

# **Hinckley & Bosworth Community Plan**

**April 2007 – March 2012**

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## 1. Introduction

Welcome to Hinckley & Bosworth's second Community Plan. As its name suggests, the Plan is all about the communities of the Borough. Its purpose is to improve their quality of life and it is based on evidence of the issues and concerns facing them - gathered through public consultation and research.

The Plan has been developed by Hinckley & Bosworth's 'Local Strategic Partnership' (LSP for short) – a team of organisations and community representatives formed to improve the area.

### **More About Hinckley & Bosworth Local Strategic Partnership**

Hinckley & Bosworth Local Strategic Partnership (LSP) brings together representatives from different organisations and sections of the community to improve the Borough as a place to live and work. In April 2007 when this Plan was published, membership of the LSP's Board was:

- **Hinckley & Bosworth Borough Council** – represented by the Council Leader and Deputy Chief Executive
- **Leicestershire County Council** – represented by a Cabinet Member and the Assistant Chief Executive
- **Leicestershire Constabulary** – represented by the Commander and the Partnerships Manager for the South Area
- **Leicestershire County and Rutland Primary Care Trust** – Public Health representative
- **Parish and Town Councils** – represented by the Chair of the Hinckley & Bosworth branch of the Association of Parish and Local Councils
- **Voluntary Organisations and Community Groups** – represented by the Chief Executive and a Trustee of Voluntary Action Hinckley & Bosworth (Voluntary Action acts as an 'umbrella' organisation to represent the views of the wider voluntary and community sector)
- **Businesses** – retail and commercial firms are represented by the Chair of Hinckley Town Centre Partnership. Other sectors are separately represented as part of a developing business network. The current representative is from Mexboro Properties
- **Hinckley & Bosworth Community Safety Partnership** – represented by the Chair of the Partnership

The LSP gathers evidence about the state of the Borough and the issues facing it, sets priorities and develops plans of action to achieve them. It also monitors progress towards the priorities. The main way that it does all this is through the Hinckley & Bosworth Community Plan. The priorities in the Plan form the starting point for the work of the LSP, from which different projects, schemes and work programmes are developed.

Rather than holding its own funds and employing its own staff, the LSP works by drawing upon the resources of its members. At times it can also help them to secure extra resources from central Government or elsewhere based on its evidence of the needs of the Borough. Sometimes the LSP will ask some of its members to work together to develop and carry out a new project, while in other cases it may achieve its priorities by influencing their policies or by helping them improve the way they provide their existing services - for example by working better together.

## 2. About the Community Plan

All areas of the country must produce one of these plans<sup>1</sup> and the Government expects them to tackle the most important social, economic and environmental issues facing the area. By including all these issues in a single plan involving a wide range of organisations and people with different expertise, the aim is tackle the issues in a more 'joined up' way.

The purpose of the Community Plan is to achieve tangible improvements in the quality of life for people in the Borough today, and also to build the foundations for continued improvement in the future. It sets priorities for improvements over a five-year period, but puts these in the context of a longer term vision for what the Borough could be like in 2026.

This is the second Community Plan to be produced for Hinckley & Bosworth – the first having been launched in 2002. Some achievements from the first Community Plan are highlighted below.

### Success Stories from the first Community Plan

**A Voice for Young People** – The first Community Plan called for “Greater involvement of young people in decision-making which affects them.” In response to this, Leicestershire County Council’s Youth Service teamed up with Hinckley & Bosworth Borough Council to launch the *Hinckley & Bosworth Youth Council* in March 2004. The Youth Council offers young people from across the Borough the chance to have their say in developing projects and services.

**A Leap Forward for Recycling** – At the time the first Community Plan was launched (2001/02) recycling and composting of household waste stood at 10.7% in Hinckley & Bosworth. The Plan set a target to increase this to 27% by 2005/06. In the event, the improved recycling service from the Council combined with good participation from residents achieved an impressive 40.45% rate – putting Hinckley & Bosworth on the map as one of the best areas for recycling.

**Linking up the Rural Areas** – Improvement of public transport was a priority, including a commitment to look at rural services. Based on evidence of local needs, two new pilot bus services were set up with the support of the Rural Transport Partnership. One of the schemes – a service linking Twycross, Sheepy Magna and other villages to Market Bosworth – proved successful and funding has now been found to continue it.

**“What’s Going Down?”** - The first Plan gave a commitment to improve publicity of “what’s on for young people”. This led to the launch of a new brochure detailing activities for young people and children over the summer holiday period. “*What’s Going Down?*” was published in 2005 and 2006 and Hinckley & Bosworth LSP hopes to continue it as an annual publication.

**Town Centres: the Start of a Renaissance** – Regeneration of town and village centres was a priority in the “Vibrant Economy” chapter of the Plan. Several detailed commitments including the production of a *Masterplan* for Hinckley town centre and a *Health Check* for Earl Shilton have been completed. A *Town Centre Partnership* was also launched for Hinckley in 2005. Led by local businesses and with the support of the local authorities, the Partnership aims to complement the physical regeneration of the town with promotional and service improvements.

**Towards a Smoke-Free Borough** – Projects to reduce smoking were another priority, and in June 2006 the Local Strategic Partnership launched *Hinckley & Bosworth Smoke-Free*

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<sup>1</sup> In some areas they are called a Community Strategy or a Sustainable Community Strategy, but they are all essentially the same thing.

*Borough Charter* – a new service offering advice and guidance to local organisations to implement smoke-free policies. The service helps both large employers and smaller organisations such as pubs, bars and restaurants. It combines with existing services supporting individual smokers to help them quit.

**Improving Quality of Life in Neighbourhoods** – The first Community Plan proposed to expand the successful *Community House* project in Earl Shilton to set up a similar project in the Wykin estate in Hinckley. Gwendoline Community House (as it was named by residents) was launched in 2004 and both projects work with local people to set up positive schemes improving community spirit, providing community activities and, as a result, reducing anti-social behaviour and helping people to feel more secure.

