b) ensuring that Cheshire maximises its share of benefit from regional support funding for development initiatives.

The County Strategy’s vision of “Shared Prosperity” is met by the Community Plan actions on skilling those in or seeking work, improving transport to places of work and

encouraging inward investment. Vale Royal communities have their individual identities and, in particular, each of its towns needs a different focus.

The Plan endorses the action in the Community Strategy to develop a market towns strategy, including a focus on Frodsham. Our priority for the rural economy is reflected by the Cheshire Rural Recovery Task Force. Both the Strategy and the Plan promote local purchasing of produce and the diversification of business

Our priorities for creating a diverse economy in Vale Royal which attracts investment and engages all the talents of the community



Ensure that public and other transport links effectively allow Vale Royal people to get to places of work

Percentage of Vale Royal residents who commute to work by public transport
Number of unemployed people
Rate of unemployment in Vale Royal

Give support to small and medium sized businesses.

Number of businesses assisted
Proportion of eligible businesses which take up business rate relief

Develop planning policies which enable the change of use of rural land and buildings to tourism and other business uses

Number of planning applications for changes to business use which are approved

Increase the number of visitor overnight stays

Number of overnight stays by paying visitors
Total number of businesses operating in the rural area

Establishing a private and public sector partnership to manage the implementation of proposals for built development in Northwich

Square metres of commercial, recreational and residential floorspace in Northwich
The ratio of jobs in Northwich to the number of economically active people

Attraction of new businesses into Winsford (including those set up by Winsford residents)

Number of businesses in Winsford
The ratio of jobs in Winsford to the number of people in Winsford who are economically active

Develop Frodsham's Market Town role and character

Number of visitors to Frodsham's Town Centre

“My wish is that the World is a better place and
that people are happy and kind.”

Make a Wish Campaign 2001



Caring

for the community

VISION

“A vibrant community in Vale Royal, which takes collective responsibility for including, empowering, engaging and valuing everyone”.

CURRENT SITUATION AND ISSUES TO ADDRESS

- Vale Royal is an area where most people enjoy a good quality of life.
- Crime rates are amongst the lowest in the country. However, the fear of crime does have a real effect on people in the area and community safety is ranked as a top priority by local people.
- Vale Royal has a large and growing elderly population and an overall population that is increasing.
- Promoting health and well-being is a key priority for local people, along with access to local high quality treatment services.
- Educational achievements are amongst the highest in the country, but some communities need to be targeted for additional help.
- There are a number of obstacles to the achievement of equality of opportunity and access to services e.g. the mix of urban and rural areas in Vale Royal has a real impact on the provision of, and access to, services across the Borough and people may be disadvantaged according to where they live.

