

Vision & Priorities for the District

1. Vision

“North West Leicestershire will be a place where people and businesses feel they belong and are proud to call home”

North West Leicestershire will recognise the importance business plays in a strong community & will encourage innovation, helping maintain the district’s diverse business base.

North West Leicestershire will embrace new and emerging ways of doing things to become a leader in green and sustainable communities.

North West Leicestershire will build on its unique geographic advantages and infrastructure strengths, while providing enough quality, affordable housing.

North West Leicestershire will be synonymous with strong integrated communities which embrace the need to provide a sustainable, safe and secure place for all.

2. Checking The Vision

2.1. A crucial part of delivering the vision is having a mechanism against which to check values and priorities. For North West Leicestershire this takes the form of the ‘Sustainability Triangle’. This captures the District’s unique selling points which will be harmonised by the Local Strategic Partnership in the new Sustainable Community Strategy:

- A strong and successful business sector e.g. the Airport
- The work of many to improve & enhance the environment especially through the National Forest
- The challenge of housing growth, which will bring quality housing, including affordable housing
- Strong and cohesive communities will be at the heart of the vision

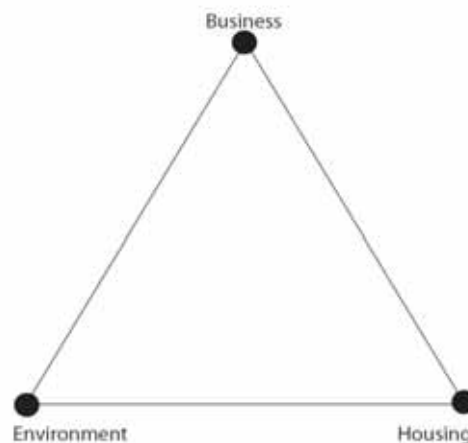


Figure – Sustainability Triangle

2.2. These factors need to underpin every priority action. They provide an opportunity to test priorities and actions to ensure they help deliver a sustainable and cohesive community in line with the proposed vision. They also complement the district’s unique strengths as a hub for business, the growth of The National Forest and potential housing expansion.

3. Priorities

- 3.1. Given the purpose of the exercise is to inform the emerging Local Area Agreement, County & District Community Strategy, the strengths, areas for improvement, vision and values suggest a number of key priorities for the district. These use the existing seven LAA themes and build upon the profiling work undertaken for the district.
- 3.2. At this stage the priorities are areas for action rather than detailed action plans. If agreed they need further refinement and expansion to reflect the work of specific agencies, groups and partnerships. In many cases priority themes overlap several LAA areas.

1.1 Overarching Priorities

- 1.2 There are though a number of overarching priorities which run throughout the LAA themes these are:
 - 1.3 Improve public transport to reduce reliance on the car and increase service accessibility
 - 1.4 Work to reduce the wide gap between the most affluent & the most deprived areas of the District
 - 1.5 Develop a clear identity for the district's main towns
 - 1.6 Reduce the district's carbon footprint
 - 1.7 Work to raise aspirations and expectations of the community
 - 1.8 Develop opportunities to innovate and explore new ways of doing things in all sectors
 - 1.9 Target services and activities in areas of the district which appear with high deprivation scores
 - 1.10 Work to improve Equality & Social Inclusion, developing cohesive communities.
 - 1.11 Develop higher levels of volunteering, aspiration and expectation for district residents

2 Older People

- 2.1 Reduce incidence of preventable deaths and illness in areas where district is above national or regional average, for example:
 - Cancer
 - Obesity
- 2.2 Work to increase average life expectancy, to above the national average
- 2.3 Develop improved social & physical infrastructure to increase access to services for older people particularly in:
 - Transport
 - Advice & support agencies
 - Access to public & voluntary sector services
- 2.4 Enable the experience & wealth of information of older people to be harnessed, i.e. through volunteering/mentoring opportunities

3 Healthier Communities

- 3.1 To improve health through focussing on increasing levels of physical activity, promoting smoking cessation, reducing use of drugs and alcohol, accident prevention & by addressing housing needs.
- 3.2 Aim to reduce gap in health inequalities as measured by infant mortality & life expectancy at birth
- 3.3 Continue to improve rates of early death or illness as a result of cardiovascular diseases & cancer
- 3.4 Work to reduce incidence off obesity to at least the national average
- 3.5 To effectively promote, signpost & improve mental health & well being services including addressing social & rural isolation

4 Children and Young People

- 4.1 Reduce obesity in children, particularly under 11 years, through the provision of preventative physical activity & healthy eating opportunities
- 4.2 Improve access to drug, alcohol and mental health treatment programmes for under 18's
- 4.3 Improve promotion of sexual health & support for teenage parents
- 4.4 To develop the range of services within Childrens Centres to support families, parenting skills and the needs of 0-5's
- 4.5 Increase the number of children & young people participating in safe creative play, leisure & cultural services including improving accessibility through public transport and non car use.
- 4.6 Increase the contribution of children & young people in consultation and active involvement with a focus on hard to reach groups
- 4.7 Rising educational attainment for all children & young people, particularly progression rates between KS3 & KS4
- 4.8 Reduce the number of young people leaving full time education at 16 who are not in education, employment or training (NEET)

5 Safer Communities

- 5.1 To work together in partnership to reduce the level and fear of crime by tackling key crimes across the district, focusing on particular geographic hotspots
- 5.2 To enhance 'pride & responsibility' with those living & working in the District especially as relates to anti-social behaviour & alcohol fuelled violence by promoting without exception a sense of ownership and of engagement with community safety
- 5.3 To work with young people, including the very young to promote good citizenship & awareness of community safety
- 5.4 To work towards developing a strong & vibrant 'Night Time Economy' within the District's towns.
- 5.5 To provide a robust intervention to tackle domestic violence

6 Stronger Communities

- 6.1 Ensure housing and other growth helps to integrate communities & provides sufficient quality affordable homes with a variety of tenures
- 6.2 Continue to focus work on priority areas with emphasis on developing integration across the district
- 6.3 Develop higher levels of volunteering, aspiration and expectation for district residents
- 6.4 Empower & enable the local voice of communities to be heard
- 6.5 Develop local service provision where at present people are reliant, in particular, on travel to other major towns & cities
- 6.6 Retain & improve community meeting/information places i.e. Post Offices, Pubs, village shops & community centres.
- 6.7 Promote & develop advice & support services for all communities
- 6.8 Address integration of newcomers & outsiders & challenge intolerance

7 Cleaner and Greener

- 7.1 Reduce the district's carbon footprint
- 7.2 Develop a clear identity & future for the district's main towns as quality urban environments
- 7.3 Continue to develop the coverage & role of the National Forest as an exemplar for habitat creation, biodiversity & sustainable development
- 7.4 Strengthen & integrate transport, especially public & community transport for business & recreation including the Ivanhoe/National Forest Line
- 7.5 Ensure housing and other growth embodies leading sustainable principles

8 Economic Development and Enterprise

- 8.1 Develop clear identity, role & offering for the district with particular reference to its towns & the emerging destination offer of the National Forest
- 8.2 Enhance opportunities for responsible business development & growth in particular, in sectors associated with sustainability and 'wood' products and the tourism industry, especially the further development of the National Forest
- 8.3 Ensure that local people have access to employment & training opportunities
- 8.4 Enhance and encourage through start up and incubator provision improved opportunities for local businesses
- 8.5 Ensure that all opportunities for skill development are pursued within both businesses & education to enhance the local skills base
- 8.6 Develop full & effective engagement with business across the district and beyond by maximising working together in partnership