



Working **together** for Dorset

# Shaping our future

The Sustainable Community Strategy for Dorset 2007-2016

Dorset Strategic Partnership

# Dorset now

Dorset has a population of 401,100 (2005).

Given the size of the county this means there is a relatively sparse population of 158 people per square kilometre compared with 379 for England.

47% of Dorset's population live in urban areas, with 25% in coastal and market towns and 28% in villages and other rural areas.

Dorset has 271 named parishes.

Black and minority ethnic people make up 3.2% of Dorset's population.

Average house prices are among the highest in the UK outside London and the south-east while earnings in the county remain some of the lowest.

Unemployment in Dorset in 2006 was 1.4% compared with Great Britain's rate of 2.7%. At 2.5% the unemployment rate in Weymouth and Portland is close to the national level.

The economic growth rate in Dorset is lower than the regional and national average.

62.2% of pupils who sat GCSEs during 2006 passed five or more with grades of A\* to C. Nationally this figure was 59.2%.

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# 1. Foreword

Dorset is a beautiful place to live life to the full. It has a world-class environment, including the Jurassic Coast World Heritage Site, and a warm climate. Schools are good, with above average results. There is a low crime rate and, on the whole, community life is thriving.

We are delighted that a recent poll showed that 90% of residents are satisfied with Dorset as a place to live, one of the best ratings in the country. However in developing this strategy we have also heard from Dorset's residents of the concerns they have.

These include the lack of housing local people can afford to rent or buy, the need for better public transport and a wish to see stronger leadership to tackle climate change. We know that we need to change the way we work together to respond to these and the other strategic challenges facing Dorset.

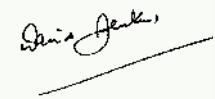
What is exciting is that there are real opportunities for us to build on. Hosting the sailing events for the London 2012 Olympic and Paralympic Games in Weymouth and Portland gives us a chance to address many local priorities. The Dorset Strategic

Partnership will play an important part in this work, ensuring Dorset makes the most of the benefits the Games will bring.

This strategy is rightly ambitious and to achieve everything within it will require more resources than Dorset currently has available. However, we feel that by working together through the partnership we can deliver our vision and improve the quality of life for everyone living in Dorset, now and for the future.



Simon Raynes  
Chair



David Jenkins  
Secretary

# 2. Context

## What is a Community Strategy?

The Local Government Act 2000 placed a duty on every local authority to prepare a community strategy which promotes and improves the economic, social and environmental well-being of their area and contributes to the achievement of sustainable development in the United Kingdom.

The Dorset Strategic Partnership (DSP), which brought together agencies from the public, private and voluntary and community sectors, led on developing Dorset's first community strategy, published in 2004. There is more information on the DSP in chapter 5.

The DSP has led the revision of the community strategy looking ahead to 2016. The revision means we can respond to changes since 2004, including opportunities like the London 2012 Games and challenges such as climate change. The revised strategy, ultimately the responsibility of Dorset County Council, builds on our shared

vision for Dorset and work we have already done with partners.

This updated strategy aims to

- Take forward the shared vision for Dorset - "A living thriving Dorset where everyone has a part to play in creating a better quality of life";
- Give a focus for the energy and resources of partners;
- Provide direction for the strategic plans of all partner organisations and the negotiation of Dorset's next Local Area Agreement;
- Set out the particular needs of Dorset in order to influence regional and national plans.
- Motivate existing and potential partners to be involved and work together for the benefit of Dorset.

The community strategy also influences the local planning process. Government advice suggests that local development frameworks should have regard to the Community Strategy and take forward elements that relate to the development and use of land.

## Developing Dorset's Community Strategy

This strategy takes into account the national and regional plans and priorities and draws from a comprehensive body of evidence, developed as a 'sister' document.

The community planning process has brought local issues of strategic importance into the strategy. A Local Issues paper has been produced after looking at community district/local plans and drawing out priorities.

The Dorset Residents' Survey by MORI (2005) provided valuable information and through this the views of Dorset's communities were fed into the



strategy. A wide range of people have also given their views at consultation events across the county and through established forums and partnerships.

References for all key documents within this strategy can be found in the bibliography (chapter 7).

## **Equality and diversity**

The Foundations Document of the Dorset Strategic Partnership says that the partnership will:

- Work in a way that is inclusive and provides equality of opportunity and involvement from all sectors regardless of age, gender, ethnic origin, race, sexual orientation, religion, disability, social status or geographic location;
- Establish effective ways of communicating and consulting, using and developing, wherever possible, a common structure and processes, so that there are ways for all groups and interests to have a voice.

Equality and diversity impact on every decision partners take. Equality is about creating a fairer society where all people have an equal chance to contribute and participate. Equality issues are backed up by laws designed to address and eliminate discrimination and the resulting inequality for individuals of particular groups. Diversity recognises people as individuals with valuable differences that should be acknowledged and accepted.

Although there are six legally recognised equality strands - age, gender, ethnicity and race, disability, faith, religion or belief - but we also need to make sure we consider other groups such as those who are carers, financially disadvantaged or offenders.

Marginalised groups and communities with needs were included in the public consultation with targeted mailings and meetings. A workshop held with partners looked at the equality and diversity impacts of actions proposed in the strategy. The results of



the consultations and the workshop have helped been fed into the ongoing Equality Impact Assessment of the strategy. DSP theme groups have nominated representatives who will help partners to consider equality and diversity in the way that they deliver services. An action plan will address anything that has been omitted and any adverse impacts. It will provide a tool to monitor and improve progress in line with the Foundations document.

## Sustainability

Sustainable communities are places where people want to live and work, now and in the future. They meet the diverse needs of existing and future residents, are sensitive to their environment, and contribute to a high quality of life. They are safe and inclusive, well planned, built and run, and offer equality of opportunity and good services for all.

Sustainable communities adopt and facilitate the principles of sustainable development by:

- Balancing and integrating the social, economic and environmental components of their community
- Meeting the needs of existing and future generations
- Respecting the needs of other communities in the wider region or internationally to make their own communities sustainable

(Local Strategic Partnerships: Shaping their future  
ODPM December 2005)

A sustainability assessment, including a workshop with partners, was undertaken by Sustainability South West using the Regional Sustainable Development Framework. This contains a set of 10 cross-cutting principles against which sustainability can be assessed (Annex I).

Sustainability South West's concluding report highlights a good first attempt within the strategy to incorporate sustainability. It suggests that the DSP should be more ambitious and proactive in realising and maximising the opportunities of the sustainability agenda. Work is ongoing to embed the outcomes of the assessment into future partner activity and Sustainability champions will be appointed where required.

The Dorset Strategic Partnership is also agreeing a set of local quality of life indicators for Dorset. These aim to reflect resident interests and the concerns which impact on individual and community well-being within the community strategy.

# 3. Dorset's strategic agenda

The community strategy focuses on the county-wide strategic challenges facing Dorset over the next ten years. This shared agenda is where the Dorset Strategic Partnership (DSP) must concentrate its efforts.

The DSP may only have limited ability to influence some of these factors. However they provide the context for partnership working and the impacts of these challenges must be addressed through the strategy and subsequent Local Area Agreement.

The DSP must ensure Dorset's case is heard. It is important to explain the unique challenges and be clear what actions are needed locally, regionally and nationally to deliver Dorset's priorities.

## 3.1 The strategic challenge

Dorset is often seen as a traditional county with a strong sense of continuity with the past. But Dorset is changing. External pressures are transforming Dorset with the potential impact illustrated in the diagram on the next page.

The strategic challenge for Dorset can be summarised in the following scenario - that by 2016 the county has an increasing number of older people, second home owners and out-of-county commuters, with a generational imbalance. The economy has failed to develop higher-wage jobs for Dorset's workforce and wages remain low. Houses are therefore even less affordable for local residents, key workers and young people.







In line with many other parts of England the number of houses built in Dorset over the past thirty years has been insufficient to meet the requirements of the local population and people wanting or needing to move here. House prices have risen much more quickly than local wages causing the 'affordability gap' to widen to the point where Dorset has become one of the areas of the UK where housing is least affordable. In future years a much higher proportion of the housing that is built must be 'affordable' and targeted to meet the needs of local people, key workers and young people. This housing should also be sustainable so it does not exacerbate the global challenge of climate change.

Dorset's economy is affected by the housing market. Locally the shortage of affordable homes can lead to recruitment and retention problems. The economy will need to provide higher wage jobs, to deliver higher rates of economic growth and help people compete better in the housing market.

Dorset has a high quality natural and built environment and much of its land is protected by different types of environmental designations. The area will continue to be attractive to inward migrants and development pressures will require careful management to support the growth of Dorset's economy and population while safeguarding the county's high quality environment.

Access to opportunities and services is a further challenge in a county with areas of sparsely distributed population.

Dorset also faces an increasingly imbalanced age structure in the county with nearly 30% above the national average in the 60-plus age group, and well below the national average in the 20-29 age group. This demographic challenge raises issues in itself but also has an impact on the cross-cutting strategic challenges described above.

In preparing the community strategy it is also necessary to consider a number of global challenges facing Dorset. These are:

- Climate change: there is widespread agreement that climate change is happening and is caused by human behaviour and policies. Urgent action is needed to alter this behaviour and to consider how to adapt to the changes that are predicted.
- Globalisation: the world's economies are becoming increasingly interdependent. Businesses are prepared to relocate some or all of their operations to take advantage of less expensive labour or other factors of production. Major new economic powers are emerging including China, India, Brazil and Russia.
- European enlargement: this is increasing labour mobility, as well as offering both opportunities and increased competition for the local economy.



The following chapters on housing, the economy, the environment, accessibility and Dorset's demographics provide more detail on these issues and outline the outcomes and actions that the DSP wants to see in order to address these local and global challenges.

Looking to 2016 there are also opportunities for Dorset. Following the success of the London 2012 bid, with the sailing events to be held in Weymouth and Portland, there is an opportunity for Dorset to address many local priorities. The DSP is leading the development and management of the county's combined efforts to secure lasting benefits, known as the 'community legacy'. A legacy list, '12 for 2012', has been developed (Annex II) to ensure Dorset maximises the benefit from hosting the Games. Actions to deliver this legacy can also be found within the relevant chapters of this strategy.

## 3.2 Dorset's spatial characteristics

The traditional image of Dorset is of a rural county with small historic towns, coastal resorts and idyllic villages. Parts of the county reflect its agricultural origins, with ancient market towns acting as the main service and employment centres for the surrounding rural hinterlands. However, Dorset along with neighbouring Bournemouth and Poole, is also part of a rapidly changing world, where new development, transport and communication links are changing many aspects of community life.

The context for any changes in the future will be the Regional Spatial Strategy (RSS). This document is prepared by the South West Regional Assembly. It sets out policies on the amount and broad locations of new development across the region until the year 2026.



Within the county of Dorset the biggest town is Weymouth. Less than ten miles inland is the county town of Dorchester which is a centre for administration, employment and shopping for the surrounding rural area. The RSS recognises both of these as regionally significant towns. Together, Dorchester and Weymouth form a complementary partnership, particularly in terms of the types of employment and housing opportunities available in each, although the thrust of strategic planning policy is to make each more self-contained and less dependent on commuting between the towns.

A further grouping of towns in the south east of the county, together with Bournemouth and Poole, form the south-east conurbation. Christchurch has an attractive and distinctive character, familiar to many tourists and visitors, but is also a thriving business community with many cutting-edge specialist aviation and engineering firms. Other significant settlements with strong functional links to the conurbation include Wareham, Corfe Mullen, Wimborne Minster, Ferndown, West Moors, Verwood, Upton, St Leonards and St Ives.

Wareham and Wimborne are ancient historic towns and important service centres, but most of the other settlements surrounding Bournemouth and Poole have expanded along with the conurbation and its economy.

