



Hartlepool's Ambition

The Sustainable Community Strategy for Hartlepool

2014 – 2020





Foreword

In 2008 the Hartlepool Partnership launched the Sustainable Community Strategy which set out the future vision for the Borough in 2020. Since then we have made a lot of progress to turn that vision into reality; crime has fallen, people are living longer, primary and secondary educational attainment is improving and there has been significant investment in the Borough's housing stock, business areas and environment. However, a number of challenges have presented themselves since 2008 globally, nationally and locally with huge financial, economic and demographic challenges now facing us. We know that areas such as unemployment, health inequalities and poverty remain serious issues and we want to ensure that we continue to focus on areas where we can have the biggest impact. We will endeavour to continue to improve the lives of people who live and work in Hartlepool and the physical infrastructure so that people want to live and work here and businesses want to invest.

In spite of the impact of national decisions locally this Sustainable Community Strategy reiterates our commitment to our long term ambition for Hartlepool. We have reshaped our partnership to meet the challenges ahead and focus our efforts on what really matters. This document sets out our priorities for the next five years and how we will continue to work together to meet our aspirations for the community of Hartlepool.

Councillor Christopher Akers-Belcher

Leader of Hartlepool Borough Council and Chair of the Hartlepool Strategic Partners Group





What do we want to achieve?


This Sustainable Community Strategy sets out our long-term ambition for the economic, social and environmental wellbeing of Hartlepool. It builds upon the ambition and aspirations set out in 2008 and sets out our priorities for the next 5 years.

Our long-term ambition, as agreed in 2008, remains relevant today:

Hartlepool will be an ambitious, healthy, respectful, inclusive, thriving and outward-looking community, in an attractive and safe environment, where everyone is able to realise their potential.

We also remain committed to making improvements across the 8 themes of:

- Jobs and the Economy
- Lifelong Learning & Skills
- Health and Wellbeing
- Community Safety
- Environment
- Housing
- Culture & Leisure
- Strengthening Communities



We have agreed a number of key strategies and plans that set out the detail of how we will achieve our long-term ambition. These are reviewed more frequently than the Sustainable Community Strategy and provide an accurate and timely picture of how we aim to deliver against our long-term ambition:

- Child Poverty Strategy
- Children and Young People's Plan
- Community Safety Plan
- Council Plan
- Economic Regeneration Strategy
- Hartlepool Voluntary and Community Sector Strategy
- Health and Wellbeing Strategy
- Housing Strategy
- Local Transport Plan
- Tees Valley Joint Waste Management Strategy
- The plans and strategies which together comprise the Development Plan
- Vision for Adult Social Care in Hartlepool
- Youth Justice Strategic Plan

We regularly monitor the progress made against each of these plans and we use this to assess whether we are on track to achieve our long-term ambition.



What are our priorities for the next 5 years?

We have identified a number of key priorities for Hartlepool which will be our main focus for improvement over the next 5 years. This does not mean that we will stop making progress against the other themes we have identified as that will continue through the strategies and plans that we already have in place. Our priorities for the next 5 years are:

Increased business and jobs

- Regenerate key sites and attract investment.
- Improve business infrastructure.
- Support business growth.
- Develop an enterprising culture.
- Develop a competitive workforce.

Better housing

- Delivering new homes, contributing to sustainable communities.
- Improving existing homes, supporting sustainable communities.
- Meeting the specific housing needs, this includes homeless households, older people, people with disabilities, and the black and minority ethnic community.

Reduced poverty

- Ensure that children that live in poverty are safe.
- Increase the parental employment rate.
- Improve skills levels in parents and children.
- Support families to maximise their entitlements.
- Prevent those at risk from falling into poverty.
- Where it is evident that a family is experiencing poverty take action to mitigate its effect.

Safer, stronger neighbourhoods

- Reduce crime and repeat victimisation.
- Create confident, strong, and safe communities.
- Reduce offending and re-offending.
- Reduce the harm caused by drug and alcohol misuse.