<b>How the New Plan Has Been Developed</b>	
June – October 2005	Evidence about the issues facing the Borough was gathered from statistical sources and through community consultation.
November 2005 – May 2006	The Community Plan was drafted based on the evidence, and taking account of national, regional and county policies and priorities.
June 2006	The Draft Community Plan was approved by the LSP for consultation.
3 <sup>rd</sup> July – 11 <sup>th</sup> August 2006	Further community consultation was carried out – to invite comments on the draft Plan itself.
September – November 2006	All the comments received about Plan were analysed and potential changes to the content discussed by the LSP.
November 2006 - January 2007	An Action Plan for ‘Year One’ (April 2007 – March 2008) was developed.
January - March 2007	The new Community Plan and accompanying Action Plan were approved by the LSP and Borough Council.
April 2007 – March 2012	The LSP will oversee implementation of the Plan, reporting progress annually.

### **Working in Partnership**

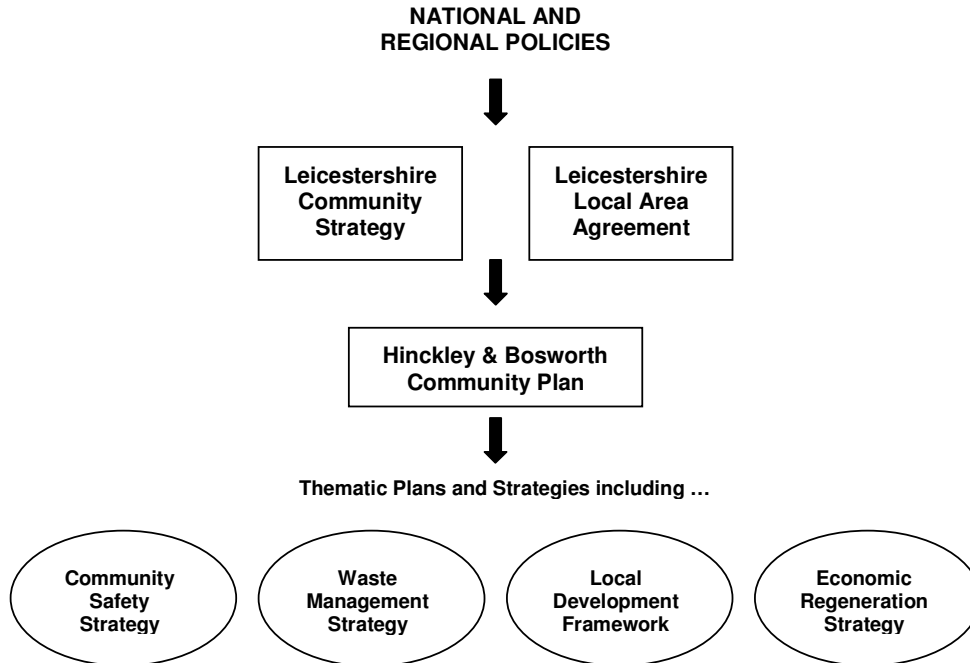
The range of issues covered by the Plan and the complicated nature of many of them mean that there is no single organisation which could implement it on its own. To be successful, the LSP will need to harness the different resources, powers and expertise of its own member organisations and also to go beyond them and form alliances with others. That is why the delivery of the Plan will require the LSP to support other groups whose work contributes to its priorities, as well as in developing its own projects. These two distinct roles are described in Chapter 7.

The Plan itself is not a single, isolated document but is designed to work alongside other plans and strategies. As well local evidence of the issues facing the Borough, it draws upon national and regional policies including those in the national sustainable development strategy: *Securing the Future*. Similarly, it reflects the priorities in the Leicestershire Community Strategy and the Leicestershire Local Area Agreement drawn up by the county LSP: *Leicestershire Together* – because many of the issues facing Leicestershire as a whole are applicable to Hinckley & Bosworth. The Community Plan and the LAA in particular share many priorities, and for this reason the LSP will be working towards a number of common targets for both documents.

At a more detailed level, the Community Plan priorities link into more detailed objectives in a number of ‘thematic’ plans and strategies which expand on what it says. An important role of the LSP will be to help those partnerships and organisations responsible for implementing thematic plans where it believes these will help achieve the Community Plan

goals. Some examples of these thematic plans are shown in the diagram below, which illustrates how the Community Plan links to other plans and strategies.

### How the Community Plan Links with Other Plans and Strategies



#### Not just ‘development’ but ‘sustainable development’

The Community Plan is based on the principle of sustainable development. This is the idea that the success of our economy, the well-being of our communities and our stewardship of the environment are all inextricably linked. So to achieve lasting improvements in the quality of life, we need to be tackling the economic, social and environmental issues facing the Borough in a joined up way. In practice, this means that projects and services should be carefully devised to take account of their impact on the economy, local communities and the environment – whatever their main purpose might be.

### 3. A Portrait of Hinckley & Bosworth

Hinckley & Bosworth is a largely rural borough of 297 square kilometres in south-west Leicestershire. The majority of the 101,500 population live in the main urban areas of Hinckley, Burbage, Barwell and Earl Shilton in the south-west of the Borough. There are sizeable settlements near the Leicester fringe to the east and in the central and northern parts of the Borough too.

Historically, the economy of the area has included a strong element of manufacturing, including family-owned hosiery, textiles and boot and shoe firms. These industries have been in decline, leaving behind a rich urban industrial heritage which complements historic rural settlements such as Market Bosworth. Until the 1980s, coal mining also made a major economic contribution - with pits at Bagworth, Desford, Merrylees and Nailstone employing nearly 3500 in the immediate post-war years. Several of the former pit sites have now been

redeveloped with housing and business uses. The economy today retains higher-than-average levels of manufacturing despite the decline of traditional industries. In recent years its central location and good links to the motorway and trunk road network have also encouraged a growth of warehousing and distribution – particularly around the A5 corridor.