The Conurbation plays a central role in the RSS strategy for accommodating further development. It is expected to build on its strategic importance to the region. The main issue facing the south-east part of the county is how to reconcile the pressures to improve prosperity and meet demands for housing with the need to conserve and enhance the internationally and nationally recognised environmental quality of the area.

Elsewhere many of the other towns conform more to the traditional image of 'rural' Dorset. These market towns have historically been the social and economic focus for quite extensive rural hinterlands. Such links also extend beyond the county boundary with Salisbury and Yeovil, in particular, providing employment and a range of other services to communities in the north of the county.

The RSS supports the role of such towns and recognises that they too need employment, housing and other services if they are to continue to thrive. The scale of development in towns such as Blandford Forum, Bridport, Gillingham, Shaftesbury, Sherborne, Swanage and other settlements will need to be investigated in more detail. This will need to be taken forward by district councils through the development of planning policies in their local development frameworks.

Within the rural hinterland of these towns, smaller towns and villages represent a major asset to the social and economic well-being of the county. While inextricably linked to larger market towns for higher level services many of the more remote communities are relatively self-sustaining where local employment has been maintained and local services, including shops, post offices, schools and other community facilities, are still available. Meeting such local needs will continue to be important.

# Local characteristics and community planning priorities

## West Dorset

- Largely rural with small market towns and growing county town of Dorchester;
  - Largest district in Dorset with relatively low population density;
  - High proportion of second homes.
- Key issues for the district:
- Affordable housing for local people, particularly for the young;
  - Transport and access to services, particularly for younger and older residents;
  - Safeguarding the environment.

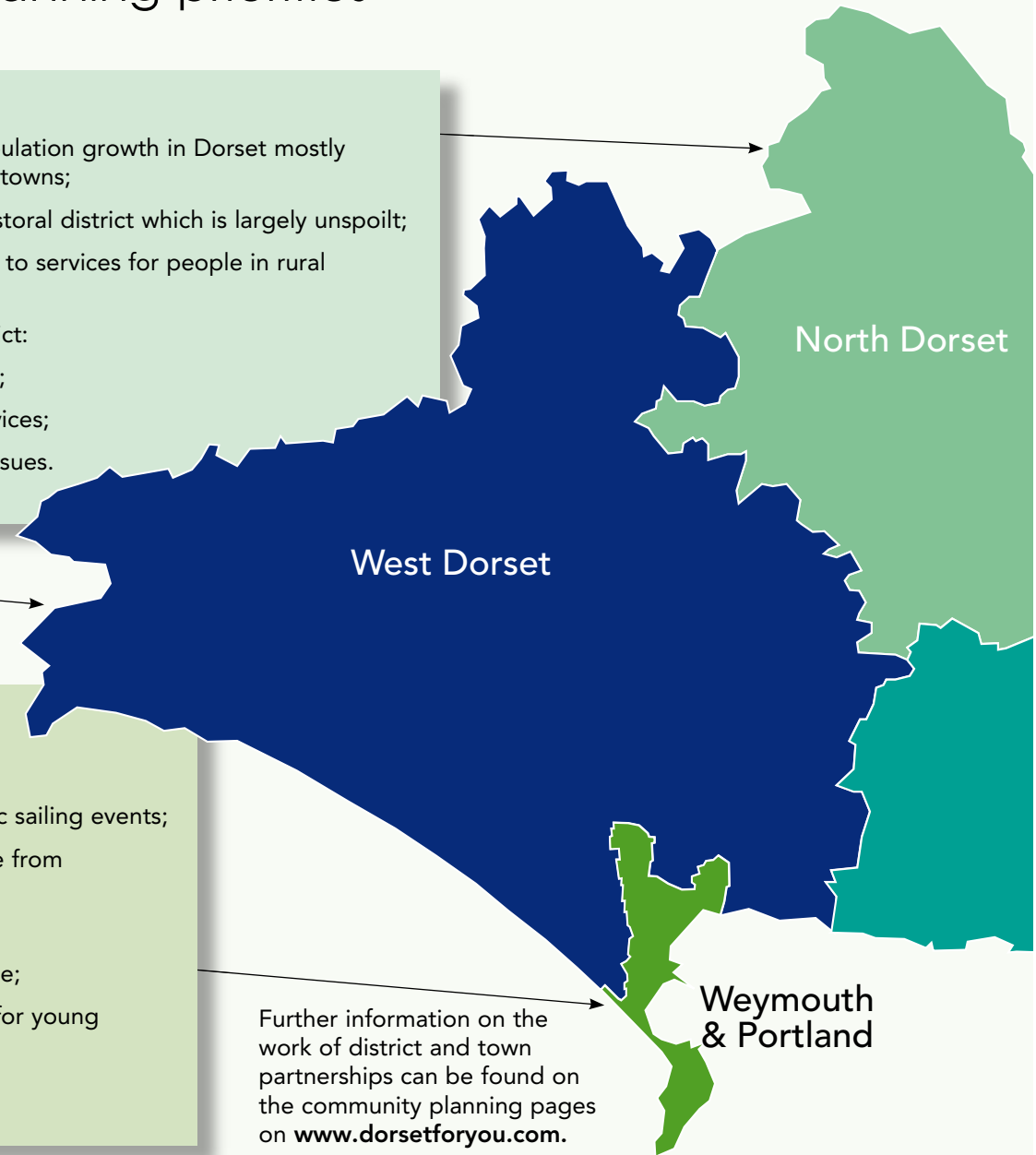
## North Dorset

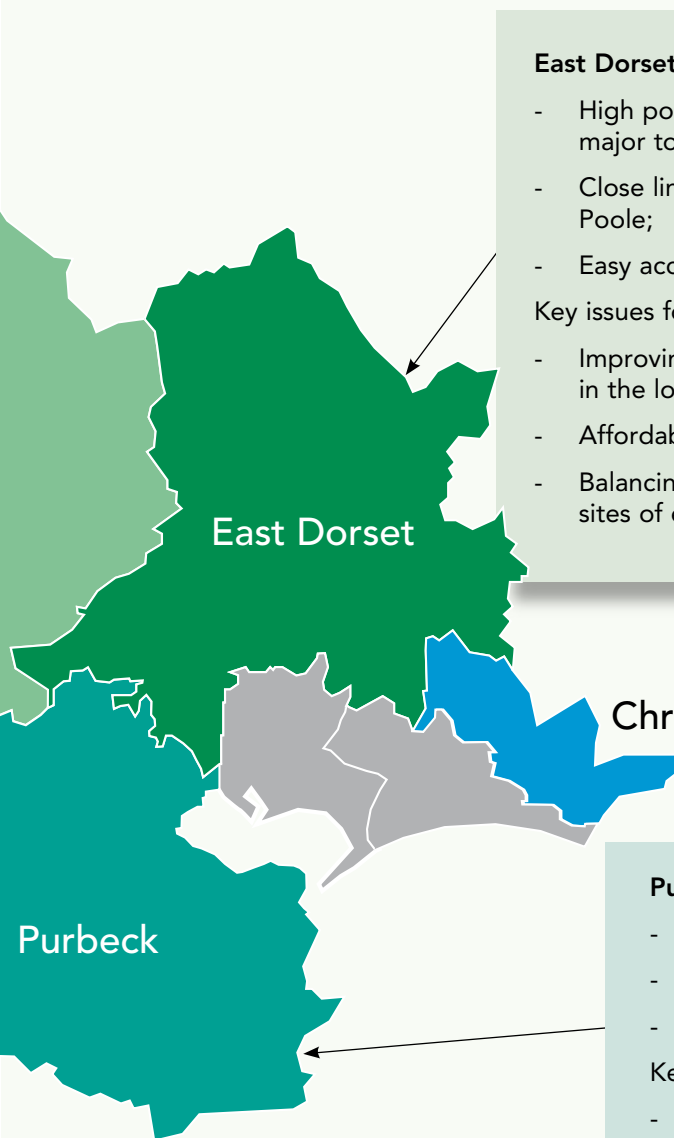
- Highest recent population growth in Dorset mostly around the market towns;
  - Rural, peaceful, pastoral district which is largely unspoilt;
  - Problems of access to services for people in rural villages.
- Key issues for the district:
- Affordable housing;
  - Access to rural services;
  - Intergenerational issues.

## Weymouth & Portland

- Largest urban area in rural Dorset and an important seaside resort;
  - World class sailing venue staging the London 2012 Olympic and Paralympic sailing events;
  - Two ports offering high speed ferry links to the Channel Islands and France from Weymouth and deep berthing at Portland Port.
- Key issues for the borough:
- Improving wage levels by broadening and strengthening the economic base;
  - Improving access to and the availability of affordable housing, particularly for young working households;
  - Dealing with pockets of deprivation, health and crime issues.

Further information on the work of district and town partnerships can be found on the community planning pages on [www.dorsetforyou.com](http://www.dorsetforyou.com).





### East Dorset

- High population growth and development around several major towns;
- Close links with nearby conurbation of Bournemouth and Poole;
- Easy access to Hampshire and the south-east.

#### Key issues for the district:

- Improving access to services and facilities for young people in the local towns and conurbation;
- Affordable housing for young people and key workers;
- Balancing development pressures with the need to protect sites of environmental importance.

### Christchurch

- Historic town combining heritage, coastline, rivers and a natural harbour;
- Has the highest proportion of people of retirement age and over in the UK;
- Home to Bournemouth Airport whose passenger operations are forecast to increase and which provides the largest strategic employment site in the conurbation.

#### Key issues for the borough:

- Ensuring a clean and safe environment for residents;
- Providing facilities bringing together different ages and run by the local community;
- Addressing traffic congestion and road safety through sustainable transport initiatives.

### Purbeck

- One of the least affordable places to live in the UK;
- One of the most bio-diverse districts in the country;
- Outstanding landscape of international importance including World Heritage Coastline.

#### Key issues for the district

- Providing affordable housing for local people sensitive to an environment of international importance;
- Developing a knowledge economy to broaden employment opportunities whilst supporting traditional industries;
- Sustainable transport to provide access to facilities and services.

iStec photo

## 3.3 Providing affordable, sustainable and appropriate housing

The top priority of people in Dorset to improve their quality of life is to see more affordable housing for local people. However it is also a priority for Dorset residents to see less new development. (MORI, 2005)

### Current situation and future trends

- **Housing is unaffordable**

In Dorset the average house price is eleven times the annual wage. Rates of increase in house prices have out-stripped earnings over recent years, resulting in a decline of affordability. There is also a higher than average number of second homes in Dorset. Second homes make up 2.8% of the housing stock, rising in some parishes to over 20%.

Dorset as a whole has a low proportion of terraced housing and, other than in Christchurch and Weymouth and Portland, a lower proportion of flats which often provide cheaper entry level properties for first time buyers. Around the Bournemouth and Poole conurbation there is a need for family housing to attract and retain key workers.

Average monthly rents range from under £600 up to £1100. The lowest overall rent levels are in the Gillingham area and the highest in the coastal areas and suburbs of Weymouth – areas that are most likely to be affected by the demand for second homes.

In 2005 there were over 8,000 households on council waiting lists across Dorset and over 1,100 homeless households applied to their local council for housing assistance. Nearly 400 homeless households were living in temporary accommodation across the county.

- **Proposed supply of affordable housing is inadequate**

Despite increased housing investment in Dorset by central government, the number of new affordable homes will continue to fall a considerable way short of the numbers required. The Regional Spatial Strategy (RSS) will determine the number of new homes that can be provided up to 2026. At the moment it is suggested that a further 30,000 homes are needed

across the county over this period, of this the RSS proposes that 30% should be affordable dwellings (equivalent to 450 affordable dwellings per annum).