Links to the Cheshire Community Strategy

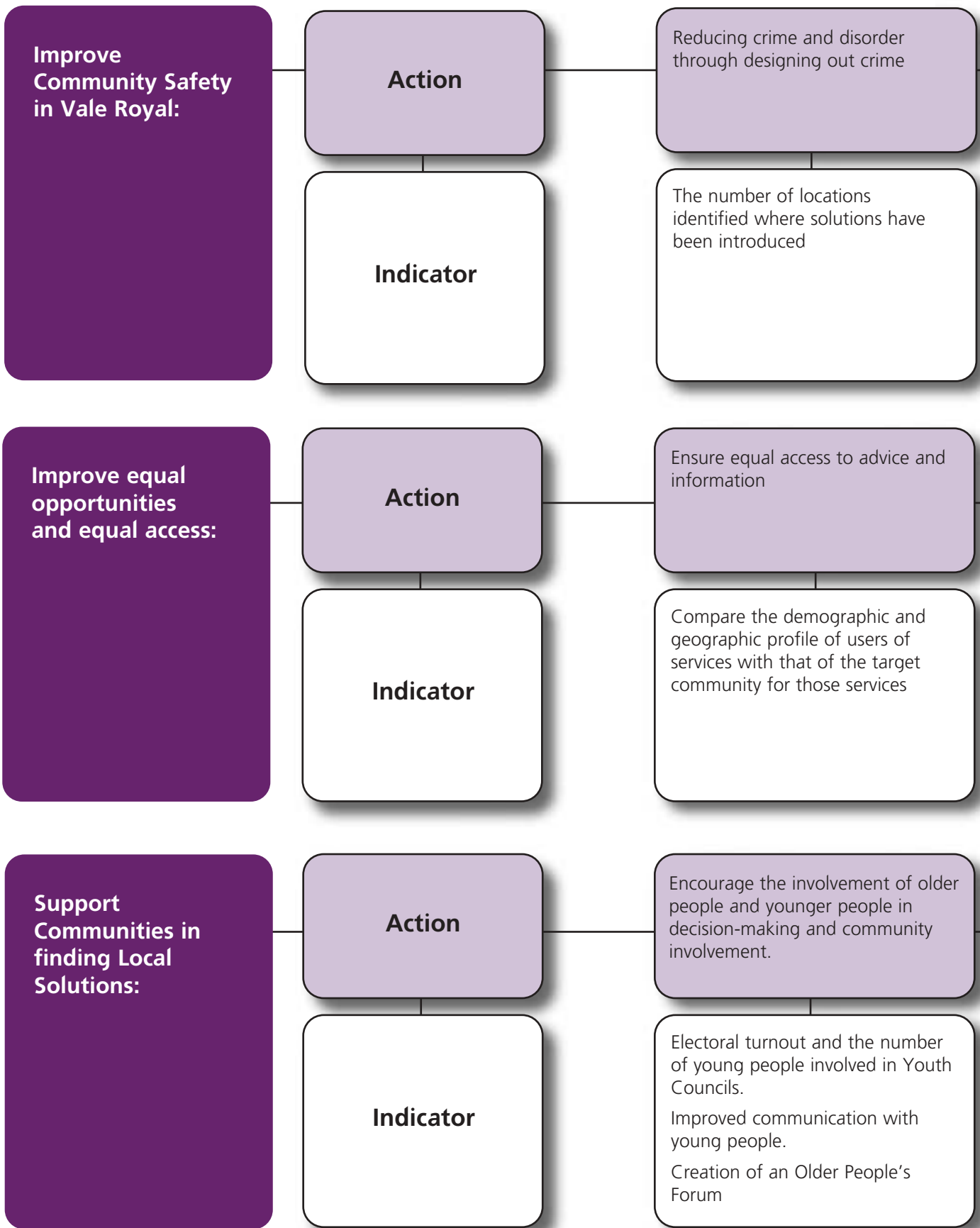
Our objectives for creating healthier communities fit well into the Cheshire Community Strategy Aims of;

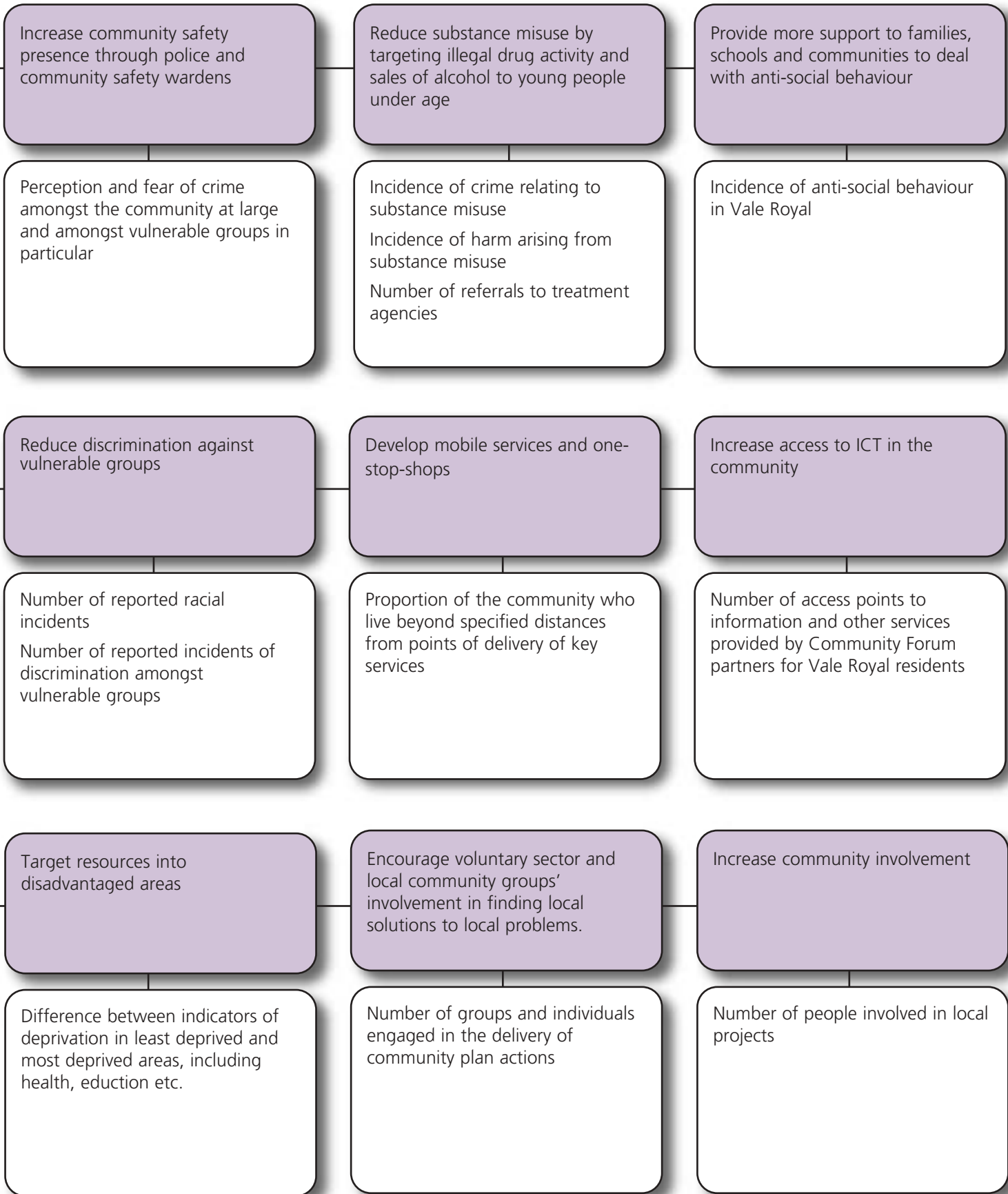
- a) valuing diversity and tackling inequality
- b) shared prosperity
- c) community well-being
- d) innovation and new ways of working.

