South Gloucestershire 2026
“A great place to live and work”

SOUTH GLOUCESTERSHIRE’S SUSTAINABLE COMMUNITY STRATEGY 2012
Developed by the South Gloucestershire Partnership

Protect – Prevent – Deliver
Deliver high quality health and social care services which reduce health inequalities, promote personal wellbeing, protect our most vulnerable and offer people greater choice and control

For more information www.ourareaourfuture.org.uk
A great place to live and work

This is the shared vision of the people who live, work and visit South Gloucestershire; working together to meet today’s requirements without damaging the ability of future generations to meet their needs. It has been put together and will be monitored by the South Gloucestershire Partnership* which is made up of private, public, voluntary and community groups who work with communities to identify and tackle key long, medium and short-term local issues. It sets out the context for the area’s four key priorities and their high level outcomes and provides a framework for integrated delivery by partnerships and communities.

This strategy has been updated in response to the new opportunities and challenges presented by local and national policy and socio-economic changes. It will be used to meet the needs and deliver the aspirations of local people, maintaining the area as ‘a great place to live and work’.

shared vision - shared values - collective action

The South Gloucestershire Partnership works to improve the quality of life for people in the area and is committed to the following values which will be embedded in all sections of this strategy

• ensure natural resources are used wisely, reduce carbon emissions, prevent pollution and waste, and conserve and enhance the environment for future generations

• promote a greater understanding and mutual respect between different sectors and sections of the community; empower all people to participate and become involved in decisions which affect the area

• find simple and effective ways of working together that improve efficiency, make the most of resources and ensure value for money

*see inside back page for partner organisations
South Gloucestershire is in the West of England between Gloucester and Bristol, the Severn Estuary and the Cotswolds. The West of England is the most strategically significant sub-region in the south west and one of the key centres for future growth. South Gloucestershire’s location and its proximity to the city of Bristol present a number of cross boundary opportunities and challenges which are dealt with by working in partnership with the neighbouring authorities of Bristol City, Bath and North East Somerset and North Somerset.

South Gloucestershire is a mix of long-established urban communities, market towns, small villages and substantial new development. Characterised by very differing communities with individual needs and aspirations, the diversity of its landscapes and neighbourhoods contribute to a high quality of life.

- **Above average health**
  - 55.4% pupils achieved 5+ A*-C GCSEs incl. English and Mathematics (Dept. for Education 2011 Performance Tables)
  - 83.9 yrs Female, 80.4 yrs Male (National Centre for Health Outcomes Development 2009)

- **SAFE – low crime**
  - 79.7% working age (16-65 yr olds) in employment (Office for National Statistics 2009/10)

- **Rich cultural heritage**
  - 5.7% Black & Minority Ethnic population (Office for National Statistics 2009)

- **Life Expectancy**
  - Female 83.9 yrs, Male 80.4 yrs (National Centre for Health Outcomes Development 2009)

- **South Gloucestershire**
  - 53,665 hectares (132,609 acres) in area
  - 153,000 jobs (South West Observatory 2010)
  - 7.9 tonnes of carbon emissions per person in 2009 (Dept. of Energy and Climate Change 2010)
  - 264,800 Est. population (Office for National Statistics 2010)
  - 108,597 households (Valuation Office Agency 2010)
  - 80% rural (43% green belt)

- **Rich cultural heritage**
Managing the pressure to significantly increase **jobs and homes** in a way that protects the attractiveness of the area.

Encouraging **active travel** (cycling, walking etc) to improve health and reduce dependency on the car.

Addressing **rural economic needs** and access to services in recognition of the importance of a sustainable countryside to our quality of life.

**Improving access to broadband** for all.

**Achieving more with less;** delivering intelligent and joined up commissioning across partner agencies.

**New developments** need to be integrated with existing. Plan well for sustainability, affordability and healthy lifestyles.

**Priority neighbourhoods** and other areas of deprivation need targeted resources and multi-agency focus.

**Rising energy prices** exacerbating poverty and impacting on health and quality of life.

Greater demands caused by **changing demographics** e.g. ageing population, more young children and growing cultural diversity.

**Improving travel and transport systems** through innovative, integrated and appropriate solutions.

**Identifying and reducing health inequalities**

**Conserving and enhancing the natural environment and rich cultural heritage**

**Addressing child poverty, improving achievements and raising well-being and aspirations of all children and young people and families**

**Cross boundary working** on issues such as waste, planning, housing and travel networks.

**Changing dynamics of partnership working** e.g. with the Local Enterprise Partnership and Clinical Commissioning Groups.