However surveys of housing need undertaken over the last four years indicate an annual average need for 2,870 new affordable dwellings across Dorset - six times the number of affordable dwelling proposed in the RSS.

With a growing number of older people there will be an increased demand for accessible and supported housing. Also associated with an increase in the number of older people is the need for more care workers. This will lead to an increased demand for affordable housing from workers in these traditionally low paid occupations. To maintain balanced sustainable communities and a healthy economy the needs of newly forming households and young single people must be addressed by new affordable housing provision.



There is also a shortage of land available or suitable for development in Dorset. When land is identified, often nearby residents oppose the development. The MORI poll found that Dorset's older residents tended to want less new development and it was the younger residents who felt most strongly that more affordable housing for local people was needed.

Dorset has 54 existing Gypsy and Traveller pitches and there has been an identified need to increase provision for permanent and transit pitches.

### **What we want to see**

The Dorset Strategic Partnership recognises that increasing the supply of affordable housing is a strategic challenge which, when addressed, will support improvements in the economic and social well-being of Dorset's communities. Specifically, the DSP wants to see the following outcomes:

#### **1 - More affordable and appropriate housing provided through planning policies**

It is anticipated that the new planning framework will enable the delivery of more new affordable homes, particularly through the allocation of specific sites for affordable housing only, requiring a proportion of affordable housing in smaller scale developments and increased quotas of affordable housing (around 40 – 50%) on all development sites.

Housing must also be appropriate and meet the needs of those who need support and care to stay in their homes.

#### **2 - Better and more co-ordinated use of land**

The development of a county-wide asset register to detail all sites that have the potential to provide new affordable homes.

#### **3 - Increased investment**

Investment must increase to deliver new schemes and other sources of public and private sector investment





need to be developed. Major employers will be encouraged to look at their own assets to help solve recruitment difficulties. Adequate investment in appropriate physical and social infrastructure linked to new developments is also needed.

#### **4 - New ways of meeting housing need**

New ways of providing affordable homes such as community land trusts and self-build schemes could help play a larger part in delivering a small number of schemes in rural settlements.

#### **5 - Sustainable housing development**

Housing development should incorporate sustainable building materials, micro-generation of energy and sustainable use of natural resources leading to zero carbon development. New buildings should be well-designed, improve the local built environment and, where possible, use local builders and architects to support the local economy.

#### **6 - More effective local authority enabling**

The capacity and expertise within local authority housing enabling and planning sections must be increased.

#### **How we will make this happen**

- Use the Housing Market Assessment to identify the number and types of housing needed in Dorset and support the case for increased investment targeted on areas of greatest need.
- Work to influence through South West Housing Body, Commission for Rural Communities, regional bodies and government departments.
- Develop county-wide policies on land assembly and land disposal for affordable housing, including local authorities, public sector agencies and private sector businesses/employers.
- Local authorities and other public sector agencies to supplement central government investment.

Consider private finance initiatives and other private investment sources.

- Develop the Community Land Trust model and investigate other ways to develop affordable housing at a local level including self-build and employer provision.
- Encourage communities to identify affordable housing sites through the parish planning process as a means of securing sites and achieving community support for development.
- Improve recruitment, training and retention of key professionals in planning and housing enabling; enhance partnership working to build capacity.
- Work with the Council of Mortgage Lenders to improve access to home ownership for those households who can afford it.
- Develop a county-wide empty property strategy to reduce the number of empty and under-occupied homes.

## Developing Community Land Trusts

Dorset has a shortage of affordable homes for young people, low income families and key workers. The Rural Housing Enabler Scheme is working with partners to develop new ways to tackle the shortage.

In Buckland Newton the Parish Council was interested in the possibility of a trust where the asset is owned by the community and consultation for a ten unit scheme established strong community support. West Dorset District Council is supporting the scheme through a revolving loan fund of up to 30% of the development cost which when repaid will be used to assist other communities in the future. Magna Housing Association is also supporting the Buckland Newton scheme.

In Worth Matravers a Community Land Trust has been set up and is developing a scheme for five units with development support and finance from Purbeck Housing Trust. The scheme contains a possible element of self-build and sustainable construction methods will be used offering speed on site and low energy consumption in use.

## 12 for 2012

Provide a stimulus to improvement in the social, cultural and economic fabric of Weymouth and Portland together with improving the supply of housing accommodation, including affordable housing.

- Investigate the benefits of the Lifetime Homes Standard given the needs of Dorset's ageing population.
- Seek to see 10% of all new lettings from social landlords going to people with support needs or people moving on from supported housing.
- Meet the LAA reward element target to reduce the use of temporary accommodation.
- Use the information from Dorset's housing market assessment to identify and improve, if necessary, access to affordable and appropriate housing for people from black and minority ethnic communities and marginalised groups of people.
- Make adequate provision of appropriate sites for Gypsy and Travelling people within Dorset.
- Support initiatives to improve sustainability in new and refurbished homes, develop local skills and promote the use of sustainable building techniques and other activities to reduce carbon emissions.
- Develop a county-wide approach to maximise the percentage of energy production for new development that comes from renewable energy equipment on site.





## 3.4 Developing Dorset's Economy

### Current situation and future trends

A thriving and sustainable local economy is essential so that we can maintain a high quality of life in Dorset and achieve the wider aims and priorities in this strategy. In a global market Dorset has to develop the business and workforce skills to respond to new opportunities, innovations and challenges.

The Regional Economic Strategy recognises that a key challenge for the south-west is to secure economic growth within environmental limits. This challenge is very relevant for Dorset, given its environmental quality. In the south-east Dorset conurbation in particular the opportunities for physical and increased population growth are limited by the need to conserve the natural environment. Economic growth that maximises the skills and productivity of the existing population rather than relying on imported labour is part of the answer. This will mean restructuring the economy

towards knowledge-based, higher waged industries. At the same time, the environment is itself a key driver in the local economy. It is the basis of the tourism industry, conservation science and environmental technology sectors and an attraction for businesses seeking a high quality location.

The table below includes data for the Dorset county area, excluding Bournemouth and Poole. In reality the economies of these areas are inextricably linked in terms of journeys to work, supply chains, working relationships and training demand, need and supply. Dorset is a net exporter of labour and this increased by 25% over the ten years to 2001. The dependence on the south-east Dorset conurbation for training, employment and economic synergy tends to lessen the further west one travels across Dorset.

#### Economic growth is generally lower in Dorset than regionally or nationally.

Average annual growth 1999-2004:-

UK	5.5%
South-west	5.9%
Dorset	5.0%

#### Gross value added (GVA) per resident head is below the national average.

UK	100
South-west	94
Dorset	72

#### Dorset's rate of new business formation tends to be below average.

Rate of new business formation (2005):-

UK	9.7%
South-west	8.7%
Dorset	7.7%



**Workplace based earnings in Dorset are lower than regionally or nationally.**

Percentage of GB (100%) average earnings:-

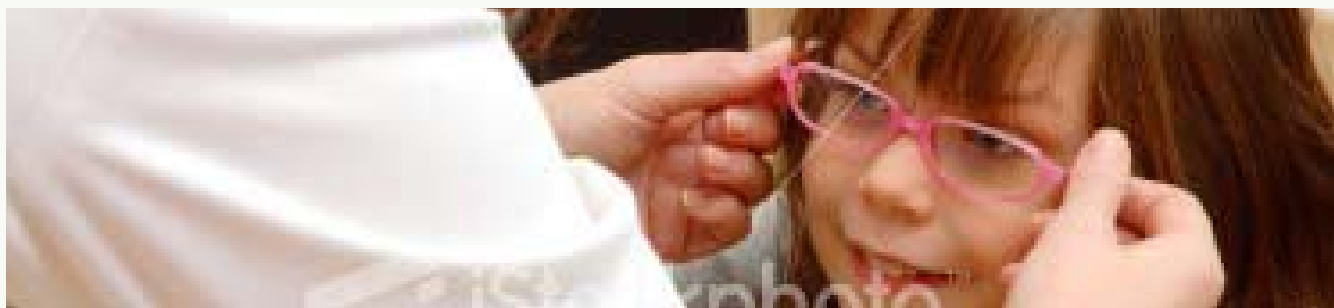
South-west	93%
Dorset	90%

Businesses are typically small with research by the Federation of Small Businesses indicating that the proportion of businesses employing four or fewer people, including the self-employed, is more than 90%.

There are also a number of underlying weaknesses in Dorset's economy which need to be addressed. Current employment opportunities cannot be taken for granted. Issues can affect a local area, such as the Royal School of Signals Training College leaving Blandford, or a whole sector, such as the changes facing those working in farming and forestry.

Recent research has backed up the perception that Dorset is not considered a good business location, either by businesses within the county or those located elsewhere in the UK. This is exacerbated by the perception of young people in Dorset who feel that career opportunities are limited for skilled workers and graduates. With almost half of Dorset's workforce due to retire over the next ten years it will be increasingly important to reduce barriers to older people working and develop a skilled and trained workforce to support future growth.

The London 2012 Games offer a significant opportunity for Dorset to boost its economy, building on the sailing events in Weymouth and Portland. The economic benefits will include more skilled volunteers and workers, opportunities for local businesses and the chance to market internationally what Dorset has to offer.



## What we want to see

Raising the Game, the shared strategy and action plan for the sub-region (Bournemouth, Dorset and Poole) was launched in 2005. Its vision is

*“to develop a thriving, competitive business environment that delivers better quality employment opportunities and a better quality of life for local people in Bournemouth, Dorset and Poole.”*

To support the delivery of the Raising the Game action plan and address Dorset’s economic challenges the following priorities have been agreed;

1. Improved infrastructure and connectivity.
2. Improved skills base, development and employability of the workforce.
3. Increased enterprise, innovation, investment and competitiveness within the Dorset economy .
4. Strengthen Dorset’s economic performance through partnership working.
5. Sustainable economic development leading to a low carbon economy.

## How we will make this happen

Across Bournemouth, Dorset and Poole plans are developing to take forward sub-regional issues through the use of a Multi Area Agreement. Within Dorset, the Economy theme group will take forward the following long-term economic actions. These will support and complement the sub-regional strategy and action plan and the work on affordable housing outlined in chapter 3.3.

- Improve infrastructure to support sustainable economic development including promotion of live/work opportunities.
- Seek the release of land for employment in locations that will encourage shorter journeys to work and help reduce carbon emissions.
- Promote simpler and quicker access to regeneration funding opportunities for Dorset’s businesses and communities.
- Develop a skilled workforce which can respond to the needs of employers and take into account the changing demographics of Dorset.
- Engage more employers in up-skilling their workforce, particularly in small and medium size businesses.
- Work with the Children and Young People’s Partnership to reduce the number of young people not engaged in employment, education or training.

## 12 for 2012

Weymouth and Portland becomes a centre of international marine and leisure excellence with a view to stimulating Dorset's economy, increasing wage levels and providing more year-round employment

Improved economic opportunities for wider Dorset, with access to quality employment, where young people can see they have a future.

Well trained and more highly skilled people in work or volunteering to support local communities and sustain the local economy well beyond the Games.

International recognition of Dorset as a desirable county to visit, that offers a warm welcome with improved customer care and quality service meeting international standards, backed up by high quality visitor accommodation.