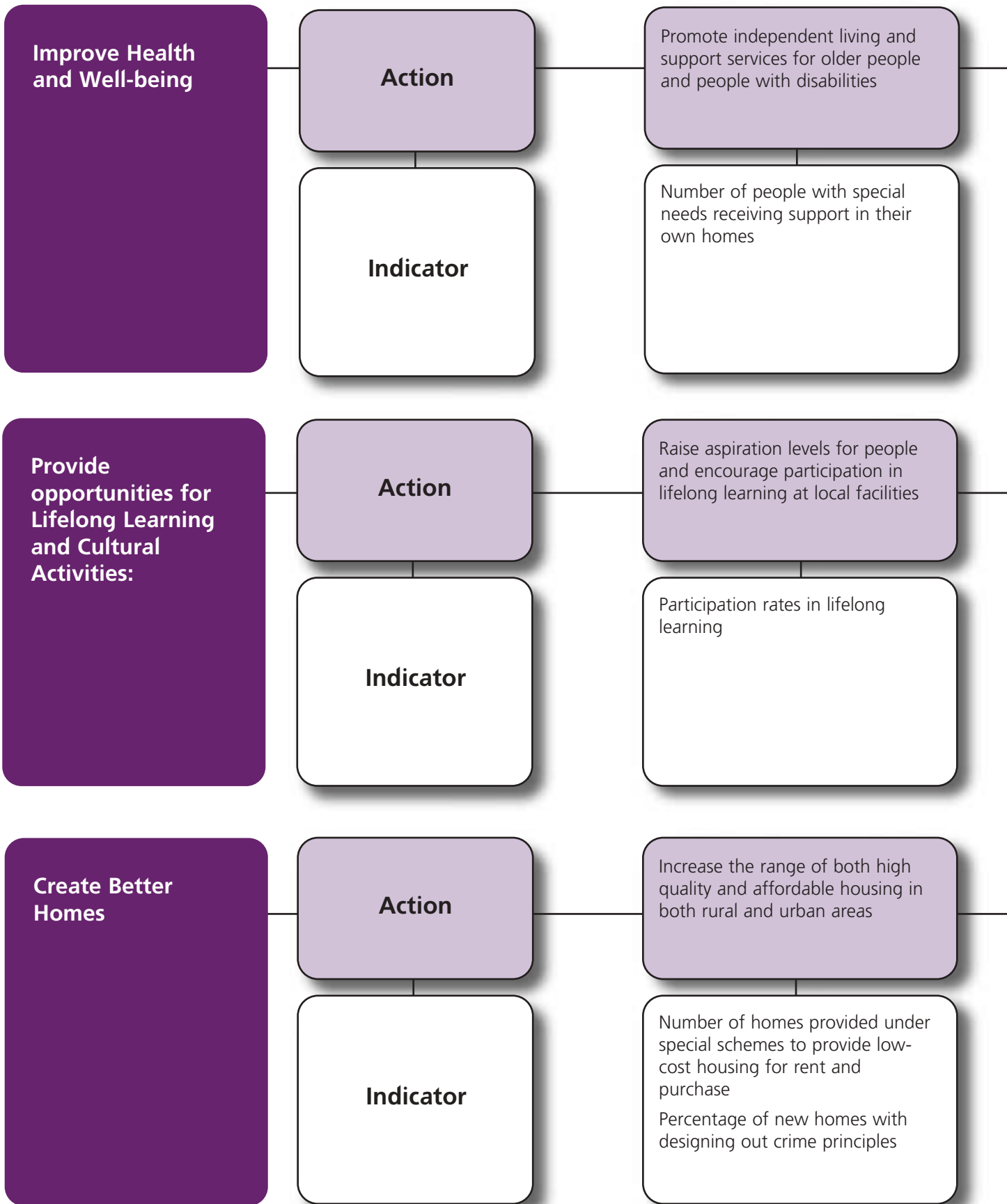
We will work in partnership to target resources in areas of significant deprivation including areas in Winsford and Northwich.