Healthier people

- People live longer healthier lives.
- Strengthen ill health prevention.
- Protect the health of the population.
- Improve early detection of illness.
- Adults with health and social care needs are supported to maintain maximum independence.
- Vulnerable adults are safeguarded and supported while having choice and control about how their outcomes are achieved.

Giving every child the best start in life

- Deliver effective early intervention services for children, young people and families.
- Ensure all children can live safely.
- Provide effective support for looked after children.
- Deliver new approaches for children and young people with special educational needs and disabilities.
- Ensure schools provide the highest quality education for all children.



How will we know if we are on track to achieve our ambition?

Alongside our priorities we have identified some key measures of success that we will monitor to see if we are on track to achieving our ambition. Through the various parts of the Hartlepool Partnership we will closely manage our performance to ensure success.

Increased business and jobs

What we are going to do:

- Deliver the Economic Regeneration Strategy 2011-2021.
- Deliver the Seaton Carew Master Plan.
- Development of the Enterprise Zone initiative.
- Development of the Innovation and Skills Quarter.
- Attract economic investment to key employment sites such as the port area at Hartlepool Docks and Southern Business Zone.
- Secure investment in key development sites such as Jackson's Landing and Mill House area.
- Commission the Retail Revival Strategy.
- Deliver the Hartlepool Youth Investment Project.
- Boost the visitor economy
- Continue to support pre and new start up business.

How we will measure success:

- Number of new jobs created.
- Number of new businesses on Enterprise Zones.
- Level of investment in key regeneration sites.
- New business registrations.
- Number of new business start ups
- Level of self-employment.
- Level of overall employment.
- Value of visitor economy

Healthier people

What we are going to do:

- Prevention and early detection of cancer.
- Promote the healthy heart check programme.
- Focus on prevention and effective treatment of respiratory disease.
- Increase participation in sports and physical activity
- Reduce smoking prevalence.
- Reduce alcohol related harm.
- Promote healthy weight healthy lives.
- Focus on the prevention and effective treatment of sexual transmitted infections.
- Reduce the harm caused by drugs and alcohol.
- Support people to live independently in their own homes
- Support carers to maintain their caring role
- Continue to promote independence and facilitate recovery for people with mental health needs
- Implement the National Dementia Strategy in Hartlepool.
- Safeguard vulnerable adults.

How we will measure success:

- Male and female life expectancy.
- Under 75 mortality from cancer and Cardio Vascular Disease.
- Participation in moderate intensity sports
- Participation in moderate intensity active recreation
- Teenage pregnancy rate.
- Rate of sexually transmitted infections.
- Smoking prevalence.
- Childhood obesity rates and modelled adult obesity estimates.
- Breast feeding initiation rate and breastfeeding rate at 6-8 weeks.
- Proportion of substance misusers going into effective treatment and proportion who successfully complete treatment and represent back into treatment within 6 months.
- Rate of alcohol related harm admissions to hospital.
- Percentage of Social Care clients receiving Self Directed Support
- Carers receiving needs assessment or review and a specific carer's service, or advice and information
- People supported to live independently through social services (all adults, per 100,000 population)
- Delayed Transfers of Care
- Adults with learning disabilities in settled accommodation
- Adults in contact with secondary mental health services in employment
- Access to equipment and telecare: users with telecare equipment
- Percentage of people who received intermediate care or reablement package on discharge from hospital who remain at home 91 days after discharge

Safer, stronger neighbourhoods

What we are going to do:

- Tackle acquisitive crime - domestic burglary and theft.
- Tackle domestic violence and abuse.
- Support victims and reduce the risk of victimisation.
- Address substance misuse through a combination of prevention, control and treatment services.
- Protect and support vulnerable victims and communities including victims of hate crime.
- Improve public reassurance and fear of crime by actively communicating, engaging and working with local communities.
- Continue to address anti-social behaviour at a neighbourhood level through effective multi-agency working.
- Tackle offending and re-offending behaviour through a combination of prevention, diversion and enforcement activity underpinned by a strong multiagency approach.