- Support increased levels of business start-ups and growth.
- Improve the perception of Dorset as a place to do business through the 'Image and identity' project.
- Enhance the performance of key business sectors. These sectors are advanced engineering including marine and aerospace, care, food and drink, tourism (year round, high value) and creative industries (see point below).
- Meet the LAA reward element target to support growth and productivity of the creative industries business sector.
- Co-ordinate work to maximise the economic benefits to Dorset from the 2012 Games.
- Support town-based development trusts and partnerships including the Market and Coastal Towns Initiative.
- Ensure local benefits are achieved from European and regional development programmes.
- Increase the effectiveness of economic development support within Dorset providing a stronger delivery vehicle for Dorset and a more powerful voice within the sub-region and south-west.
- Increase business engagement through the DSP and relevant delivery vehicles.
- Promote resource efficiency across all sectors, both as a driver to better business competitiveness and as a step towards living within environmental limits.
- Encourage business and the public sector to adopt a sustainable procurement policy including a commitment to consider local procurement of goods and services.
- Support innovation and development of low carbon sectors including environmental technologies such as renewables.



## Dormen - Business Mentoring

Dorset's economic growth is generally lower than national and regional averages, business formation rates are below average and new business survival rates are low. In response, Dormen, funded by a range of local partners including the DSP, was developed to help improve survival rates and productivity of fledgling and small businesses with growth potential. Successful entrepreneurs are recruited as volunteers and trained to mentor less established business owners through one-to-one support.

In its first year, thirty five mentors assisted 75 business owners. Roger Brisley, of Timber Intent Limited is one such businessman. He designs, builds and installs eco-friendly timber and fabric tensile structures for the architectural and private markets.

As a direct consequence of the help given to Roger, he has already seen turnover grow by around 10%. He explained: "I am now much more focussed on what I need to do to move this business forward. I've rationalised both my product range and my marketing activity and I now have a range that appeals to the type of enquiries I actually get. In consequence I am much better-placed to achieve significant growth during the next financial year."

Dormen will support over 200 businesses in its first two years. There is also potential to bring these businesses together to give them opportunities to develop and learn from each other as well as from their mentors.





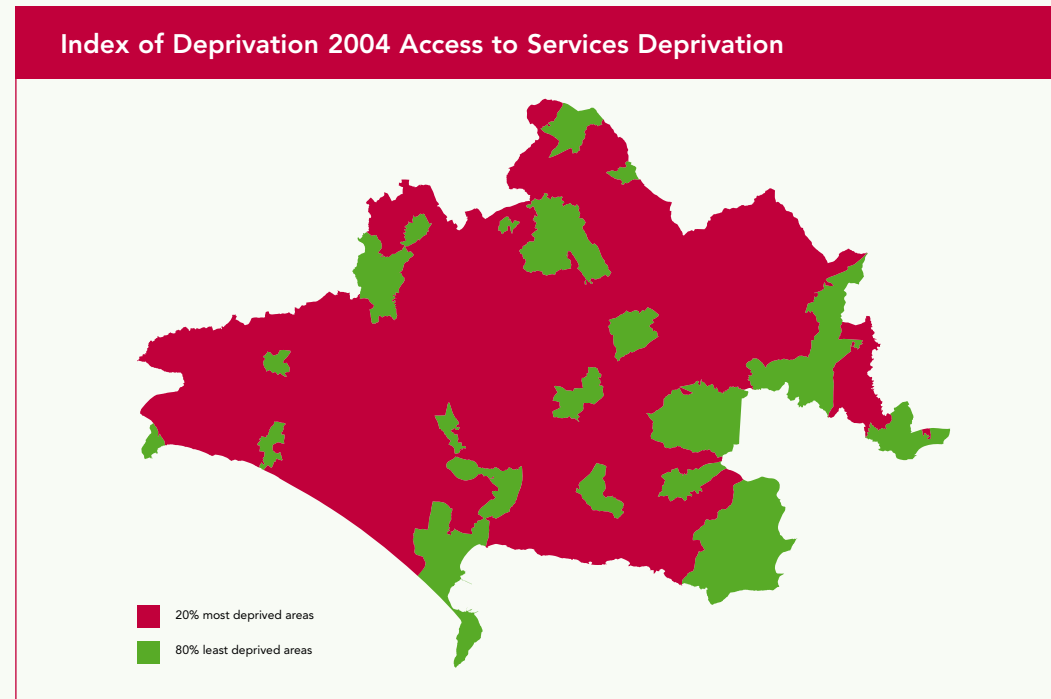
## 3.5 Improved access to services, employment and leisure

Nearly 1 in 5 people in Dorset think there is too much traffic and 15% of residents want more frequent/reliable bus services (MORI).

### Current situation and future trends

People's ability to access work, education and training, healthcare, shopping, culture and leisure has a significant effect on quality of life and life chances. Dorset's congestion and unreliable journey times have a negative impact on the local economy, whilst the growth in private transport and the reduction in public transport leaves some sections of the population marginalised and contributes to carbon emissions.

Improving transport infrastructure is a key element in improving accessibility, as well as wider transport planning issues of improving road safety and dealing with problems of congestion and air quality. The strategy for Dorset is contained in the South West Regional Transport Strategy, which is part of the Regional Spatial Strategy. Within Dorset there are two transport plans, one for South East Dorset and one for the rest of the county. These documents emphasise the need to put in place more sustainable ways to move people and goods, improvements to





transport links north-south and east-west, and improved connections to the sub-region's ports and Bournemouth Airport. It is likely that a Multi Area Agreement for the sub-region would address some accessibility issues (see 3.43).

Dorset has some sparsely populated areas, especially across the rural west and north of the county. A dispersed population makes the unit costs of transport and other services appear poor value for money. Supporting improved access for all communities within Dorset will be a challenge over the next ten years in the light of rising transport costs, a continuing decline in local services and a corresponding centralisation of provision from rural areas into towns. 75% of villages do not have a general store, and 92% do not have a doctor's surgery. In approximately 20% of villages, the church provides the only community space. Whilst many people living in the most access deprived

areas may not have accessibility problems, the challenge is to reach those pockets of need in the most inaccessible areas. Dorset's dispersed population and rural setting means that innovative approaches to improving access to services are required.

Poor levels of accessibility can impact on many groups of people, but older people and people with disabilities are particularly affected. In Dorset 38,000 people have some form of disability and the numbers of older people will continue to rise. Transport and access are the most frequently raised issues amongst older people. Those with no access to personal transport see considerable challenges in the existing public transport services and often rely on voluntary support to make essential trips.

Young people are also disadvantaged by the lack of good public transport and need access to employment, training and leisure opportunities. At a recent conference, disabled young people told us

## 12 for 2012

Improved transport infrastructure and access, with the Weymouth Relief Road open and in use, and an integrated road and rail based public transport system offering improved reliability and accessibility for road-based public transport serving Weymouth and Portland and more frequent and faster trains to and from Weymouth.

that lack of transport and access problems are some of the main barriers to joining in activities.

### What we want to see

1. The following transport infrastructure: the Weymouth Relief Road and Olympic transport package, the south-east Dorset and the Purbeck integrated transport packages (including the Swanage rail connection), improved surface access to Bournemouth Airport and improvements to the A31 to Poole corridor.
2. A range of access and transport solutions that are safe, efficient, and fair and encourage greater use of alternatives to the car.
3. Access and transport solutions to take account of the differing needs of individuals and communities.

4. Ensure effective 'public transport' through a range of providers including, where appropriate, the voluntary and community sector to achieve sustainable access solutions.
5. A strategic approach developed to provide equity of services across the county. This will include consideration of shared service provision and the development of sustainable service delivery points for community access.

### How we will make this happen

#### To improve access and transport solutions

- Implement the Regional Transport Strategy and local transport plans.
- Continue to promote Dorset's case to government and regional agencies to secure the investment that is needed.

- Extend the range of transport providers in Dorset to meet community need, including use of the public, private and third sector.
- Meet the LAA reward element target to make rural Dorset more accessible through the provision of better public transport to, from, and within rural Dorset, by making the passenger network more flexible, particularly in areas with the highest un-met transport needs.
- Develop shared transport provision across the public sector to deliver more efficient and improved services.
- Look to develop a 'one stop' information centre covering all forms of transport including small voluntary schemes and assess the potential to include a co-ordination unit and bespoke transport service for individual cases.

## Door to Dorset - Launch of Service 73

A new transport initiative is the 'Door to Dorset' community bus service in West Dorset. The No.73 service is operated by Sureline into Bridport from the Maiden Newton area. Running from Mondays to Saturdays, people can book a trip via a central booking system to the hospital, leisure centre or the supermarket, and, during the summer months, to the Jurassic Coast at West Bay. The service replaces an existing fixed route service and retains the same morning commuter and school routes on fixed timings. After the morning peak other journeys will operate on a more flexible basis using a state-of-the-art booking system.

Once people are registered with the service, they can book a trip anytime up to an hour before their journey - and regular travellers can book as far as two weeks in advance. The bus has low-floor access and wheelchair space is available by pre-booked request.

## Connecting Dorset

'Connecting Dorset' aims to extend e-government and e-services across communities in Dorset by providing all parish and town councils and all village and community halls with a broadband web connection, computer equipment, training and on-going support. The project is being developed jointly by the Dorset Association of Parish and Town Councils, and Dorset Community Action.

This initiative will help ensure every local council is working on a similar basis. Each will have a standardised e-mail address which will ensure continuity and better information, such as on-line planning applications, will be available at council meetings. Those councils which have local premises will be able to provide a public information point that can link into principal authority services.

The participating village halls will be able to develop a variety of services including sessions for individual residents to access the web. Other services offered may include homework clubs, on-line job search and applications, adult education, Citizens Advice Bureau services, e-learning groups, disaster control points, social services information and car sharing schemes.

- Increase accessibility through transport to healthcare services, in particular hospitals, for patients, visitors and carers in Dorset.
- Improve access to employment and training and address issues regarding recruitment and retention of employees in rural areas
- Develop and support solutions to transport difficulties encountered by young people and others who experience access difficulties.
- Closer working between the Highways Agency, Dorset County Council, Town and Parish Councils and Dorset Fire and Rescue Service and Dorset Police to ensure vehicles drive at appropriate speeds to improve road safety.
- Increase uptake of clean, low carbon vehicles and fuels, including increasing the availability of low carbon fuels locally.
- Reduce carbon emissions through promotion of development in locations and type that reduces the need to travel.

**To develop a strategic approach to improve access to services**

- Work through Dorset's Pathfinder to join up customer access, information and self service across the county for all public services and agencies.
- Support the 'Connecting Dorset' project, a parish council and village halls e-link project to aid participation, communication and involvement. Develop a strategic approach to provision of multi-purpose venues within the context of extended services.
- Support introductory learning to ensure people have the confidence and skills to access both learning and other opportunities online.
- Support ongoing investment in broadband and technological infrastructure to assist live/work and other flexible working options.







## 3.6 Safeguarding Dorset's environment now and for the future

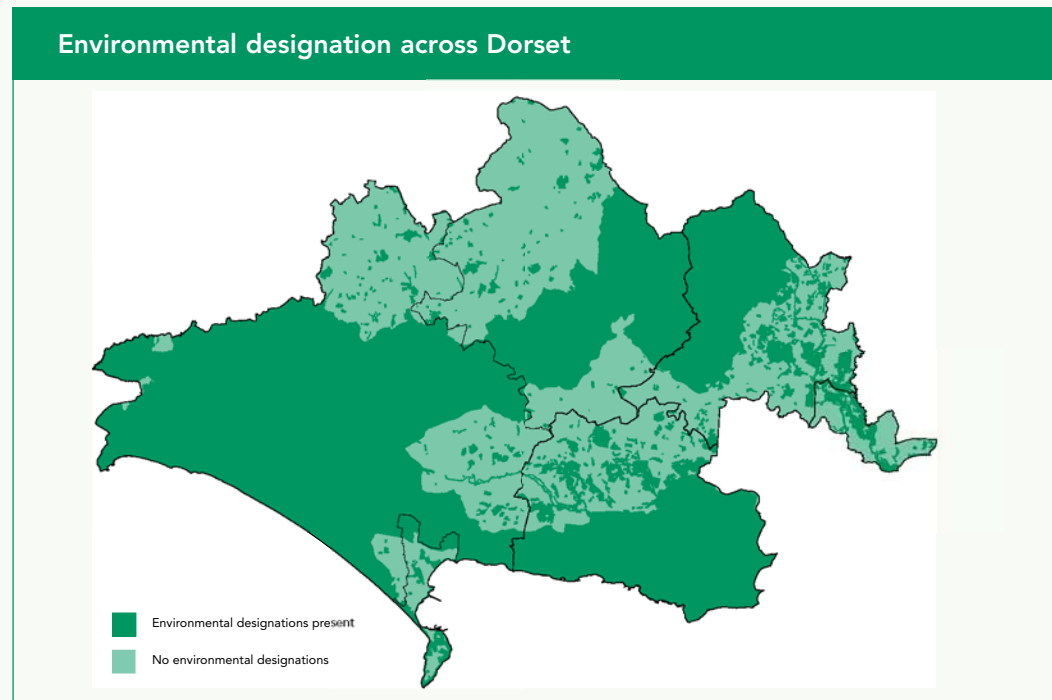
55% of Dorset residents felt that safeguarding Dorset's unique environment was an important priority for the county council and partners to achieve (MORI, 2005).