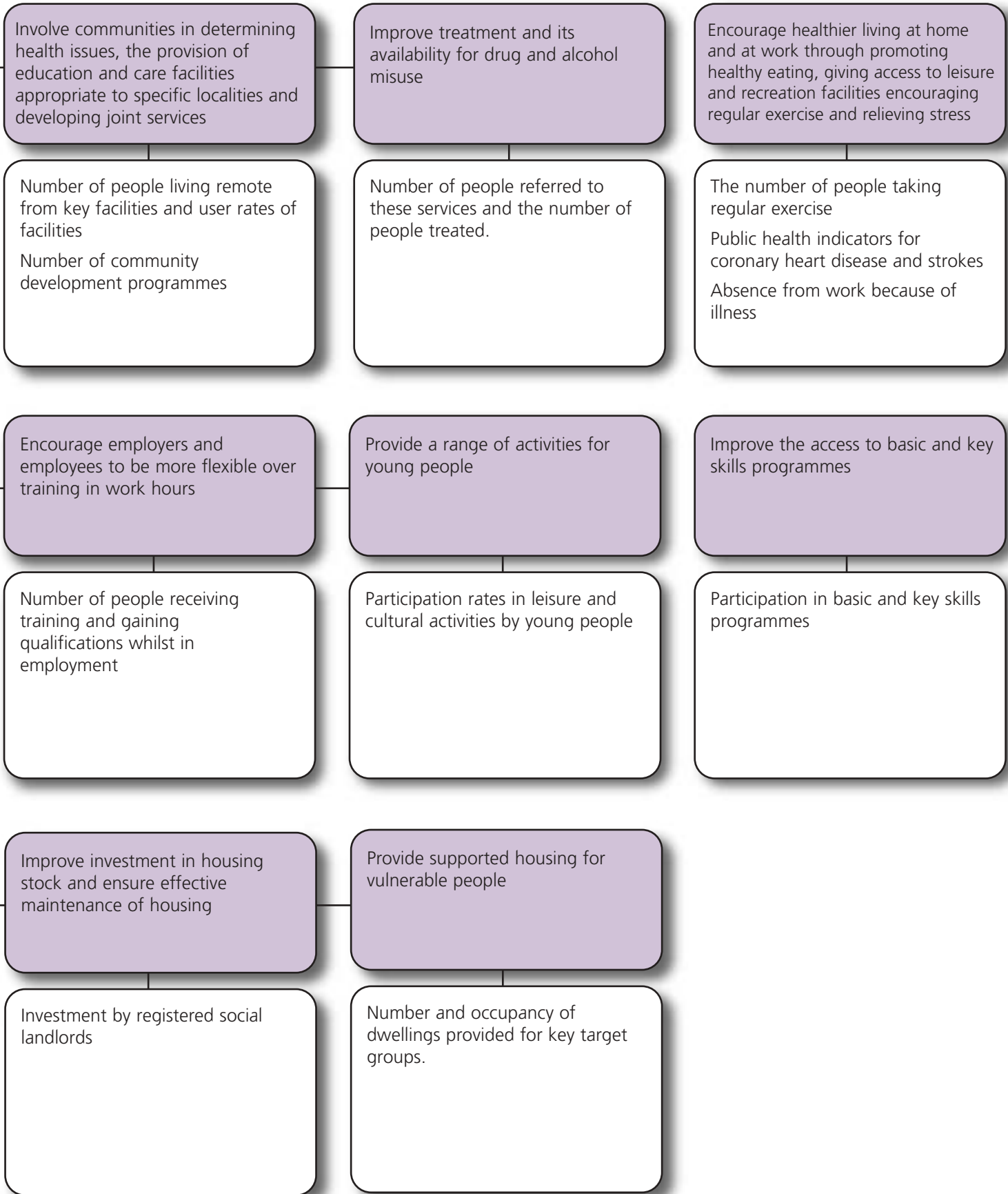
We will work together to reduce rural isolation by improving services in rural areas, specifically in areas which have low levels of services in Vale Royal.