How we will measure success:

- Overall crime rate per 1,000 population.
- Number of repeat incidents of domestic violence/abuse.
- Perception of people using or dealing drugs in the community.
- Perceptions of anti-social behaviour.
- Perceptions of drunk or rowdy behaviour as a problem.
- Anti-social behaviour incident rate per 1,000 population.
- Deliberate fires per 1,000 population.
- Hate incidents/crimes per 1,000 population.
- Reoffending rate for young offenders.
- First time entrants into the youth justice system.
- Reoffending rate of Prolific and Priority Offenders.
- Number of troubled families engaged and results claimed.

Reduced poverty

What we are going to do:

- Encourage schools to use their pupil premium to target interventions with disadvantaged children that improve their attainment and increase their rates of progress in English and mathematics.
- First Contact and Support Hub to offer information, advice and guidance to support families to maximise their income.
- Implement universal pathway plus in disadvantages hotspots to ensure that families are supported at the earliest opportunity.
- Link Think Families/Think Communities customers onto employment initiatives such as the Work Programme.
- Develop the Family Wise project to engage and support long term unemployed parents to move closer to the labour market.
- Develop the Going Forward Together project to engage and support young people who are at risk of becoming 'Not in Education, Employment or Training' (NEET) in the long term.

How we will measure success:

- Number of children in poverty.
- Proportion of children living in workless households.
- Gap between the 20% lowest performing children and the rest at age 5.
- Number of families needing crisis support.
- Employment Rate.
- Youth Employment Rate.
- Number of Adults on Working Age Benefits.
- Level of participation of young people (16-18) in further learning.

Giving every child the best start in life

What we are going to do:

- Ensure effective and efficient safeguarding procedures are in place and are followed to protect all children and young people.
- Review and strengthen the Early Intervention Strategy.
- Ensure children and young people are supported at the earliest opportunity to help prevent them entering into care.
- Ensure all looked after children are supported effectively as they grow into adults through access to appropriate placements, high quality education and healthy lifestyles.
- Deliver the Special Educational Needs Pathfinder.
- Work with all schools to improve educational attainment through practical support and guidance.

How we will measure success:

- Number of common assessments completed.
- Number of Children in Need.
- Number of children subject to a Child Protection Plan.
- Number of children re-referred to social care.
- Number of Looked After Children and percentage of Looked After Children placed for adoption within 12 months of the decision that they should be placed for adoption.
- Number of accidental injuries to children.
- School absences and school exclusions.
- Gap between the 20% lowest performing children and the rest aged 5 years old.
- Gap between children eligible for Free School Meals and the rest at Key Stage 2 and Key Stage 4.
- Number of children achieving 5 A*-C GCSEs including English and Maths.
- All schools to have an Ofsted judgement of Good or Outstanding.



Better housing

What we are going to do:

- Provision of new build affordable accommodation across the town and the provision of new homes on regeneration sites.
- Improvement of housing conditions, reductions of empty homes and good management across tenures.
- Address the impact of welfare reform on tenancy sustainability across tenures and on demand for the rented sector.
- Meet the specific housing needs of vulnerable groups across communities.

How we will measure success:

- Affordable homes delivered (gross).
- Number of new homes built on regeneration schemes.
- Number of properties where identified Housing Health and Safety Rating System (HHSRS) Category 1 and actionable Category 2 hazards are dealt with through formal or informal enforcement action.
- Numbers of properties improved through the grants or loans schemes
- Number of long term (over 6 months) empty homes brought back into use.
- Number of households where homelessness has been prevented through local authority action.
- Average waiting time for a disabled facilities grant to be completed.
- Percentage of applicants on the Choice Based Letting (CBL) Housing register indicating they are from a minority ethnic origin.