Surveys indicate high overall levels of satisfaction with the area as a place to live, and the Borough as a whole has relatively low levels of deprivation: unemployment is 1.6%, average life expectancy is 78.1 years for men and 81.5 years for women (compared to averages of 76.6 and 80.9 across England) and the Government's Index of Multiple Deprivation ranks the area as only the 275<sup>th</sup> most deprived district out of 354. Behind these figures however, lie pockets of much higher deprivation. Lack of skills, low incomes, crime and a poor environment variously affect parts of the urban areas and the former coalfield. In contrast, isolation from local services is an issue in the rural areas - especially parts of the more sparsely populated west of the Borough.

Farming continues to account for the vast majority of land use (79%) and remains one of the main factors shaping the character of the landscape and rural communities – in contrast to its declining role as an employer (1.5% of jobs). Alongside this, high levels of commuting of rural residents to jobs in Leicester, Nuneaton and other surrounding areas is a present day factor shaping the nature of many of rural communities. This, and the physical isolation of some rural parts of the Borough, help to explain its relatively high levels of car ownership and low levels of bus usage compared to other parts of the East Midlands.

Public services are provided by local Government at the County and Borough levels along with 23 Parish and Town Councils serving mainly the rural areas. These local authorities work increasingly closely together and with other service providers including the Primary Care Trust and Police. Co-operation has also developed with the Borough's strong voluntary sector, which involves numerous volunteers as well as providing salaried employment. The sector provides services to vulnerable people as well contributing to environmental improvement and the cultural life of the area. Voluntary organisations and community groups operate a number sporting and leisure facilities such as Concordia Theatre and Bosworth Water Park, as well as some key visitor attractions such as the Battlefield Line.

In numerical terms, Hinckley & Bosworth's population is less diverse than some neighbouring areas and the small resident Black and Minority Ethnic population (3.5%) is fairly dispersed. However a wide range of ethnic backgrounds is represented amongst the Borough's residents and workforce, including a significant number of travellers who live in the Borough for all or part of the year. The largest travellers' settlement – a site known locally as 'Costalot' - is based near Bagworth.

In common with many other areas, older people are making up an increasing proportion of the population. In contrast, numbers of children and young people are predicted to decline. Statistics show a tendency for these different age groups to be concentrated in different geographical areas - creating implications for both the provision of local services and retaining a sense of 'cohesion' within communities.

Whilst the Borough's countryside does not attract tourism on the scale of some areas of the UK (nor is it particularly diverse in wildlife) it nonetheless includes some very attractive and distinctive landscapes with several significant visitor attractions and areas of historic importance, including Twycross Zoo and Bosworth Battlefield. Day visits currently make up the backbone of the tourism industry. The inclusion of part of the National Forest in the north and east of the Borough has recently expanded recreational and tourism possibilities as well as opportunities for wildlife habitat creation – particularly woodland cover, which is planned to reach 30% across the Forest as a whole. Surveys have confirmed that the countryside is one of the local assets which is most highly valued by the local community and that it is well used for recreation by local people.

## 4. Issues Facing the Borough

The issues facing Hinckley & Bosworth can be broken down into two overall challenges. First, there is the challenge to extend the relatively good quality of life experienced by the majority of the population to the whole of the community. Those sections of the community experiencing deprivation in its different forms have largely been identified already. What is needed now is the careful targeting of improved services – and better access to those services, to ensure that everyone can share in the quality of life the Borough offers.

The second challenge relates to the changing world in which Hinckley & Bosworth must operate and the pressures these changes bring. Whether it's economic competition, climate change, an ageing population or a host of other issues, Hinckley & Bosworth's local authorities, businesses, voluntary organisations and residents must anticipate changes and respond.

### The Economy

Economically, Hinckley & Bosworth appears at first glance to be in good shape. Unemployment is low, average household incomes compare favourably with other parts of the East Midlands and the A5 corridor in particular continues to attract interest from companies wanting to locate in the area. Despite this, there remain some serious problems and challenges to address. The economy is **overreliant on manufacturing** and losing jobs from the **contracting hosiery, textiles and boot and shoe industries**. Sectors that have been expanding in other areas of the East Midlands, such as 'creative industries' have failed to do so locally. And good average household incomes are partly the result of daily commuting by many to higher paid jobs outside the Borough - masking the fact that **local jobs** are on average comparatively **low paid**. The high proportion of outward commuting from some settlements also presents challenges in maintaining shops and other rural services, as well as a sense of community.

**Hinckley** – the main retail, commercial and services centre for the Borough – has been struggling to respond to **competition** from neighbouring centres such as Nuneaton and Fosse Park and has arguably suffered from a lack of investment. A Town Centre Renaissance Masterplan has been produced by the Borough Council in response to this and a Town Centre Partnership established. A consensus is now needed about the economic and social 'niche' the town should occupy; enabling concerted action over a number of years to create a lasting revival. Other centres including Earl Shilton, Barwell and Market Bosworth are grappling with similar issues – albeit on a smaller scale, and there is a need to develop regeneration plans for these and other settlements too in the coming years.

Whilst **farming** in the Borough no longer makes a major contribution in terms of jobs, it nonetheless remains an important element of the economy as well as a continuing factor in shaping the landscape, wildlife habitats and the nature of rural communities. There is a need to help farmers address the challenges facing them: economic competition, calls to protect wildlife, the potential for diversification and so on – to maintain successful businesses.

### The Community

In a similar way to its economic challenges, many of the social issues facing Hinckley & Bosworth are not apparent at first glance either. However, good average levels of health, wealth and overall satisfaction are masking some significant **pockets of deprivation**. These are concentrated in certain neighbourhoods or amongst particular groups within society.