**Reducing local greenhouse gas emissions** and being prepared for weather and climate changes.

**South Gloucestershire 2026 “A great place to live and work”**
One of the things people most value about living in South Gloucestershire is the high quality of their local environment and easy access to parks, open spaces and the countryside. These provide important resources for sustaining wildlife, community well-being and healthy lifestyles and we recognise the need to protect them.

We need to limit the risks posed by climate change by reducing our currently high greenhouse gas emissions and are committed to promoting and enabling a shift to more sustainable and low carbon travel, homes, businesses and communities. We need to plan for a move away from fossil fuels to more sustainable and local energy sources to provide more local energy security in the future.

People also value easy access to the strategic transport networks. Rapid growth over recent years however has resulted in a significant increase in traffic and some areas are still heavily congested. The Joint Local Transport Plan includes a major scheme which will improve links between the north and east fringes and Bristol city centre. This, together with the recently completed Greater Bristol Bus Network scheme and Cycle City scheme will make travelling around the area easier.

Whilst some people would prefer no more development, there is pressure for significantly more homes and more jobs so we need to plan for growth and make provision for new communities. The Core Strategy sets out the proposals and a framework for locating new development and appropriate levels of infrastructure e.g. ensuring enough quality school places, and for delivering sustainable and integrated new communities. Making these aspirations a reality requires close collaboration between the council, developers, local communities and stakeholders. We will ensure that we work together to achieve this in a way that minimises damage to our valued places and open spaces and brings in resources and opportunities to improve access to local facilities, services, broadband and infrastructure.
Achieve - Sustain - Maximise
Maximise opportunities to access first class education and prosper through a balanced economy, a well-trained workforce and sustainable jobs for all

**Business competitiveness and economic growth**
Improve productivity and competitiveness, and safeguard and increase jobs in key sectors

Despite the challenges brought by the economic downturn, South Gloucestershire has retained a relatively high level of economic prosperity. Job seekers allowance claimants have increased but we have maintained one of the highest levels of employment in the country at nearly 10% higher than the national rate.

South Gloucestershire has a diverse economy ranging from rural and home grown small and medium enterprises to world leading companies in key high growth sectors vital to the national economic recovery. These include aerospace, advanced engineering, defence, microelectronics and silicon design. We host the new Science Park a world class environment for businesses in science and advanced technology which incorporates the new National Composite Centre, the national leader on research and design. We are also a centre of excellence for green and environmental technologies, animation and IT solutions.

South Gloucestershire is home to the University of the West of England which plays a key part in supporting high standards of education and training for these cutting edge industries. The Mall at Cribbs Causeway, another major employer, provides extensive retail and commercial services. Both of these attract investment and help create a vibrant economic environment which benefits both businesses and communities.

Working with partners across the West of England and the Local Enterprise Partnership (LEP), we continue to be part of successful partnerships delivering infrastructure and economic development. We support the LEP ambitions to deliver new jobs into the area by 2030, attract substantial private sector investment over the next 5 years, create a well motivated workforce with the skills to meet business need, and to build the foundations for a long term, sustainable economy.

It is important that high level carbon emissions are reduced and that the local economy benefits from the opportunities associated with the transition to a low carbon economy. Local production and consumption and services close to where people live are an important part of this.

The area continues to develop and grow but pockets of social and economic deprivation still exist. Helping people back into work as well as raising young people’s aspirations through top class educational and vocational experiences will improve personal achievement, social and economic well-being and reduce the gap between prosperity and deprivation. Excellent educational provision underpins a healthy economy which is the bedrock of future success.
Support – Contribute – Engage
Engage people of all ages so they feel they belong and can help provide local solutions; support communities so they are safe and feel safe and have access to high quality services

Our Communities

Participation of young people
Encourage young people to make a positive contribution to their communities and enable their views and voices to be heard.

Creating a fair place for all
Actively promote equality and value diversity by reducing social inequality; by improving cohesion; and by encouraging positive relationships between different groups.

Focusing resources
Reduce deprivation in our poorest neighbourhoods and support community based initiatives and work.

Encouraging initiative
Increase community planning, ownership and involvement in managing facilities and services.

Building a stronger community and voluntary sector
Strengthen the contribution made to our communities by encouraging volunteering, community and voluntary action, respecting and listening to their voice when making decisions, use their expertise to provide local services.

Listening and improving
Increase the involvement of local people in all aspects of their communities and in the decision-making and democratic processes.