### Current situation and future trends

Climate change is creating the biggest challenge yet to Dorset's environment, and the way of life for Dorset residents now and in the future. The south-west is becoming warmer and by the 2050s average temperatures may be as much as 3.5°C warmer in summer. Sea levels continue to rise and could be as much as 80cm higher by the 2080s.

Dorset is likely to see increased coastal erosion, flooding and reduced water supply with potential changes to cropping patterns and species distribution. More widely there could be health impacts, as well as impacts on buildings, communications, transport and businesses.

The government has set a goal to cut carbon dioxide emissions by 60% reduction by 2050. This is a significant challenge requiring urgent action by all sectors in Dorset.





Dorset has for many years been addressing energy efficiency in the domestic, public and business sectors through a wide range of initiatives. More recently work has been undertaken to maximise the use of the county's renewable energy resources. This is starting to result in an increase in the renewable energy technologies that are being installed.

However more must be done. The DSP needs to lead by example, using influence and action planning to move forward, plan and prepare for a low carbon economy. Local government partners also have a statutory and regulatory role in relation to tackling climate change, particularly through land use and transport planning, building control, energy conservation and waste functions.

Dorset has a high quality, distinctive natural and built environment and a large proportion is protected through national designations including the well known Jurassic Coast World Heritage Site and Dorset Area of Outstanding Natural Beauty (AONB). The

map above highlights the extent to which the County is covered by designations aimed at protecting the natural environment from insensitive development. However the quality of Dorset's environment cannot be taken as a 'given' and there are a number of concerning trends that indicate that increased attention is required. 10% of Dorset's Sites of Special Scientific Interest (SSSI) are in declining condition. Large areas of key habitat such as heathland and flower-rich grassland have been lost and many once common species have become scarce or suffered local extinction.

Environmental constraints are an important influence on the management of growth, as there is limited land for new housing and employment use, particularly in south-east Dorset. However the quality of the environment also drives Dorset's economy in terms of both the attraction of people to the area, and the provision of a 'product' that underpins tourism, agriculture, recreation. It is one of the reasons people enjoy living and working in Dorset.



Local authorities play a key role in working with partners to manage public open space and tackle local environmental issues such as litter, fly-tipping and abandoned vehicles and dog fouling.

The Dorset Coast Forum has taken a pioneering role in addressing Dorset's distinctive coastal and marine issues. These include the potential marine legacy of the London 2012 Games, the impacts of shipping, marine litter pollution and sustainable management of fishing and the protection of vulnerable habitats (such as the reefs in Lyme Bay). Raising awareness of the marine and coastal environment is vital and the county's coast is an international venue for environmental education.

The development of environment based economic sectors including environmental technologies, sustainable tourism and local food and farming, particularly the development of organic farming, can boost Dorset's economic growth.

Access to Dorset's beautiful natural environment is important for residents and visitors alike for health and enjoyment. A priority is to enable everyone the ability to enjoy the benefits of contact with the natural environment. There are particular issues to address to ensure access to green space in south-east Dorset and around Weymouth.

### **What we want to see**

1. Recognition and response through the partnership to the challenges faced by Dorset due to global climate change
2. Protection, conservation and enhancement of Dorset's outstanding coast, countryside and marine and historic environment.
3. Restoration of Dorset's biodiversity to meet the government's targets for condition of SSSIs, farmland birds, and priority species and habitats.
4. Economic development within environmental limits that supports Dorset's high quality environmental and marine economic 'offer'.
5. Efficient use of natural resources and a prosperous local food and farming industry working within environmental limits.
6. A high quality built environment designed to support sustainable lifestyles with good provision of green space and active use and stewardship of heritage assets.
7. Quality access to the environment of Dorset for all.
8. The ongoing contribution of volunteers to the conservation and appreciation of Dorset's natural and built environment.



## 12 for 2012

Dorset to achieve a step change in its environmental and sustainability performance including energy and water use, waste & recycling, travel, food, materials and wildlife.

Sustain the enhanced international profile of Dorset and through this continue to develop interest in the Jurassic Coast World Heritage site, cultural activities and Dorset's economic offer.

### How we will make this happen To tackle climate change

- Develop a climate change adaptation strategy for Dorset.
- Develop a carbon profile for Dorset looking at emissions from energy use, transport and waste and agree county wide carbon reduction targets.
- Develop and implement a cross-sector energy efficiency strategy for Dorset and a plan to tackle fuel poverty and emissions.
- Develop the use of sustainable building techniques across sectors.
- Implement the Bournemouth, Dorset and Poole Renewable Energy Strategy looking to maximise the potential of Dorset's renewable energy sources.
- Meet the LAA reward element target to increase the capacity and uptake of renewable energy

technologies which deliver electricity or heat in the public and community sector in Dorset.

- Waste to be reduced, reused, composted, recycled and recovered in line with long term landfill diversion targets.
- Help more people to make sustainable choices in their day-to-day lifestyles.
- Press for Dorset's local authorities to sign and implement the Nottingham Declaration on Climate Change.

### For Dorset's environment

- Plan, protect and positively manage Dorset's natural and built environment in a way which retains a diversity of landscapes, supports biodiversity and retains local distinctiveness.
- Use the international quality of the environment, including the AONB and World Heritage Site as a

driver for economic development and quality of life, within environmental limits.

- Increase support for environment based sectors of the economy.
- Develop sustainable access to Dorset's coast and countryside, with increased access for those from unemployed and low income groups and other hard to reach communities.
- Promote public sector procurement of goods and services from local sources wherever feasible.
- Implement Dorset's Biodiversity Strategy for conservation and restoration of priority habitats and species.
- Meet the LAA reward element target to safeguard Dorset's unique landscape by restoring grassland landscapes.
- Increase public understanding of the nature, history and future of Dorset's environment, and Dorset's relationship to global issues and changes.

- Closer working between partners to take forward the 'cleaner, safer, greener' agenda and tackle local environmental issues.



## Creative Coast Strategy

Old mammals, dinosaurs' tread,  
crocodiles congealed between  
the cliffstone's ammonites and  
marble's burnishable snail-whorls.  
Time, unmanned, in the rock's  
mirror distorts

from *Biddle* Paul Hyland, *The Art of the Impossible*, Bloodaxe 2004

The Jurassic Coast is the only natural World Heritage Site in the world with an arts strategy. It includes a range of cultural actions covering arts, festivals and community residencies to help interpret the World Heritage Site. The Creative Coast Group, a partnership across Dorset and Devon, will steer this work.

The communities which live and work along the Jurassic Coast are a vital part of the arts strategy. More than 400 individuals and organisations attended consultation meetings, completed audit forms or contributed ideas in other ways. Internationally important work stimulated by the Jurassic Coast will connect with local people and visitors, enhancing a sense of ownership and pride. It will also play an important part in the South West Cultural Olympiad when it forms the basis of the arts strategy for the 2012 Games in Dorset.



## 3.7 Dorset's Demographic challenge

### Current situation and future trends

The age profile in the county shows that 29% of people are over 60 compared with 18.6% nationally. Population projections continue to anticipate increased longevity while at the same time predicting falling fertility. This is reflected in Dorset's increasing proportion of older people and decreasing proportion of young people.

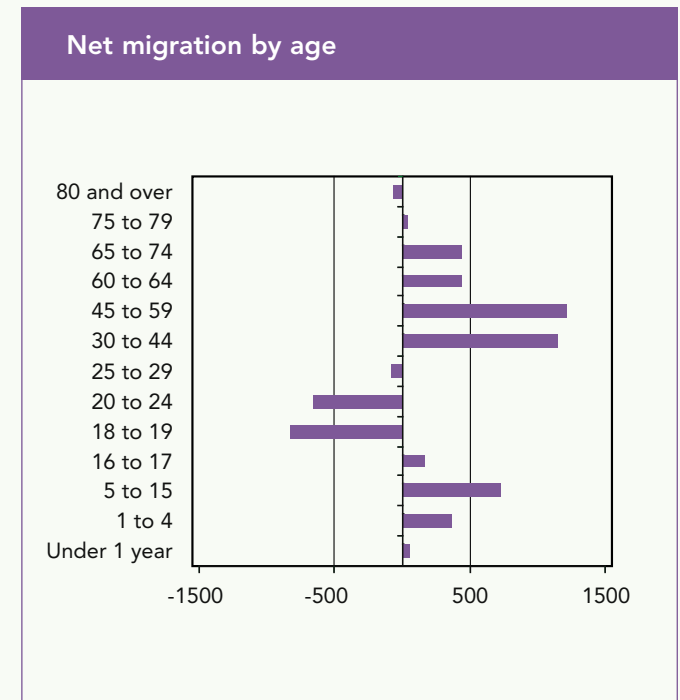
The proportion of Dorset people in their 20s has been falling for the last twenty years to 7.7% in 2004. This is because of low birth rates, pinches in the 'population pyramid', and net out-migration of young people. Dorset has the lowest number of under fives in England and Wales (2005).

While Dorset's population is forecast to continue growing, largely due to in-migration of economically active, established families, forecasts show a static population of working age. Despite a lifting of age restrictions on working it will still be a challenge for

Dorset to meet the workforce and skills needs of employers in the future. As people retire they take their skills base with them. There will be fewer young people to join the workforce. Ultimately we will need to retain and retrain older people in the workplace. This may have an impact on Dorset's community and voluntary sector, itself substantially supported by older people.

It is also important that projects that promote Dorset as a place to live and do business are supported to boost both the local economy and bring working age people to Dorset.

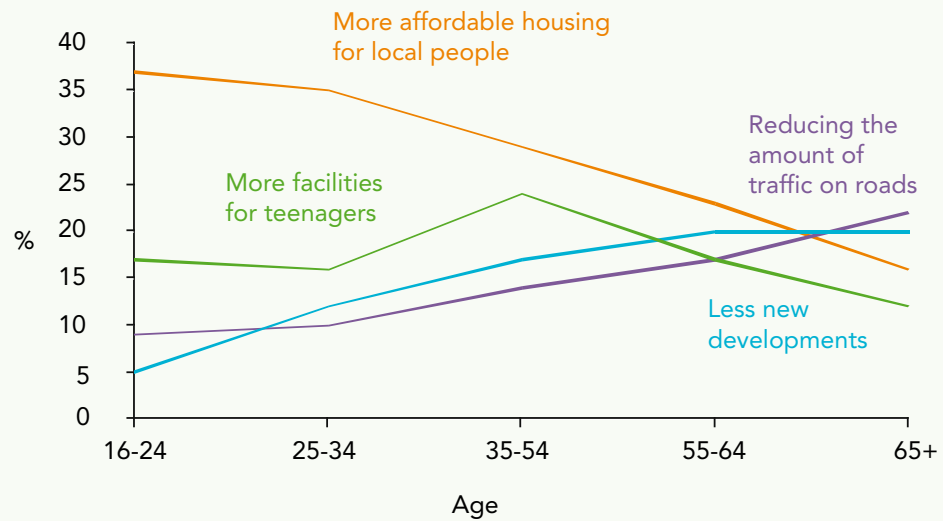
In developing and delivering the community strategy it is important to listen and respond to the views of all residents. This can produce tensions where there are clear differences in priorities between people of different ages.