Based on the Government's 'Indices of Deprivation', **education, skills and training** are a particular issue, with 18 (out of 66) 'Lower Level Super Output Areas'<sup>2</sup> falling within the 30% most deprived in England and one of these within the 10% most deprived. **Low incomes, unemployment and a poor living environment** also affect several areas. Parts of Earl Shilton and Hinckley both experience all of these forms of deprivation, and there are problems also in areas of Burbage St Catherine's and Lash Hill Ward, Barwell and Bagworth and Thornton.

Looking at the concerns expressed by residents themselves, it is **crime** which tops the list according to a recent survey of the Citizens' Panel<sup>3</sup>. Whilst overall crime levels are not approaching the worst in England, **assault and criminal damage** have been rising and several crime '**hotspots**' remain including Hinckley town centre. Above all, it is perhaps the **fear of crime** – aggravated by nuisance or anti-social behaviour – which puts crime at the top of people's concerns. Efforts to reduce crime itself must therefore go hand-in-hand with work to address people's insecurities - reducing nuisance behaviour, increasing visible, responsive policing, building bridges within communities and tackling vandalism, graffiti and litter quickly. The Borough's Community Safety Partnership has achieved successes already in these areas and needs to continue to do so in the coming years.

Despite the concerns over crime, community spirit is considered to be strong in many neighbourhoods. Having said this, there is strong support for initiatives to **encourage more positive activity and interaction within communities**. Anecdotal evidence suggests that perceived 'red tape' is discouraging people from volunteering to run local community groups. There is also a strong view that **community and cultural facilities** need to be **improved**, made **more accessible** and their use encouraged. These range from sports facilities through to community centres. Provision for young people is particularly felt to be in need of improvement – and a Facilities Survey carried out by Hinckley & Bosworth Youth Council has begun to identify what young people themselves think is needed. **Access to facilities and services** is a problem – particularly in the more remote rural areas such as those around Twycross and Sheepy, where the Government's Index for Deprivation in terms of 'Barriers to Housing and Services' confirms public perceptions that isolation from services is an issue.

Whilst recent surveys indicate that the majority consider their neighbourhood to be somewhere where people of different backgrounds get on well together, Hinckley and Bosworth is not without its tensions. In common with other areas of the country, relations between young people and older generations are regularly put under the spotlight as disputes over perceived 'nuisance behaviour' take place. There is a widespread view across all generations that **better and more accessible facilities and services for young people** is part of the solution. **Tensions between settled and travelling communities** also continue to flare up; often as a result of unauthorised travellers' encampments. Nationally, there is acknowledged to be a shortage of both permanent and transit sites and an Accommodation Needs Assessment for travellers in Leicestershire carried out in 2006/07 should, in the long term, help to resolve some of the problems. However there remains a strong need to **build bridges** between the two communities.

**Housing** is in relatively good condition across all tenures. As well as maintaining this good state of affairs, the challenge will be to increase the provision to meet **increasing demand**. A recent Housing Needs Assessment identified in particular that more **affordable housing** is needed, and community support for this has been confirmed through consultation. Some specific housing needs also need to be better catered for. For example, a greater choice of

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<sup>2</sup> Lower Level Super Output Areas are geographical areas covering around 1500 residents each. They are made up of clusters of several Census Output Areas each and are used as a convenient-sized unit for comparing different neighbourhoods to each other statistically.

<sup>3</sup> The Citizens Panel is a group of up to 1100 residents who have volunteered to be consulted by the Borough Council and Primary Care Trust on a regular basis about a range of issues. The Panel includes a representative cross-section of people based on the overall make-up of the Borough population.

**smaller accommodation** is needed for an increasing elderly population. To ensure that new homes can best meet future needs, the idea of '**lifetime homes**' – designed to be adaptable to changing circumstances should be investigated.

In terms of health, the issues facing the Borough are fairly typical of England as a whole. **Diseases of the circulatory system** and **cancers** are responsible for the majority of deaths. Improving health will therefore largely rely on a few key behavioural changes: **reducing smoking**, increasing beneficial levels of **physical activity** and **improved diet**. As with other forms of deprivation, there are pockets of significantly poorer health. Parts of Hinckley, Burbage, Barwell, Earl Shilton and other areas will need to be targeted for particular attention. Areas of poor access to health services – particularly for older people, will also need to be addressed. Action to address hotspots of **teenage pregnancy** in recent years appears to have had some success and this will need to continue too.

## The Environment

The Borough's attractive environment is one of its key strengths in many people's minds and safeguards to **protect** the best of its **landscapes, wildlife and heritage** – whilst encouraging responsible enjoyment of it - must therefore be at the centre of environmental and spatial policies. Despite popular natural attractions such as Burbage Common, Ashby Canal and part of the National Forest, biodiversity is not particularly high overall and elements of the 7 Sites of Special Scientific Interest are in poor condition and declining. Changing farming practices in the coming years may improve the situation, but a strong lead from local government and the voluntary sector could help too.

Pollution of air or water is not a major issue for Hinckley & Bosworth compared to some other areas, but diminishing space for **landfill of waste** is a big concern. Leicestershire's local authorities responsible for waste collection and disposal are addressing the problem through a joint Waste Management Strategy which promotes **waste reduction, reuse and recycling** as the way forward. By introducing kerbside collection services, Hinckley & Bosworth has made dramatic strides - increasing its domestic waste recycling and composting rate from 10.7% in 2001/02 to 40.45% in 2005/06. Further advances are needed in the coming years.

Arguably an even bigger environmental issue for the Borough to address is that of **climate change**. Whilst national and international leadership is required on this issue, there is a lot that can be done at the local level by local authorities, businesses and residents. Hinckley & Bosworth Borough Council has already signed the 'Nottingham Declaration' on climate change, demonstrating its commitment to reduce its own emissions of 'greenhouse gases' and to support others to do the same. This is an area of work which needs to be developed with other partners in the coming years – through improved energy efficiency, the use of renewable energy sources and reducing the impact of transport.