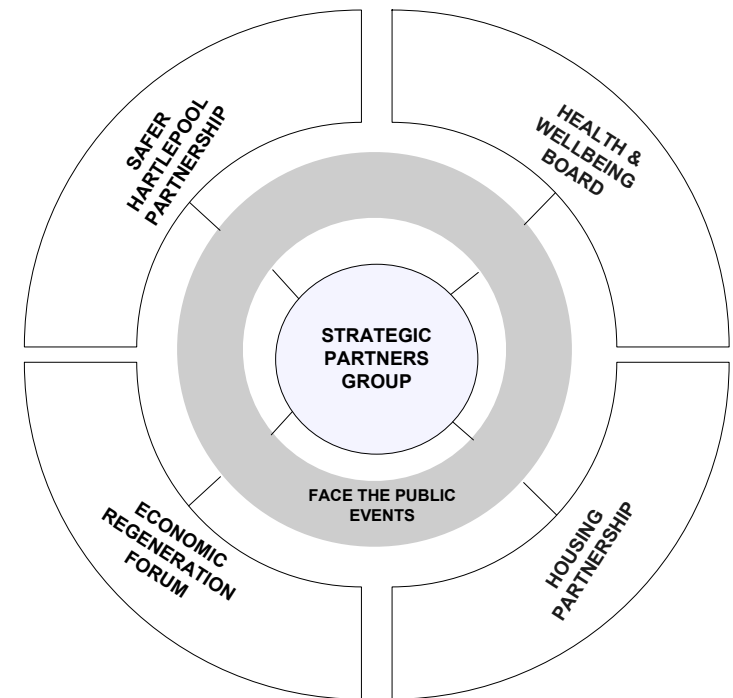
How will we work together to achieve our ambition?

Only through working together in partnership will we be able to achieve our ambition for Hartlepool. Our collective effort is needed to ensure that we can deliver against our priorities and make real change happen.

Through decisions taken nationally there is less public money available to help us achieve our ambition. This means that we will need to think differently about how we deliver and use new approaches to create lasting change within the Borough. We will need to work even closer as partners, sharing and pooling our resources, financial, physical and human, to make sure we use them to best effect. We will also need to build on our relationships with local voluntary and community groups and businesses as well as forging new relationships with those who can help us to achieve our ambition.

In Hartlepool we already have in place a number of formal partnership arrangements and these will continue to develop so that we are best placed to take advantage of opportunities as they arise. The Hartlepool Partnership is the banner under which all of the partnerships in Hartlepool come together: There are also a number of sub groups operating below the partnerships shown below. One of these is the Children's Strategic Partnership which feeds into the Health and Wellbeing Board.

Together these partnerships will be responsible for ensuring that we make progress on our priorities over the next 5 years and achieve our long-term ambition.





How will we work together to achieve our ambition?

In delivering the Sustainable Community Strategy vision, we will strive to apply the following principles:

Effective decision making and communication

Communicating openly and honestly with the community in Hartlepool and being publicly accountable for our decisions. Decision-making will be rigorous and transparent and decisions will be based upon the best information available at the time.

Effective partnership working

Working together as equals to deliver sustainable communities within Hartlepool, having a clear understanding of shared decision-making, risks, responsibilities and accountabilities.

Efficient partnership working

Increasing efficiency and achieving value for money through improved procurement, financial reporting and management. Delivering high quality local services and making the most of the resources available including people, money, property, data and information.

Acting with integrity

Acting with honesty, selflessness, objectivity and trust, declaring interests and dealing with truth and completeness.

Ensure widest possible involvement and inclusion

All parts of the community regardless of where they live, or their gender, race, ethnicity, disability, religion, sexual orientation, family and other circumstances, language, national or social origins, age or any other status, are encouraged to be involved at all stages in the development, delivery and monitoring of this strategy.



Demonstrating leadership and influence

Leading by example with enthusiasm in delivering the strategy by applying these principles and using influence to encourage other partners and providers locally, regionally and nationally to do the same.

Effective performance management

Actively managing the delivery of the strategy by providing clear, robust and reliable information for monitoring purposes, establishing clear lines of accountability, managing risk, reporting by exception, and, when performance is not on track, taking action to address this.

Developing skills and knowledge

Developing our own capacity and skills to improve performance, whilst providing opportunities for the community to improve their skills, capacity and life chances.

Contributing to sustainable development

Considering economic, social and environmental goals equally and in an integrated way ensuring the long term and global aspects of strategy and decision making are considered.



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