### Priorities according to age

Looking at this list of possible changes to the area, which three or four do you think are most important for improving your quality of life?



Base: 1,278 Dorset residents aged 16+, interviewed between 25 August - 20 November 2005. Source MORI





This strategy seeks to meet the needs of younger people, who often feel overlooked, and the growing population of older people. In a recent survey of young people, they said that Dorset is 'run by old people for old people'. Active citizenship courses in schools, inter-generational activities, engagement and representation of young people in community planning and increased support for dialogue between elected members and young people are all elements which are needed to address this lack of engagement.

### 3.71 An ageing population

Between 2005-2011 there will be a 6.6% growth in over 85s and a 3.4% reduction in 75-84 year olds but a 9.9% increase in 60-74 year olds. Long life expectancy is a matter for celebration but if present trends continue people can expect to spend more years in ill health. Families face a growing burden of care for elderly and disabled relatives. Services must take on board the needs of carers and the location and capacity of the community in which an older person

lives. Over one in ten of Dorset's population is providing care on a regular basis to someone needing support. 26% of carers are aged 65+, 9% are aged 75-84, and 636 carers are aged 85 and above.

Independence and choice are pivotal in the debate about future needs. Everybody wishes to maintain good health, keep living in their own home and have clear choices about how to manage challenges when they arise. Services will aim to avoid inappropriate admission to hospital or care homes, prevent delays in care and get people home from hospital as soon as possible. Assistive technology, or telecare, is likely to become increasingly important in a rural county where many people live at some distance from bases for services. Older people need to be safe and secure within their homes. The strategic priority is to develop approaches which support people's independence.

Health and care providers, whether public, private or third sector, are major contributors to local employment and the local economy. It is an industry likely to grow, and there is a continuing need to ensure a sufficient supply of high quality and well trained care staff for the future.

But in Dorset, as in many other areas, there are substantial social care resourcing issues, and councils are having to concentrate resources on those in greatest need. As the state's role recedes, most people will have to pay for their own support services in old age. A recent MORI poll carried out for the Local Government Association revealed that as many as a third of adults thought they would automatically get free home care in old age and only 10% expected to pay for home care entirely from their own pockets. There is a stark difference between expectation and reality, exaggerated in Dorset because of the numbers of people involved. There is a need for local debate on how we should best meet these challenges of demographic change.

## Partnerships for Older People Project (POPPS)

Central to a good life in old age is being part of a community where people care about and look out for each other. Within communities, older people are themselves the biggest providers of support to older people.

In a county with the largest percentage of older people in the country, Dorset POPP was set up with older people, voluntary and statutory organisations working together. Its purpose is to develop 33 supportive neighbourhoods within Dorset where older people can remain living at home for as long as they wish. Each will have a neighbourhood leader with a small support team offering a range of advice, information and support. Services offered will vary to reflect local needs and circumstances but can include practical help, exercise and healthy living schemes, social activities, befriending, shopping and transport. The aim is to ensure people are aware of services and support available, do not feel isolated and feel safe, stimulated and valued.

One of the ten older people's fora is WASPs, which covers Weymouth and Portland. Meeting regularly at the local angling club, WASPs applied for a Dorset POPP 'Community Win' grant to extend their activities through a fortnightly drop-in service providing first-stop health checks. Speakers are also invited to give talks on issues including tax, welfare benefits, housing choices and legal services. This takes place in a social atmosphere over coffee or a game of cards and, once established, aims to be self-funding.



Older people are a significant resource and Dorset aspires to lead the way in understanding and awareness of positive ageing. Many of Dorset's community and voluntary sector organisations rely on the willingness of older people to volunteer. Recognising the vital role older people play in society and improving engagement and participation in policy and service issues is a priority, as is ensuring representation is given to those people not typically involved in local groups, such as those who live in care homes and older Gypsies and Travellers.

### What we want to see

1. E-ageing – a plan to support greater access and use of computers and the internet, broadband, e-learning etc.
2. Ensure all public and private services are equally accessible for older people and reduce postcode differences.



3. Develop consultation and working practices which incorporate inter-generational approaches and make Dorset a county for all ages.
4. Greater integration of partnership working across older people's partnerships, health, social care, local councils, voluntary organisations and wider partners.
5. Ensure that services which promote well-being and healthy ageing, for example the Dorset Partnership for Older People Project (POPP), are maintained through continuing investment.

## How we will make this happen

- Continue to develop the engagement of older people and debate through the Dorset Age Partnership.

- Develop joint commissioning arrangements between the county council and the NHS, informed by older people and wider partnerships
- Meet the LAA reward element target to reduce hospital length of stay and prevent avoidable admissions in over 65 year olds.
- Direct funding towards maintaining people's health and well-being and ensure resources available for appropriate implementation.
- Ensure engagement of all partners to recognise the importance of well-being in older age.
- Ensure those engaged in home visits to the elderly are working closely together to create safe and secure homes.
- Secure provision, via POPP and other projects and funds, to equip older people with the ICT skills they need.
- Support locally available learning opportunities that meet the health and well-being needs of older people and those who are most isolated.
- Promote ownership in the public sector of service strategies for older people and ensure commissioning plans are fully implemented.
- Provide diversity education and awareness training for all those involved in providing care to older people.



### **3.72 Children and young people**

18% of Dorset residents want more facilities for teenagers, the second highest priority chosen (MORI).

#### **Vision for Children and Young People in Dorset**

Children and young people will be happy and safe and have the opportunities to reach their goals as responsible members of their community. We will make Dorset a better place for all children and young people.

**We will ensure that children and young people are at the heart of all we do**

To achieve our vision we will prioritise the following:

#### **Safeguarding**

To constantly work with individuals or organisations working with children on a paid or voluntary basis to ensure that there are robust measures in place to keep children safe and to respond to any concerns or allegations that are raised.

#### **Commissioning**

To ensure we have a cost effective commissioning process based on evidence and the identified needs of children, young people and families.

#### **Early intervention**

To enable people to work together more closely on a locality basis in responding to the needs of children and young people at an earlier stage, by sharing information and using the Common Assessment Framework, and working really effectively with parents.



### **Inclusion**

To raise levels of achievement and attainment through work with local schools and communities ensuring that all children and young people can achieve excellent outcomes.

### **Consultation**

To improve our co-ordination of what children, young people and parents are telling us so that we can show how we respond to their views and ideas.

### **Performance management**

To ensure that we have a strong and embedded performance management framework so that we know where there are areas of concern about performance and strive to 'reach the top 25%'.

### **What we want to see**

Within the DSP it is the board of the Children and Young People's Partnership (CYPP) that leads work to address the needs of Dorset's 0-19 year olds. The board is supported and advised by a wider stakeholder group including partners, parents and young people. The Dorset Safeguarding Children Board is also part of our Children's Trust arrangements. Its role is to ensure that the work undertaken by member organisations of the CYPP is effective in safeguarding and promoting the welfare of children.

The CYPP wants to make sure that children and young people:

1. Are healthy physically, mentally, emotionally, sexually, adopt healthy lifestyles and choose not to take illegal drugs.
2. Stay safe from maltreatment, neglect, violence and sexual exploitation, from accidental injury and death, from bullying and discrimination, from crime and anti-social behaviour in and out of schools, have security, stability and are cared for.
3. Can take part in activities they enjoy, achieve personal and social development and enjoy recreation, safe and accessible places where children and young people can meet, play, take part in sports and cultural activities and socialise.
4. Learn new skills and have their achievements recognised, are ready for school, attend and enjoy school and achieve stretching national educational standards at primary and secondary school.

## Tackling Bullying

Bullying is a concern in every school and playground and addressing this is one of the priorities within the Children and Young People's Plan. The DSP supported a project run by Mediation Dorset to tackle bullying by using a whole school approach to issues around conflict and ways of resolving problems.

Two schools were selected and training was provided to suit the needs of the individual schools. Elements of self-awareness, self-esteem and listening and communication skills training were given to a large group of students followed by peer mediation training for a smaller group who would become peer mediators, and staff who would be supporting the mediators. Students who applied for peer mediator training included those who had been bullied as well as those who found being at school difficult and challenging.

Feedback from schools has been very positive. The project has improved young people's experiences at school and attendance rates, has reduced exclusions and so helped towards improving academic achievement. Ways to cascade the training to other young people and to establish a long-term peer mediation service are now being explored by both schools.

A conference on bullying has been held, involving children and young people, parents and staff, to explore what can be done to reduce both bullying and discrimination. This has resulted in children and young people contributing to an Anti-bullying Strategy and designing an attitude survey to be completed by school pupils.

5. Have opportunities to make a positive contribution to their communities, engage in decision-making and support their communities, engage in positive and law-abiding behaviour, develop positive relationships and grow in self confidence and enterprising behaviour.
6. Are well provided for, enjoying economic and social well-being, engage in further education, employment or training on leaving school, are ready for employment, able to access appropriate jobs, live in decent homes and have access to transport and services.





## How we will make this happen

The CYPP board has agreed the following priorities for the period to 2009:

- To improve the physical, emotional and sexual health of vulnerable groups
- To reduce the experience of bullying and discriminatory behaviour
- To provide more opportunities for play and recreation and to raise pupil and school achievement
- To engage children and young people more fully in decision-making
- To prepare all young people for independent adult life
- To develop partnership working between organisations (services) and with parents

These priorities appear in the Children and Young People's Plan, the overarching strategy which takes forward the development of services for children, young people, families and carers in Dorset. The current plan runs for three years but is refreshed annually to monitor progress and address new priorities, for example, focusing on the needs of children who are missing school and those not in employment, education or training. This process is managed by the CYPP Board and has involved consultation with both partners and service users. Other plans reflect and develop the Children and Young People's Plan, for example multi-agency plans for children who are disabled and for those needing Child and Adolescent Mental Health support.

The CYPP is also working to meet the LAA reward element targets to raise achievement and retention post-16 and to improve the educational attainment at GCSE level for young people who have been looked after. This work is being monitored by the CYPP board.

## Participation and involvement in Dorset

A key thrust of the children's services agenda is the involvement and participation of children and young people in the design and monitoring of services and decision making processes. The CYPP takes a lead advisory role in supporting the participation of children and young people across the work of the DSP.

Participation is currently developed through the School Pupil Council, the County Youth Council, local district and town forums and targeted work with looked after children, young offenders, teenage parents and disabled young people.



 iStockphoto



# 4. Thriving communities

In addition to the strategic challenges this strategy also addresses a number of other issues that are critical to improving the quality of life and reducing inequalities across Dorset's communities. The following sections all have a direct community focus and clear linkages between the issues and solutions.

## 4.1 Safer communities

### **Current situation and future trends**

Although levels of crime in Dorset are relatively low, reducing crime remains one of the top priorities for people in Dorset with 18% of Dorset residents saying that reducing levels of crime was important for improving their quality of life (MORI, 2005). However, crime is not evenly distributed across the county. More urbanised areas, including Weymouth and Portland, which has a busy commercial centre and buoyant night-time economy, generally experience higher rates of crime. Dorset's Crime and Drugs Reduction Strategy outlines how partners working through the Safer and Stronger Communities group and Crime and Disorder Reduction Partnerships (CDRPs) plan to reduce this gap between the highest and lowest crime areas.