And at a more local level, public consultation shows a continued concern from residents about the issues of local environmental quality in and around their neighbourhoods, namely: **litter, graffiti, vandalism and dog fouling**. The recent introduction of Neighbourhood Wardens by the Borough Council is expected to bring a more rapid response to these problems on a day-to-day basis – and no Community Plan would be complete without addressing them.

## 5. Our Vision – The Kind of Borough We’re Working Towards

Our vision for Hinckley & Bosworth is not one of wholesale change. Rather, it is one of keeping and improving what’s good about the area – and helping all the Borough’s communities to share in the good quality of life it offers. It is deliberately ambitious. The LSP believes that by being ambitious for the Borough it will help inspire people to get involved in making it a better place.

“Hinckley & Bosworth in 2026 will retain near full employment, having ‘rebalanced’ its economy to mix high value manufacturing (including some specialised descendants of the original hosiery/textiles/boot and shoe firms) with an expanded service sector. The ‘creative industries’ will have grown to become a significant strand of that, helped by consistent support and good links with local colleges and other training providers. As a result of these changes, there will be a larger number of higher paid jobs within the Borough and more residents will be choosing to work locally. The contribution of tourism will have grown too, largely by developing the market for short breaks alongside the established one for day visits. This now forms one of the major strands in a lively and diverse rural economy, underpinning thriving village communities and village based services.

Local shopping centres will have shrugged off their earlier problems and successfully ‘updated’ themselves to meet the demands of the 21<sup>st</sup> century. As focal points for commerce and community life they will be one of the cornerstones of equitable access to services now being achieved right across the Borough. For Hinckley, the Town Centre Masterplan will have proved a turning point, combined with a clear vision for the town’s economic and cultural role developed in consultation with the wider community. This twin track approach of a clear plan and a shared vision will have proved successful for other centres too.

The disparities in the quality of life apparent in 2007 will be gone - thanks to targeted work to address deprivation by improving skills and self-confidence – giving people the ‘building blocks’ to improve their own prospects. The insecurities which characterised the late 20<sup>th</sup> century will largely be a thing of the past too. Consistent support for positive community activity – whether it be the local sports club, residents’ association or youth group – will have retained and rebuilt community spirit, underpinned by a strong culture of volunteering. This, combined with visible community policing and successful crime reduction programmes, will have reduced previous distrust and fear. The fact that reports of anti-social behaviour have become a rarity will be testament to this. Through local leadership tensions between the generations, and between the settled and travelling communities, will steadily be giving way to positive relationships. Overall, we will see communities where there is greater neighbourliness and where people feel more involved with the decision-making processes that affect their lives.

The close co-operation between local authorities and other service providers that began developing around the turn of the 20<sup>th</sup> century has produced a more ‘seamless’ set of services for local people, delivered in a highly cost-effective way. Voluntary organisations and community groups continue to play a key role in the life of the area through a myriad of ‘grassroots’ projects and local services meeting local needs. Some will have developed to successfully tender for public sector service contracts while others will have evolved to become ‘social enterprises’ contributing to economic growth.

Renewal of the Borough’s community facilities will have been part of the formula for success too. A comprehensive and high quality network of facilities for sports and arts activities, meetings and events will now be easily accessible to all residents thanks to some clever sharing of facilities in mixed use community centres, schools and Parish centres.

With similar standards of quality and access achieved for parks and open spaces too, lifestyles in 2026 will be considerably more active than those of 2007. Along with a big drop-off in smoking, this will have been the main reason for residents' improved health and life-expectancy.

If anything, the quality of the Borough's environment will be valued even more highly by local people in 2026 than in 2007. The driving forces of environmental stewardship, tourism/recreational improvements and sound farming practices having improved landscape quality, biodiversity and recreational opportunities – not just protected them. The environmental quality of the countryside will be matched by that of the settlements too, with clean streets showing off historic features and attractive, environmentally friendly new developments to their best. Where new housing has been required to meet changing needs, this has been sensitively incorporated. Housebuilders and planners have both played their part through the best possible design and location of 'lifetime homes' offering good access to local facilities, adaptability to residents' changing needs and the kind of high environmental standards which keep energy bills (and pollution) low.

Landfill will no longer be the main route for dealing with waste. Instead, the minimisation of waste and its separation for recycling or composting - now second nature - will account for the majority of it. The efficient use of energy will also be ingrained in day-to-day life and this, combined with the generation and use of renewable energy will have enabled Hinckley & Bosworth to play its part in successful regional and national efforts to halt climate change.

Fears amongst businesses and residents of the Borough reaching 'gridlock' have thankfully proved unfounded. Land use and transport planners teamed up to make sure that new housing, business premises and facilities have all been sited in sensible places where frequent public transport is available and cycling and walking are attractive options. Targeted highways improvements have made the best possible use of road space. 'Green Travel Plans' for employers, schools and other facilities have long been standard practice and are becoming more ambitious thanks to improved public transport services. The result: further growth in congestion has been prevented and growth in car travel has been reduced compared to earlier predictions. There's growing confidence that travel patterns are stabilising and good access can be achieved and maintained for all.