Our priorities for creating a vibrant community in Vale Royal which takes collective responsibility for including, empowering, engaging and valuing everyone









“I would like to see less traffic on the roads and less pollution on the streets and housing estates. . .”

Make a Wish Campaign 2001



Caring

for the environment

VISION

"A cleaner, safer and more attractive living environment in Vale Royal, where resources are used wisely and pollution is minimised".

CURRENT SITUATION AND ISSUES TO ADDRESS

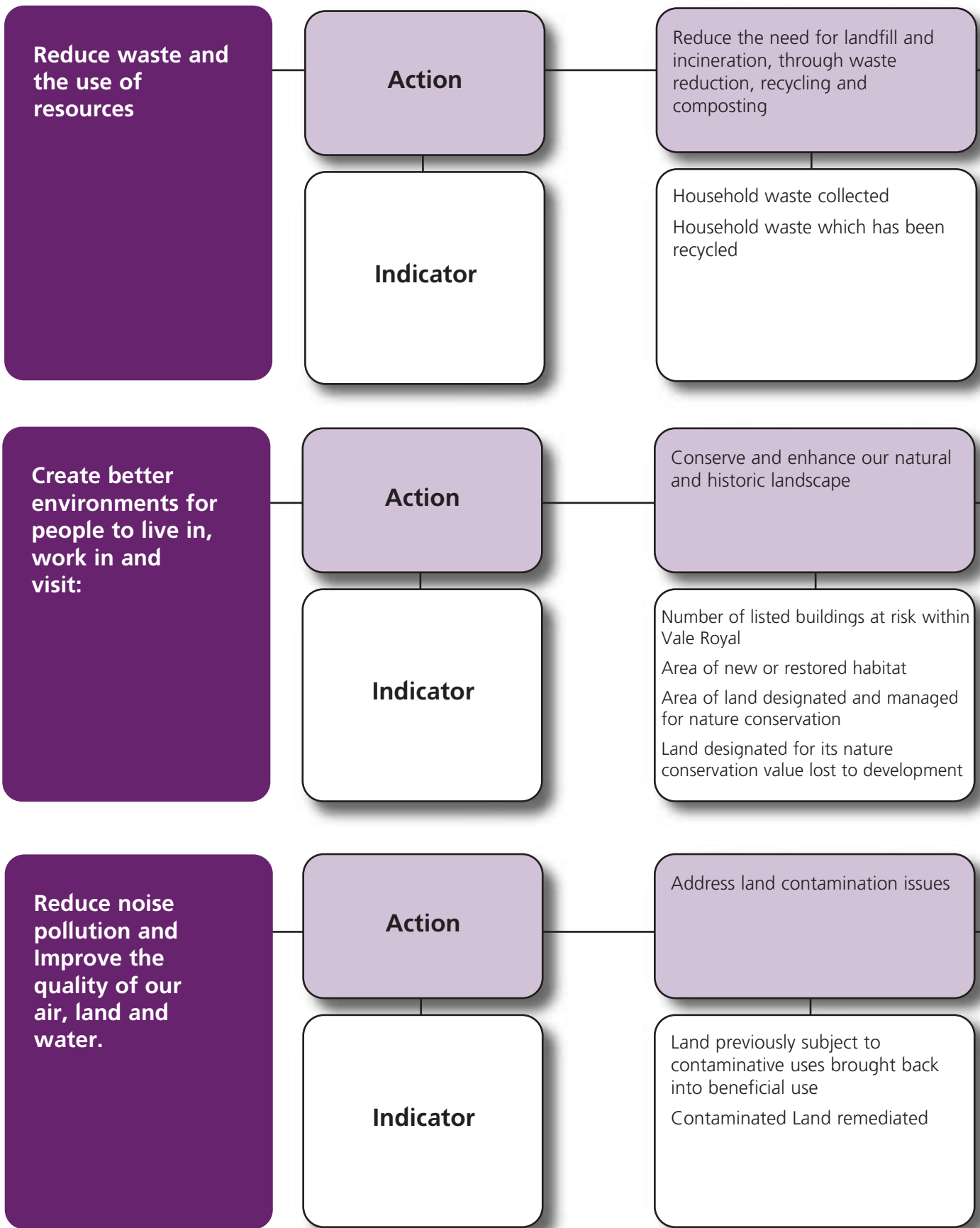
- Vale Royal has a wide range of natural and manmade features that combine to produce a unique environment that includes canals, rivers and flashes, forests and plains, industrial and commercial centres and over 40 villages. The quality of the local environment is a significant factor in the development of the tourism industry.
- Vale Royal benefits from being part of the Mersey Forest - a network of new and established woodland, heathland, grassland and wetlands, covering nearly 400 square miles of Merseyside and North Cheshire.
- The legacy of past industries and previous land use has left us with many problems to address. In Northwich in particular the legacy of salt mining has resulted in the need to infill old salt mines and regenerate the town centre.
- There are areas of derelict and previously used land, "brownfield land", which can present a better alternative to the development of "greenfield" sites. However, the greater value of some "brownfield" sites for recreation and nature conservation should be recognised.
- Transport is a key concern. The public transport network is variable. Areas of traffic congestion exist, particularly in towns. Road Safety is a community priority and needs to be improved.
- All of us in the community are responsible for creating waste materials – both household and commercial waste. We expect it to be collected and disposed of, but landfill and incineration are expensive and unpopular options and Vale Royal lags behind many areas when it come to reducing and recycling waste.