Concerns over crime and safety can be based on a number of factors. In areas with low levels of crime, particularly smaller or rural communities, even minor crimes may have a significant impact on perceptions of personal safety. Recent research looking into alcohol use has identified that 26% of the Dorset population aged 16 and over drink at hazardous levels and 3.9% drink at harmful levels.

Drug misuse monitoring data for the Dorset county area shows that 1,080 drug misusing offenders participated in structured drug treatment programmes in 2005/06. This number represents approximately 0.3% of the overall population. Significant improvements - both in the number of offenders entering treatment, and also in the percentage retained in treatment for 12 weeks or more - have been made over the last year.

Over the last few years there has been an increase in the number of recorded incidents of domestic



violence in Dorset. However this increase may be due to increased confidence amongst victims to report incidents. Reducing repeat victimisation is a key issue within the Domestic Violence Strategy. The trend of repeat victimisation has remained relatively constant over the last few years at 40%.

Safer driving and safer roads leading to a reduction in road deaths and injuries is also a priority for partners. Thirty-one people died on the roads in road traffic collisions in Dorset in 2005. Joint police and fire service targets aim to reduce road deaths and injuries across Bournemouth, Dorset and Poole by 40% and the number of children killed or seriously injured by 50% by 2010.

### **What we want to see**

1. Reduced crime in Dorset (including tackling anti-social behaviour); within this, reducing criminal damage and violent crime are particularly significant.

2. Reduced public perception and fear of crime.
3. Reduced harm caused by drugs and alcohol.
4. Reduced incidents and impact of domestic violence.
5. An approach developed to tackle discrimination and prejudice-related crime.
6. Safer roads and reduced road deaths and injuries.
7. Closer working with communities to tackle crime, the fear of crime and create stronger communities.

### **How we will make this happen**

- Work to reduce criminal damage which makes up approximately one-quarter of all crime in Dorset.
- Understand and reduce anti-social behaviour through a problem-solving approach working with local communities.



- Meet the LAA reward element target to reduce alcohol related violent crime and the associated social impact of alcohol abuse.
- Develop Safer Neighbourhood management teams which include representatives from local authorities, police, fire and the primary care trust to work alongside communities to deal with community identified issues.
- Gain a better understanding of fear of crime in Dorset, including who is afraid of crime and why (understanding in what circumstances people feel fearful), and identifying the communities in which fear of crime is a significant issue.
- Increase the number of people entering drug treatment services and keep those people in treatment for longer in order for them to achieve individual success.
- Implement Dorset's Domestic Violence Strategy and Action Plan.

- Meet the LAA reward element target to reduce the number of repeat incidents of domestic violence.
- Closer working between the Highways Agency, Dorset County Council, Dorset Safety Camera Partnership, town and parish councils and Dorset Fire and Rescue Service and Dorset Police to ensure vehicles drive at appropriate speeds to improve road safety and reduce road deaths and injuries.

## 4.2 Building strong and inclusive communities

### Current situation and future trends

Across Dorset individuals, groups and organisations, communities of faith and interest and parish and

town councils are all engaged in making their local communities stronger. This strength shows itself not only as an increase in what is often called social capital (the extent to which people work together at a local level to achieve mutual benefits) but also in hard, economic facts.

Research carried out in 2005 among groups and organisations supporting children and young people in Dorset found that the value of volunteers supporting these organisations was over £28 million. It is an astonishing social and economic achievement and work is now in progress to map the wider spectrum of voluntary and community action.

But the expectations placed on local communities are also developing apace. Statutory partners are increasingly looking to voluntary and community organisations and social enterprises (known collectively as the third sector) to deliver public services on their behalf but have few extra resources available to build their capacity. This puts added pressures on the infrastructure organisations that exist to support the



2,500 registered charities and several hundred community organisations operating in Dorset.

The Local Government White Paper 'Strong and Prosperous Communities' poses new challenges. Individuals and third sector organisations are urged to come together to improve services and shape local communities (what has now been termed place-shaping) but this requires strong local leaders with access to suitable training and support. A question the DSP must address in coming years is how best to help communities identify and nurture local leaders, particularly those from marginalised and hard to reach groups.

Community life in many areas depends on rural amenities such as post offices and local shops which often act as local gathering points. These are increasingly under threat.

## Community cohesion

While 64% agree that the local area is a place where people from different backgrounds get on well together (Citizens' Panel, 2006), there are increasing tensions in some communities as a result of demographic change and migration. Smaller ethnic communities are potentially isolated. There is also an increasing need to build inter-generational awareness within Dorset. Dorset also has a significant number of Gypsies and Travellers living within the county and the provision of sites, both permanent and temporary, can often cause divisions within communities.

Dorset, in common with many areas in the south and south-west, has seen an increase in the numbers of international and migrant workers contributing to the local economy and adding to the diversity of Dorset's local communities and culture. A stakeholder event held in October 2006 indicated that, although much is already done to monitor and promote issues relating



to equality and inclusion, there is still more to do. The DSP will work to ensure that community-based services are provided based on sound needs assessment principles and that the opportunity for engagement through community planning is increasingly accessible for all.

## What we want to see

1. An increase in the numbers of people volunteering.
2. A stronger and more stable voluntary and community sector infrastructure.
3. Continued support for the development and implementation of local neighbourhood, parish and town plans including better engagement of isolated, marginalised and hard to reach groups.
4. A stronger and more inclusive community voice through the DSP and in the commissioning (planning) of services.

5. An increase in the number of third sector organisations delivering public services.
6. Sustainable and accessible community development support across Dorset.
7. Support for parish councils and their clerks to encourage more people from the community to vote and stand for election.
8. Ongoing provision of community services and retail outlets in local communities including post offices, village shops, pubs and rural garages.

## How we will make this happen

- Develop a county-wide approach to volunteering, including the implementation of the LAA reward element target to increase formal volunteering.
- Develop a public sector strategy for third sector infrastructure and by working with all partners build the capacity of the third sector for a future

of shared service planning and delivery.

- Work with local community partnerships and parish planning groups to support the development and implementation of community plans.
- Implement the 3D Procurement project to increase third sector involvement in public service delivery.
- Work with partners to support developing social enterprises in Dorset
- Update Dorset's compact agreement for better public/third sector working and support implementation across partners.
- Develop community facilities, such as village and church halls, community centres and extended schools, as connected community hubs with potential for shared service delivery.
- Build community infrastructure through the Connecting Dorset project.
- Develop a strategy for sustainable and equitable delivery of community development support.

## Enterprising Dorset

Social enterprises are organisations which trade for a social purpose. There are at least 55,000 social enterprises in the UK, including well known regional successes like the Eden Project. In Dorset there is significant potential for developing social enterprise activity.

One example is the West Dorset Food and Land Trust which has been working with partners to provide school meals, educational projects and run a Centre for Local Food. The Centre for Local Food works with others to provide the Children Out of School service and also provides NVQ training for the Federation of Secondary Schools in Dorset.

The trust has now formed a trading subsidiary, Local Food Links Limited. Developments include the possibility of delivering a school meals service to all primary schools within a local area of Dorset. Meals are produced using local food, volunteers, children and young people, with benefits such as a reduction in the 'food miles' of local schools meals and support for local food producers.

## 12 for 2012

A greater understanding of diversity and multiculturalism, including improved access and facilities in the area for visitors and local people with disabilities.

- Promote awareness and training looking to embed equality and diversity issues within partnership working and community planning.
- Establish a county-wide equalities network with agreed outcomes that benefit the public, third and business sectors in the county.
- Implement projects to meet the needs of international and migrant workers.
- Address areas of deprivation in both rural and urban areas to support delivery in areas of most need, encourage benefit take up and address increasing debt problems.
- Increase the number of local councils achieving quality status.
- Produce a democracy pack for parish councils and organise a programme of events to encourage people to vote and stand for election, especially under-represented groups.

## 4.3 Better health and well-being

### Current situation and trends

Health and life expectancy in Dorset is good although there are certain areas and population groups that experience worse health. There is a need to target services and support on those most in need and increase people's capacity to make healthy choices. The Health Gain partnership has identified the key health issues and concerns facing people in Dorset now and in the future. These are set out in the Public Health Report for Dorset and supporting strategy.

Partnership working provides an opportunity to influence the broad determinants of health by working across themes. Partners recognise the links between educational attainment, employment and



better health; poor housing and ill-health; improving transport and rural access to health services and encouraging benefit uptake to reduce poverty.

The NHS is changing the balance of services to strengthen efforts to promote positive health and prevent illness rather than just treat disease. Health chances for life are largely determined and habits set in childhood. There needs to be an emphasis on interventions to improve health during the periods of pre-conception, pregnancy, early years and childhood aiming to bring positive health throughout life. However, the potential to improve health outcomes is present at all ages and there are very effective interventions in middle and older age to prevent serious illness and promote positive health and independence.

The approach of Health Equity Audit – studying health outcomes across the population and targeting those most in need – will set the direction for health improvement in Dorset over the next decade.

### **What we want to see**

1. Reduced health inequalities.
2. Measurable reductions in smoking, obesity and teenage pregnancy.
3. Improved prevention, identification and treatment of sexually transmitted infections.
4. Better engagement and improved health of vulnerable groups – homeless people, those with mental illness, victims of domestic violence, Gypsy and Traveller communities.
5. A wider range of more local, personalised and accessible health promotion, prevention and treatment services across Dorset.
6. Partnership working to provide better opportunities for active physical recreation, healthy food and healthier workplaces and schools.
7. Increased levels of participation in active living through sport and environmental activities.
8. Better mental health and well-being through strong, supportive communities.
9. Public sector, voluntary sector and business resources used in innovative ways to improve life chances for children and promote health lifestyle choices for all.
10. Reduced harm from alcohol and drugs.
11. Stronger links with the criminal justice system to engage offenders in realising their potential to live a healthy and productive life.
12. The health of the people of Dorset protected from major incidents, environmental hazards and infectious disease by close partnership working across all agencies.

### **How we will make this happen**

- Develop joint commissioning and shared management arrangements across the public sector for high quality holistic services.

## Reducing rates of coronary heart disease in Weymouth and Portland

People facing social and economic deprivation have the highest rates of coronary heart disease and more commonly die from this at an early age. Weymouth and Portland have some of the most deprived areas in Dorset. Rates of coronary heart disease and premature death from coronary heart disease have been highest here compared with other districts in Dorset and also were higher than the average for England.

Smoking, lack of exercise, poor diet, high blood pressure, obesity and diabetes are all contributory factors. Locally, public health initiatives have concentrated on strengthening primary care services to prevent illness and identify heart disease early on. The primary care trust has increased budgets for general practices serving deprived populations to enable increased prescribing of new medicines shown to dramatically reduce the risk of heart attacks in people with heart disease or at high risk.

A successful bid to the National Lottery by the Weymouth and Portland Partnership led to the establishment of the Weymouth and Portland healthy living project, now called Healthy Living Wessex. The project has involved many local people in opportunities to improve their health.

The position of Weymouth and Portland relative to the average for England has improved steadily and has now dropped below the England average for the first time. This is a considerable achievement given that in 1993 Weymouth and Portland's figures were twice those for England.

The health inequality gap continues to widen nationally but this example shows what can be achieved by partnerships working with local people.

- Bid as a Dorset partnership for additional funds to improve health and well-being.
- Shared and expanded use of existing public sector facilities to enable one-stop and integrated services with better links to the local community and voluntary sector.
- Integrate health equity audits, health impact assessment and sustainability assessments within all service development, performance monitoring and reviews.
- Promote Dorset as one of the healthiest places in England providing an opportunity for residents and visitors to aspire to improve their own health and those of their neighbours.
- Personalise the support available to people who aspire to make positive lifestyle changes.
- Meet the LAA reward element targets to reduce levels of obesity in Dorset and to improve the level of control and flexibility that vulnerable adults have over the services they receive.