Be safe and feel safe
Reduce the level and impact of crime and disorder on our communities and improve public confidence.

South Gloucestershire is mainly an affluent area, with vibrant towns and parishes and a good range of community infrastructure making it a safe place to live with strong communities.

Crime levels are low - 66 recorded crime incidents per 1,000 residents as opposed to 79 per 1,000 across England and Wales (Quality of Life 2010) - and getting lower year on year. However, 95% of respondents to the Viewpoint* survey (2010) feel crime has stayed at the same level or increased.

There is a thriving community and voluntary sector and an active elderly population who help strengthen community cohesion. More people have taken on decision-making roles, especially from equalities groups, which has helped create a fairer and more inclusive place to live. Significant improvements have been made recently and 40% of local people now feel they have an influence on local decision making - an increase of 60% in three years. Communities will have even more opportunities to be involved in local determination, and delivery of services through changing national policies such as the localism agenda. Further community benefits may also be necessary in recognition of the burdens of hosting major infrastructure projects.

There are pockets of deprivation within South Gloucestershire and six neighbourhoods have been identified as priority ones where extra support and effort is needed to bring them to the level of the rest of area.

The Black and Minority Ethnic (BME) population remains a small percentage of our communities but is estimated to be increasing by 0.5% year on year. Currently the figure is around 5.7% or 14,900 people. There are 12 Census Output Areas where the BME population is above the national average of 9.1%.

Recent community consultation shows that identifying with the community is high on the list of what matters to people, and that large numbers do feel close affinity with their local neighbourhood.

*South Gloucestershire Viewpoint is the council’s citizens panel. It is a statistically representative panel of about 1,600 residents who are randomly selected to broadly represent the population of the district.
Overall, people in South Gloucestershire enjoy better than average health with a narrowing gap in life expectancy between men and women. Over the next two decades it is anticipated that life expectancy will improve, although there is a risk that gains will be reduced by increasing levels of obesity. There are marked inequalities in health, with people living in poorer areas, particularly the priority neighbourhoods, having lower life expectancy and higher rates of heart disease and lung cancer. Health inequalities are apparent at an early age.

Over the next 20 years improvements in life expectancy will lead to the number of people in the over 65 age group increasing by 60% and a doubling in those over the age of 85 years. Many older people will remain in good health and continue to live independent lives. However, because illness and chronic medical conditions, such as dementia and diabetes, are more common in the elderly there will be an increased need for health and social care support to help people to retain independence and recover from illness. Local community health and social care services need to continue to develop so that they are better integrated.

Some South Gloucestershire residents stay longer than they need to in acute hospitals. Improving effective and timely discharge remains an area of focus.

The condition and energy ratings of housing in South Gloucestershire are above average, however rising energy costs are likely to pose a particular challenge which will require fresh impetus to help the most vulnerable and the least well off to stay warm and well during winter.

The need for improved housing and care settings for those with assessed needs will continue in order to improve quality of life and independence.

Increased numbers of people claiming personal budgets for health and social care will help sustain independence and health providing there is access to a wide range of effective local services.
Implementation and monitoring

This Strategy sets the direction for South Gloucestershire over the next fourteen years to 2026. It is a living document which is reviewed regularly to ensure it continues to respond to the area’s aspirations.

Each year, the partnership bodies consider how to measure progress against the outcomes as well as making sure the governance framework fits the strategy. This work also includes reviewing the measures currently used and capturing the most meaningful and useful data to monitor South Gloucestershire’s quality of life. Results are reported annually in a variety of formats.

The South Gloucestershire Partnership Board and the partnership bodies work together to develop action plans to ensure the strategy is delivered. The strategy will also be delivered through other area-wide and organisational strategies which include the:

- Children and Young People’s Plan
- Climate Change Strategy
- Core Strategy
- Economic Development Strategy
- Joint Health and Well-being Strategy
- Joint Local Transport Plan
- Safer and Stronger Communities Strategic Partnership Plan

(Please note this list is not exhaustive)
Member organisations of the South Gloucestershire Partnership

Avon Fire & Rescue

University of the West of England

Filton College

South Gloucestershire Heritage Forum

cvs south gloucestershire

Avon & Somerset Police Authority

AIRBUS

South Gloucestershire

BusinessWest

South Gloucestershire Council

Children’s Trust Board
Economy and Skills Strategic Partnership
Environment Strategic Partnership
Health and Well-being Board
Safer and Stronger Communities Strategic Partnership

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Developed by the South Gloucestershire Partnership

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