## 6. Our Priorities for Improving Hinckley & Bosworth

THEMES	PRIORITIES
Thriving communities	<p><b>1. Strengthening communities – through support for community activity, volunteering and learning.</b></p> <p>Existing Borough-wide schemes will be supplemented with new projects targeting areas of higher deprivation such as those in parts of Earl Shilton and Hinckley. Projects will aim to help both individuals and communities as a whole to gain the skills and confidence to improve their own lives and to progress in the labour market.</p>
	<p><b>2. Increasing the positive role of, and opportunities for, young people and older people in their communities.</b></p> <p>Previous successful work to establish the Hinckley &amp; Bosworth Youth Council will be built on to widen the involvement of young people and respond to the issues which are important to them. There will be specific work on the priority areas established at the Voice of Young People Conference 2005: facilities, transport and safety, including action to respond to the findings of the 2006 Facilities Questionnaire.</p> <p>A parallel strand of work will be developed to support the involvement of older people, and opportunities will be created for 'inter-generational' projects aimed at building trust and community spirit.</p>
	<p><b>3. Improving the provision and use of community and cultural facilities.<sup>4</sup></b></p> <p>Through careful assessment of the facilities which already exist, including their accessibility, gaps in provision will be identified and proposals developed to address them through the Local Development Framework, the Cultural Strategy and other means.</p> <p>Existing and new schemes to support and encourage community and cultural activity will seek to ensure that the best possible use is made of all facilities and hence provide a secure future for them. New initiatives of this kind will particularly target those people with poor access at the moment.</p>
	<p><b>4. Reducing crime, anti-social behaviour and fear of crime – and improving confidence in the Police and criminal justice system.</b></p> <p>The Hinckley &amp; Bosworth Community Safety Partnership will implement an extensive work programme set out in its Community Safety Strategy Plan and the Delivery Plan for the Leicestershire Local Area Agreement. Crime 'hotspots' including Hinckley Town Centre, parts of the Wykin Estate and Earl Shilton will continue to be targeted, as well as programmes to reduce persistent offending and tackle domestic violence. Anti-social behaviour and fear of crime will be priorities alongside reductions in assault and other categories of crime. The harmful impacts of alcohol and drugs will be addressed by support for individuals as well as a policing response.</p>

<sup>4</sup> Community and cultural facilities include facilities for organised cultural activities such as sports, entertainment and meetings as well as for informal activities such as walking. They also include key services such as Post Offices, shops and GP surgeries.

<p>A vibrant economy</p>	<p><b>5. Revitalising town and village centres.</b></p> <p>Hinckley Town Centre Renaissance Masterplan will provide the basis for the physical regeneration of the town, whilst business confidence and visitor satisfaction will be built up through a work programme involving businesses and statutory organisations developed through the Hinckley Town Centre Partnership. A Business Improvement District may be the route for delivering this work programme.</p> <p>A similar approach combining business involvement and physical regeneration where appropriate will be developed for other town and village centres.</p>
	<p><b>6. Developing the role of selected ‘growth sectors’ – through tailored programmes of support.</b></p> <p>Support programmes will focus particularly on developing high value manufacturing, service industries (especially ‘creative industries’) and tourism – with the latter forming a central plank in support for rural diversification. The individual elements of support, such as land and premises provision, business start-up/development support and skills training will be developed based on the needs of each chosen sector.</p>
<p>Better access to services</p>	<p><b>7. Improving physical access to services and reducing congestion.</b></p> <p>Through the Leicestershire Local Transport Plan packages of measures will be introduced to achieve these priorities, including improvements to bus services, walking and cycling facilities and measures to encourage the use of these modes as an alternative to car travel. Access improvements will target Earl Shilton as one of 7 selected areas of deprivation across the County.</p> <p>In addition, the Local Development Framework will include policies to ensure that new housing, employment sites and community facilities are built in places with good accessibility by a choice of transport modes – making travel by alternatives to the car a realistic option for more people. In practice this will mean most development occurring in and around the existing urban area.</p>
	<p><b>8. Improving electronic access to services.</b></p> <p>Members of Hinckley &amp; Bosworth LSP will continue to improve electronic access to their own and others’ services through a mix of website development and improved telephone response services.</p> <p>Improvements will be guided by regular consultation with service users, and the different organisations will work together to develop an increasingly ‘seamless’ response service to enquiries – guiding customers quickly to the relevant service provider.</p>

<p>Improved health</p>	<p><b>9. Preventing ill health by increasing participation in healthier lifestyles and through support for individuals – targeting communities with poorest health.</b></p> <p>The focus for this priority will be on reducing smoking – the biggest single cause of ill health, and on increasing physical activity. Programmes of action will be developed through the Leicestershire Local Area Agreement both as part of County-wide schemes and more locally to help communities within the Borough with the poorest health.</p> <p><b>10. Improving sexual health and reducing teenage pregnancy.</b></p> <p>The uptake of Chlamydia screening will be increased and access to sexual health services across the Borough improved as part of County-wide programmes provided through the Leicestershire Local Area Agreement.</p> <p>The Leicestershire Teenage Pregnancy Strategy will continue to target specific areas where teenage pregnancy levels are higher.</p>
<p>A high quality environment</p>	<p><b>11. Achieving a cleaner Borough, targeting: litter, dog fouling, fly tipping and graffiti.</b></p> <p>Further development of partnership working involving the Borough Council’s Community Wardens, Police Community Support Officers, Parish Councils and others will help achieve Leicestershire Local Area Agreement targets for improving response times to fly-tipping and graffiti – targeting neighbourhoods with the greatest problems.</p> <p>These and other new initiatives will run alongside existing cleansing services and public education work.</p> <p><b>12. Protecting and enhancing wildlife, heritage and rural and urban character.</b></p> <p>Policies in the Local Development Framework will continue the existing protection for sites and areas of importance for wildlife or heritage conservation and for rural and urban areas of particular character – and seek to strengthen that protection where appropriate.</p> <p>Communities wanting to get more involved in defining features of importance to the character of their village or town will be supported to develop Village Design Statements which could be adopted as part of the Framework.</p>