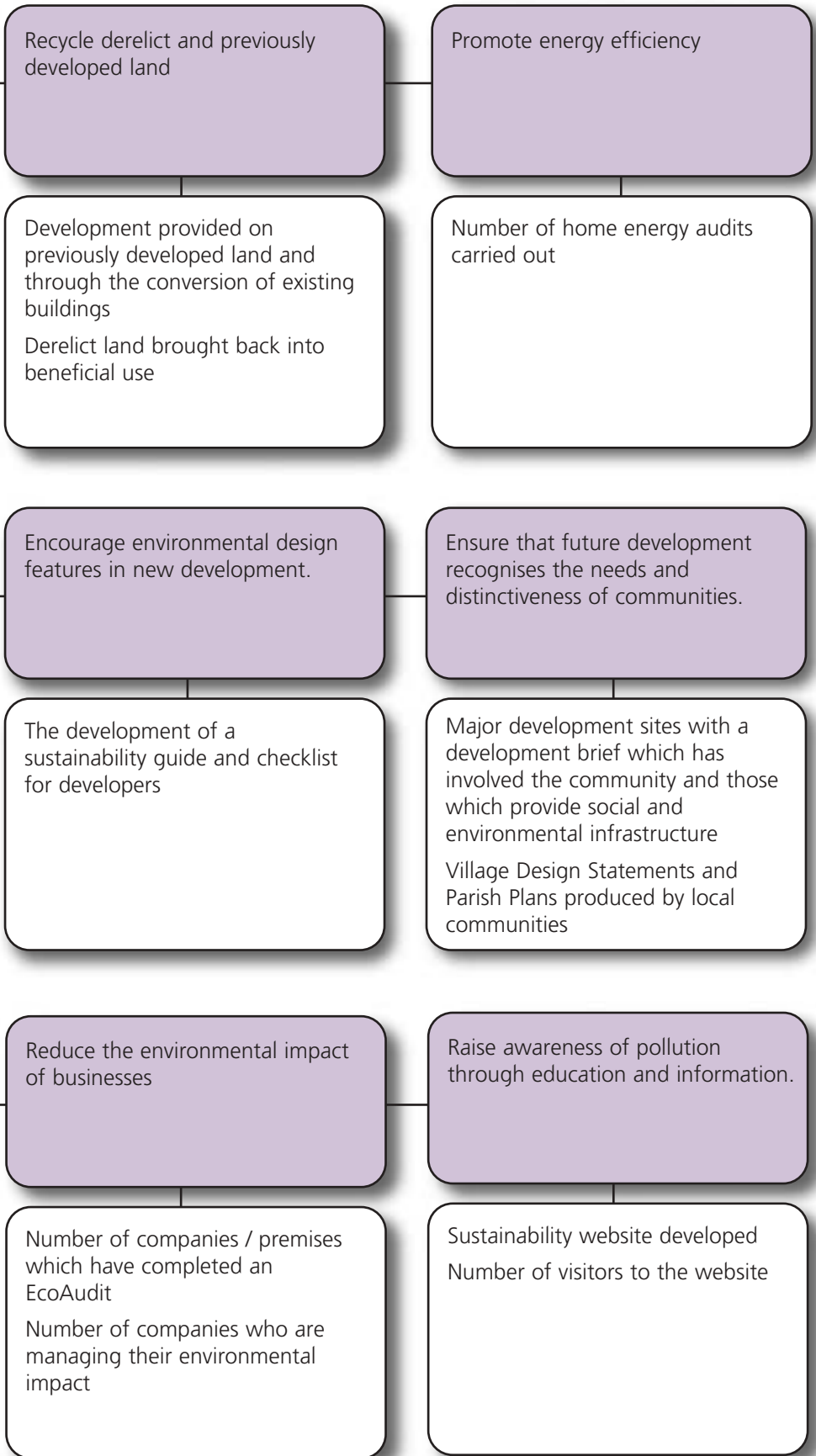
Links to the Cheshire Community Strategy