<p>More efficient use of resources</p>	<p><b>13. Reducing emissions of greenhouse gases.</b></p> <p>Local authority members of Hinckley &amp; Bosworth LSP will lead by example – implementing Climate Change Action Plans to reduce their own emission of greenhouse gases, to help and encourage others to do the same and to mitigate the possible effects of climate change.</p> <p>Other strategies and plans will support this priority too. Notably the Local Development Framework will promote patterns of land use and design of developments which maximise energy efficiency and support the use of zero/low carbon technologies. Leicestershire Local Transport Plan will complement this through action to reduce the growth in car travel.</p> <p>At the same time, a series of major redevelopment schemes in Hinckley facilitated by the Town Centre Renaissance Masterplan will provide opportunities to incorporate environmental best practice as a key strand in the town’s renewal.</p> <hr/> <p><b>14. Reducing waste going to landfill.</b></p> <p>Building on the increase in recycling/composting of household waste achieved during the first Community Plan, a further substantial increase (and resulting diversion from landfill) will be achieved in the lifetime of this second Plan through improvements to collection schemes and increased public awareness and participation.</p>
<p>Housing for everyone’s needs</p>	<p><b>15. Secure decent, well-managed and affordable housing across the Borough – increasing its availability to meet expected needs.</b></p> <p>The significant need for new housing in the Borough will be addressed by the allocation of appropriate land in the Local Development Framework and through investment by private developers and social housing providers.</p> <p>The Housing Strategy sets out the expected needs for different types of housing, with particular needs identified for more affordable housing, greater adaptability (‘lifetime homes’), more supported and sheltered housing and more provision for homeless people and other vulnerable groups.</p>

**CROSS-CUTTING THEMES**

In addition to the priorities above, the cross-cutting themes below will each form distinct strands in the delivery of the Community Plan.

<p><b>Sustainable development</b> – Delivering programmes of social, economic and environmental improvements which are mutually supportive and focused towards a long term vision.</p>
<p><b>Promoting high quality design</b> – Encouraging good practice in the design of new developments.</p>
<p><b>Improving promotion of the Borough and involvement of its communities</b> – contributing to the regeneration of the Borough.</p>
<p><b>Enhancing the role of cultural activities</b> – contributing to health, regeneration and ‘community cohesion’.</p>
<p><b>Reducing inequalities</b> – for example by tackling pockets of deprivation found in some areas.</p>

## 7. Putting the Plan into Action

Hinckley & Bosworth LSP will be responsible for making sure that the Community Plan is implemented. It will do this in two ways:

### As a ‘Critical Friend’ – Helping, Influencing and Challenging Others

Where other partnerships or organisations are already working towards some of the priorities set out in the Community Plan, the LSP will ask them to keep it updated about their progress. Where they come up against barriers or problems, it will use its influence to help them overcome these problems. Where it feels that they could go further or widen the scope of their work, it will encourage and challenge them to do so. The table below highlights some of the larger ongoing work programmes which will be crucial to implementing the Community Plan, with details of the organisations or partnerships which will lead them.

### Developing its own Projects

Where there are areas of the Community Plan not already being covered by others, the LSP will look for resources to develop new projects and work programmes – to be carried out by its member organisations on its behalf. Often, these projects will be set up on a trial basis, to test out new ideas and ways of working. Sub-groups of the LSP will be set up where necessary to do the detailed work of getting its ideas off the ground. Where these trial projects work, the LSP will encourage its members or other organisations to take them up as permanent features of their services in the future.

WORK PROGRAMMES CRUCIAL TO DELIVERING THE COMMUNITY PLAN	
Work Programme	Who Will Deliver It?
<p><b>Leicestershire Local Area Agreement</b> – a programme of work funded by central Government and other sources based around the themes of: Healthier Communities, Older People, Children and Young People, Safer Communities, Stronger Communities, Greener and Cleaner and Economic Development and Enterprise. Delivery of the Agreement will contribute to achieving the Community Plan priorities for:</p> <ol style="list-style-type: none"> <li>1. Strengthening communities</li> <li>2. Opportunities for young and older people</li> <li>4. Reducing crime</li> <li>5. Revitalising town and village centres</li> <li>6. Economic ‘growth sectors’</li> <li>9. Preventing ill health</li> <li>10. Improving sexual health</li> <li>11. A cleaner Borough</li> <li>13. Greenhouse gases</li> <li>14. Reducing waste</li> </ol>	<p><b>Leicestershire Together</b>, the Local Strategic Partnership for the County, is responsible for the delivery of the Agreement. Hinckley &amp; Bosworth LSP will have a role in overseeing the delivery in this area of Leicestershire, with a particular focus on projects targeted towards the most deprived communities in the Borough.</p>

<p><b>Hinckley &amp; Bosworth Community Safety Strategy Plan</b> – sets out in more detail the priorities for reducing crime, anti-social behaviour and fear of crime. It will form the main mechanism for achieving the Community Plan priority for reducing crime (4). It will also contribute to priorities 1 (strengthening communities), 2 (opportunities for young and older people), 5 (town and village centres) and 11 (a cleaner Borough).</p>	<p><b>Hinckley &amp; Bosworth Community Safety Partnership</b> is responsible for ensuring the delivery of the Plan, with individual partners carrying out particular tasks. Key partners include the Police, Borough Council, Youth Offending Service and voluntary organisations.</p>
<p><b>Hinckley &amp; Bosworth Local Development Framework</b> – sets out the spatial policies which will guide the use of land, the protection of important features and physical improvements to including the location, design and operation of new buildings and other developments.</p> <p>The Framework policies are developed in response to the Community Plan priorities, as well as other factors, and will be crucial to achieving the priorities for:</p> <ul style="list-style-type: none"> <li>3. Community and cultural facilities</li> <li>5. Town and village centres</li> <li>6. Economic ‘growth sectors’</li> <li>7. Physical access and reduced congestion</li> <li>12. Wildlife and heritage</li> <li>13. Greenhouse gases</li> <li>15. Housing</li> </ul>	<p><b>Hinckley &amp; Bosworth Borough Council</b>, the Local Planning Authority, is responsible for preparing and implementing the Framework and for monitoring its impact.</p>
<p><b>Hinckley &amp; Bosworth Economic Regeneration Strategy</b> – includes a more detailed assessment of the Borough’s economic situation and sets targets for improvement across a range of issues. It will be important in achieving the Community Plan priorities for:</p> <ul style="list-style-type: none"> <li>1. Strengthening communities</li> <li>5. Town and village centres</li> <li>6. Economic ‘growth sectors’</li> </ul>	<p>An <b>Economic Sub-Group</b> of the LSP is responsible for developing and overseeing a programme of action to implement the Economic Regeneration Strategy.</p>
<p><b>Hinckley &amp; Bosworth Cultural Strategy</b> – will set the direction for the Borough Council’s cultural services and seek to influence those of other organisations including community based groups.</p> <p>The Strategy will be vital to achieving the Community Plan priorities for:</p> <ul style="list-style-type: none"> <li>1. Strengthening communities</li> <li>2. Opportunities for young and older people</li> <li>3. Community and cultural facilities</li> <li>4. Reducing crime</li> <li>5. Revitalising town and village centres</li> <li>9. Preventing ill health</li> <li>12. Wildlife and heritage</li> </ul>	<p><b>Hinckley &amp; Bosworth Borough Council</b> will be responsible for the delivery of the Strategy, working in partnership with other agencies and the wider community.</p>

<p><b>Youth Council Work Programme</b> – based on responding to the priorities highlighted by young people through consultation. The current priorities: facilities, transport and safety were established at the first Voice of Young People Conference in November 2005 and a Facilities Questionnaire carried out in 2006 has provided more detailed information about young people’s views on this priority.</p> <p>The Youth Council’s work should therefore contribute towards the following Community Plan priorities in particular:</p> <ol style="list-style-type: none"> <li>2. Opportunities for young and older people</li> <li>3. Community and cultural facilities</li> <li>4. Reducing crime</li> <li>7. Physical access and reduced congestion</li> </ol>	<p><b>Hinckley &amp; Bosworth Youth Council</b> is developing the work programme and working towards the priorities established by young people through a combination of its own projects, joint work with partners and influence over the work of other organisations including local authorities and the private sector.</p>
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Other important work programmes are contained in the **Leicestershire Local Transport Plan** and the **Hinckley & Bosworth Housing Strategy**.

The work of the LSP to implement the Community Plan, including the direct development of projects and the overseeing of work by other partnerships and organisations, will be summarised in an annual Action Plan to be prepared before the start of each financial year and updated regularly during the year. This will form part of the basis on which the LSP reports progress.

## 8. Keeping Track of Progress

Hinckley & Bosworth LSP will monitor progress on a regular basis, receiving reports on the different work programmes highlighted in section 7. It will publish an annual Progress Report to keep local organisations and the wider community informed.

Monitoring will be carried out at two levels:

- **PROGRESS TOWARDS THE PRIORITIES** – A set of **Quality of Life Indicators** will be investigated which can be monitored and reported to present an overall picture of progress towards the priorities. Measurable targets will be adopted by the LSP wherever it develops action itself towards certain priorities. The LSP will publish details of progress towards these targets and overall changes in the Quality of Life Indicators in its annual Progress Report.
- **COMPLETION OF ACTIONS** – Progress towards the completion of actions in the annual Action Plan will be monitored at the regular quarterly LSP Board meetings and reported annually to the wider community in the Progress Report.

## 9. Contacts for Further Information

For more information about Hinckley & Bosworth Local Strategic Partnership or the Hinckley & Bosworth Community Plan, please contact:

The Strategic and Community Planning Officer  
 Hinckley & Bosworth Borough Council  
 The Council Offices  
 Argents Mead  
 Hinckley  
 LE10 1BZ

Telephone: 01455 255 629

Fax: 01455 255 996

E-mail: [duncan.bell@hinckley-bosworth.gov.uk](mailto:duncan.bell@hinckley-bosworth.gov.uk)

Contacts for further details about the other partnerships, organisations and strategies mentioned in section 7 are listed below.

<b>Strategy / Work Programme</b>	<b>Responsible Organisation</b>	<b>Web Address for Further Details</b>	<b>Postal Address for Enquiries</b>
Leicestershire Local Area Agreement (LAA)	Leicestershire Together	<a href="http://www.leicestershiretogether.org">www.leicestershiretogether.org</a>	C/O Chief Executives Department, Leicestershire County Council, County Hall, Glenfield, Leicester LE3 8RA
Hinckley & Bosworth Community Safety Strategy Plan	Hinckley & Bosworth Community Safety Partnership	<a href="http://www.hinckley-bosworth.gov.uk/communitiesafetyunit">www.hinckley-bosworth.gov.uk/communitiesafetyunit</a>	C/O Community Safety Team, Hinckley & Bosworth Borough Council, Council Offices, Argents Mead, Hinckley LE10 1BZ
Hinckley & Bosworth Local Development Framework	Hinckley & Bosworth Borough Council	<a href="http://www.hinckley-bosworth.gov.uk">www.hinckley-bosworth.gov.uk</a>	C/O Corporate Performance and Strategy Team, Hinckley & Bosworth Borough Council, Council Offices, Argents Mead, Hinckley LE10 1BZ
Hinckley & Bosworth Cultural Strategy	Hinckley & Bosworth Borough Council	<a href="http://www.hinckley-bosworth.gov.uk">www.hinckley-bosworth.gov.uk</a>	C/O Cultural Services Team, Hinckley & Bosworth Borough Council, Council Offices, Argents Mead, Hinckley LE10 1BZ
Hinckley & Bosworth Economic Regeneration Strategy	Hinckley & Bosworth Borough Council	<a href="http://www.hinckley-bosworth.gov.uk">www.hinckley-bosworth.gov.uk</a>	C/O Corporate Performance and Strategy Team, Hinckley & Bosworth Borough Council, Council Offices, Argents Mead, Hinckley LE10 1BZ
Leicestershire Local Transport Plan	Leicestershire County Council	<a href="http://www.leics.gov.uk/ltpl">www.leics.gov.uk/ltpl</a>	C/O , Leicestershire County Council, County Hall, Glenfield, Leicester LE3 8RA