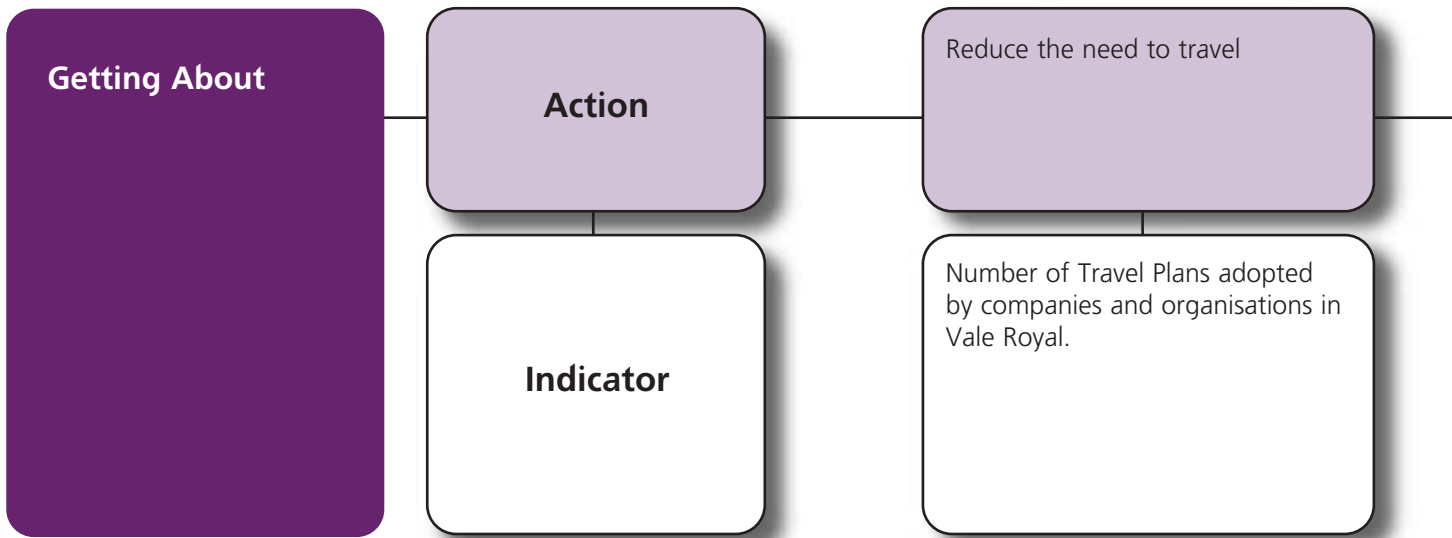
Both the Cheshire Community Strategy and the Vale Royal Community Plan set out actions to respond to the local impact of global environmental issues. They share a vision of creating a sustainable environment through:

- Reducing resource consumption (ie. materials, energy and water)
- Reducing waste and increasing recycling
- Reclaiming derelict land
- Encouraging brownfield development
- Conserving and enriching our natural areas and wildlife
- Raising awareness of the need to care for our environment

Our priorities for creating a cleaner and more attractive living environment in Vale Royal where resources are used wisely and pollution is minimised

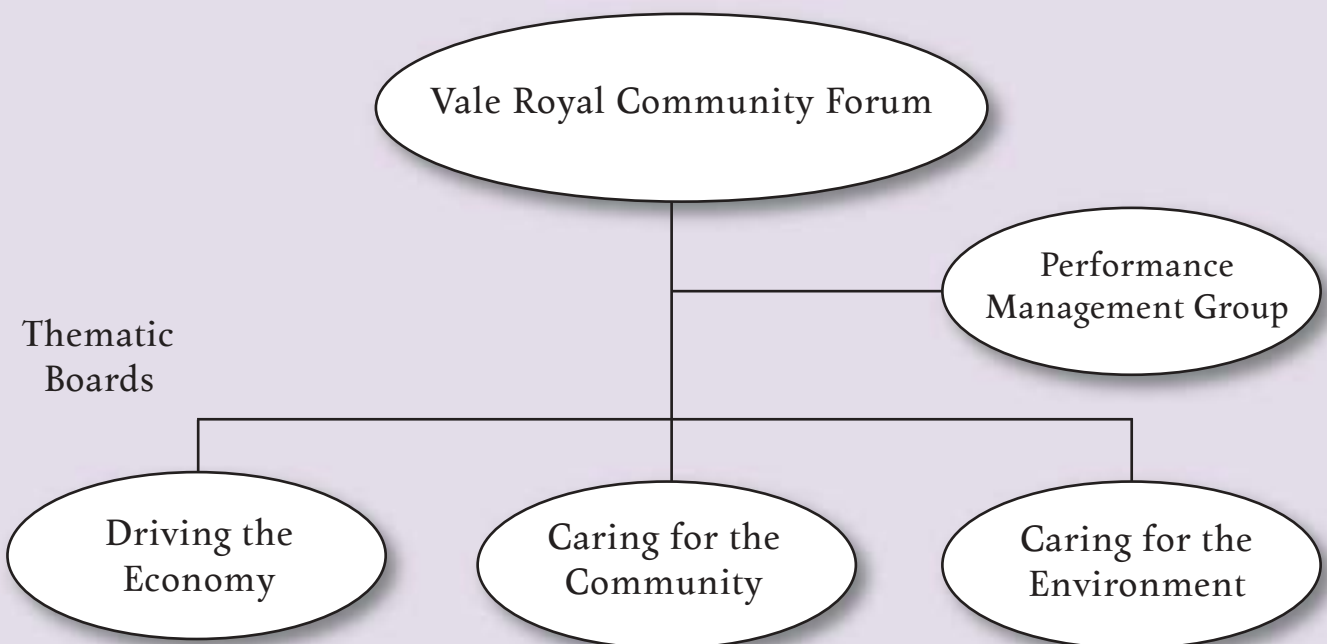


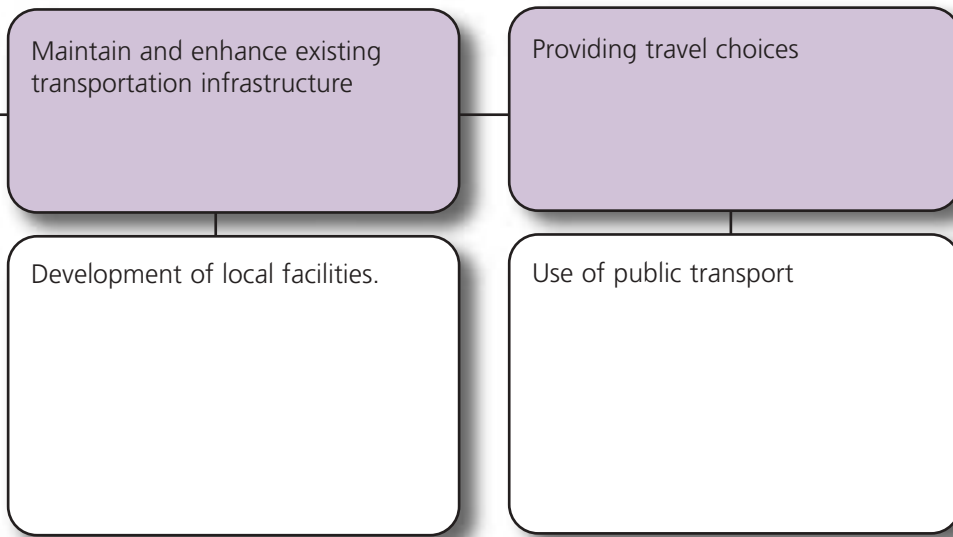




Putting ideas

into action - next steps





The Community Plan for Vale Royal reflects the aspirations of a wide range of organisations and takes account of the views of individual respondents to the consultation exercise.

The next stage in the process is producing the detailed Action Plans to ensure that real change takes place over the coming years.

The Community Forum will establish three thematic boards to reflect the three main areas of the Community Plan – Driving the Economy, Caring for the Community and Caring for the Environment. These thematic boards will be responsible for

ensuring that detailed Action Plans are produced, that existing partnerships and the community are actively involved in this process and that performance by partners is monitored and evaluated. Performance across the entire Community Plan will be managed by a Performance Management Group, which will include the Chairs of the Thematic Boards and the Chair of the Community Forum.

Progress on the Community Plan will be reported to the wider community through local community organisations, newsletters, local media and the development of a website.



Are we accessible to you? If not tell us.

আপনাদের কাছে আমরা কি সহজেই লভ্য? যদি তা না হয় - তবে আমাদের জিজ্ঞাসা করুন।

閣下能否容易地向我們取得資訊? 假如是否的話, 請向我們查詢。

શું તમે અમારો સંપર્ક સાધી શકો છો? જો નહીં - તો અમને જણા કરો.

Czy masz dostep do nas? Jezeli nie to zapytaj nas o pomoc.

Baĩn còu tieáp xuèc n̄õõĩc v̄uìi chuòng toài khoàng?
Neáu khoàng, haõy hoũu chuòng toài.

 0800 0852493

Vale Royal Community Forum

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www.valeroyal.gov.uk