## 12 for 2012

Increase in general levels of health and reduction in level of obesity in all ages of Dorset's population through more healthy, active lifestyles.

- Increase awareness and understanding of the benefits of active living for quality of life and improved knowledge of where sports can be pursued as well as other ways to live an active life.
- Develop locally accountable delivery of community services built around natural communities and localities.
- Improve access to local health care through a wider range and availability of diagnostic tests and treatments in community hospitals, GP surgeries and community pharmacies.
- Targeted and effective services for vulnerable groups.

## 4.4 Creating well-being through culture

### Current situation and future trends

Culture has great potential to bring communities together and plays an essential role in improving places and lives. Taking children to the local pantomime, playing for the village football team, finding out about your family history – these are some of the things that make life richer.

Cultural opportunities include the visual and performing arts, museums and galleries, archives, libraries, sport and physical leisure activity, the built environment, architecture and design, public spaces and places of heritage, tourism, media, film making

and television. This places cultural activity in a key role supporting many of the challenges facing Dorset.

The cultural sector provides employment, with almost 5% of Dorset's working population directly employed in tourism and almost 3% in the creative industries. The arts and media higher education opportunities in Bournemouth and Poole, as well as Weymouth, provide real benefits for related businesses in Dorset. The growth of the biennial Dorset Art Weeks has been shown to contribute significantly to Dorset's economy, and maximising the economic benefits of cultural tourism – both major attractions and hidden gems - is a key priority.

Creative activity plays an important role in building the health and well-being of all members of the community. A growing number of schools in Dorset have achieved the Artsmark award, and new opportunities outside school are offered through the Young People's Arts Award. To keep mind and body active, cultural opportunities are available in day



## 12 for 2012

Creation of Europe's top international sailing venue at the Weymouth & Portland National Sailing Academy, including improved facilities and a new marina for the benefit of the whole of Dorset.

Increased participation by people of all ages in sport, play and leisure activities.

centres and residential homes and through the Partnership for Older People Project. Providing cultural activities that are relevant and accessible to the full range of different communities within Dorset is a priority.

Nearly one-quarter of adults in Dorset are members of a physical activity group; Dorset's 30 museums are focal points inspiring local people and giving opportunities for volunteers; over 15,000 people enjoy Artsreach events in community venues every year; we visit and help to preserve our heritage with 12,850 listed buildings, 190 conservation areas, over 1,500 Scheduled Ancient Monuments and over 30 listed parks and gardens.

Ongoing provision of cultural facilities within public sector budgets will be a challenge over the next ten years and will require partners and communities to look at different ways of providing for the needs of a community. Despite the opportunities of London

2012 many sports facilities are facing an uncertain future. Volunteers make a significant contribution to the provision of culture and sport in Dorset and maintaining and supporting volunteering is a priority.

### What we want to see

1. A vibrant and thriving creative industries sector.
2. A cultural programme to help people experience and understand the Jurassic Coast World Heritage Site.
3. An annual programme of cultural festivals and events across the county which reflects cultural distinctiveness and diversity.
4. Increased economic benefits of a strong and vibrant cultural tourism offer.
5. Increased opportunities to take part in cultural activity.



6. Support for formal volunteering in culture and sport.
7. Fair and equitable provision of community venues across the county facilitating access to culture.
8. A strong record and network of business sector support for arts and culture.
9. The principles of quality design, the importance of heritage, and the enhancement of the environment reflected in the design and planning process with increased contribution of artists to building planning and design.
10. Greater levels of participation in physical activity and sport with a target of 1% per annum increase.

### How we will make this happen

- Implement the Creative Dorset Business Plan and maintain the support it offers to the sector beyond 2010.

- Implement the World Heritage Site Jurassic Coast Arts Strategy and use this connection to build and strengthen other productive art and nature links in the county.
- Work with partners to deliver a high quality cultural festivals programme, including international and locally distinctive work, for the Cultural Olympiad and provide a cultural tourism legacy for Dorset.
- Support the creation of enhanced destination management arrangements for Dorset based on links between culture, local food, landscape, film locations etc.
- Deliver the Community Music Strategy as a basis for development of wider community and voluntary based cultural activity. Work with regional and local organisations to develop capacity of community groups, and the capacity of local artists to work in a participatory community context.
- Work with regional and local organisations to map and develop cultural volunteering for example to support community museums.
- Develop a strategic approach to the provision of multi-purpose venues that offer extended services, and the engagement of communities in the management of cultural facilities such as libraries, museums and arts centres.
- Maintain and develop Arts & Business Dorset.
- Establish a Dorset design and heritage forum to steer the resourcing and delivery of a programme of work which will enable a step change in quality through design professionals and public art.
- Revision and implementation of the Dorset Cultural Strategy (2009 - 2014).
- Support partners including Active Dorset, the County Sports Partnership, and grass roots level voluntary sports organisations to retain and develop physical infrastructure and increase levels of participation and volunteering in physical activity and sport.



# 5. Delivery of the Community Strategy

## Delivering through the Dorset Strategic Partnership

The Dorset Strategic Partnership (DSP) is responsible for overseeing the delivery of the actions within this document. Action planning will make clear within the wider partnership who is responsible for specific actions. This may be statutory, thematic or local partnerships or individual partners.

The DSP Board is responsible for the partnership's vision and oversees the development and delivery of the community strategy through detailed action planning. Members of the board also engage with regional and national partners, funders and government advocating on Dorset's behalf and steering their own organisational priorities to align with the community strategy.

The Community Strategy Delivery group co-ordinates the delivery of the strategy with appropriate delegated authority from members to make decisions

and allocate resources accordingly. It will lead cross-cutting projects, secure investment and funds and oversee performance management including delivery through partners and theme groups.

The Bridging group strengthens the links between the local and district community plans and the Dorset-wide community strategy. The Bridging group also has a representative on the board.

For further details please see the DSP web-pages on [www.dorsetforyou.com/dsp](http://www.dorsetforyou.com/dsp).

## Delivering through community planning

Community planning in Dorset operates at a number of levels. The DSP is the overarching partnership for the county to address strategic issues.

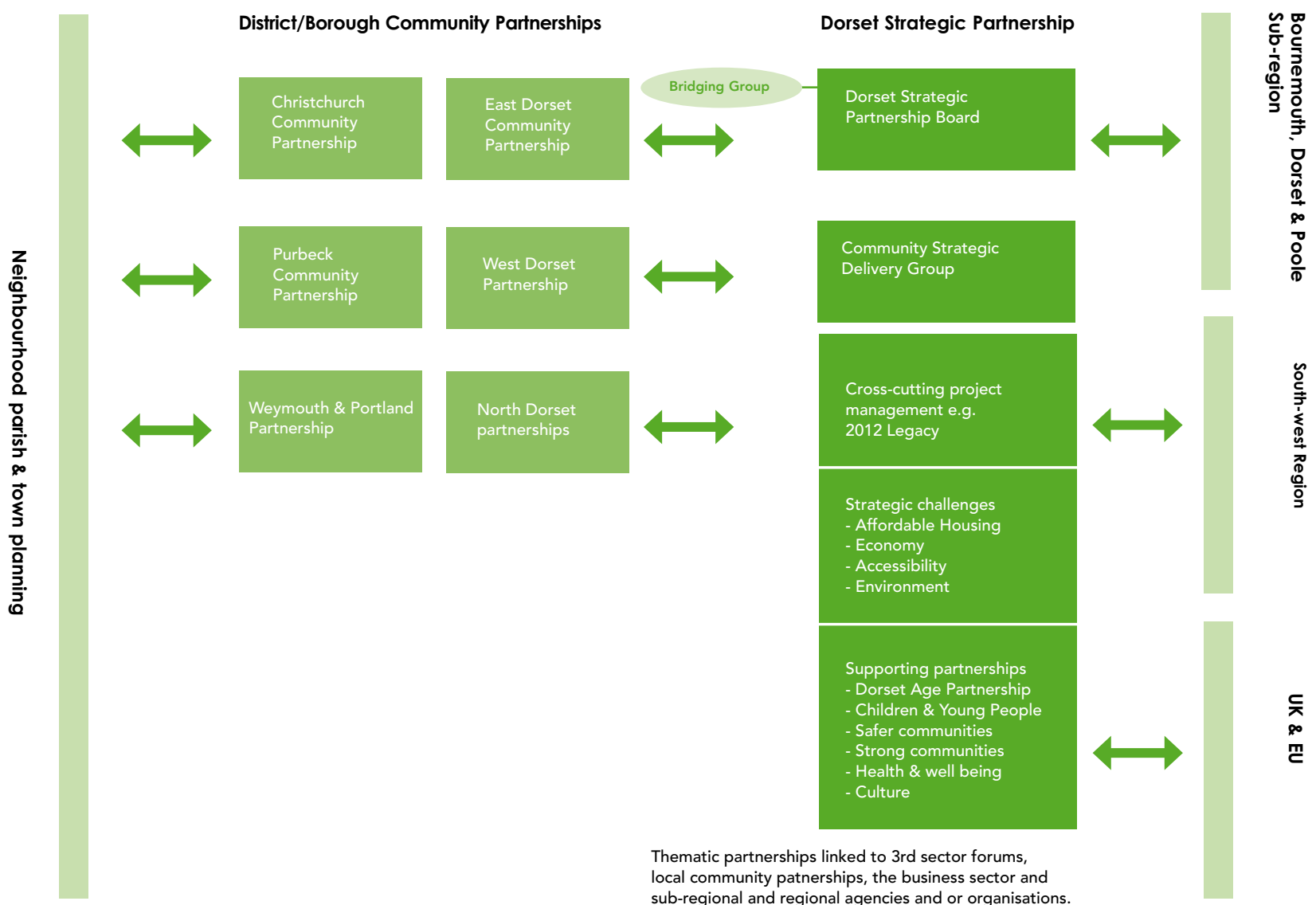
In the districts, varying approaches to community planning reflect how people identify with their local areas. In North Dorset, communities are centred

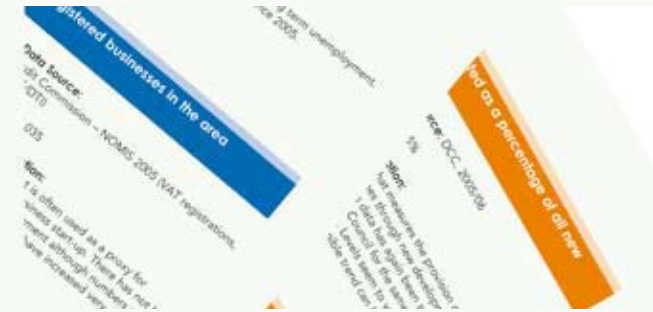
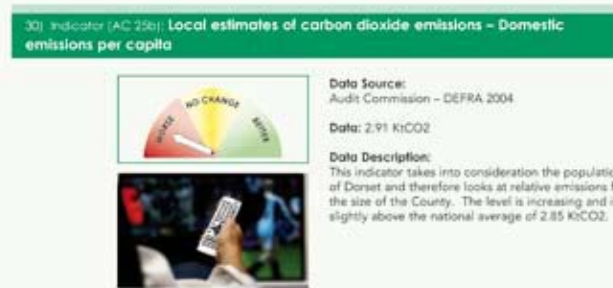
around the market towns and community partnerships have grown up based on these as hubs for local action. The five other districts have firmly-established district-wide partnerships with some also having local area partnerships based around the larger towns and centres of population. People are also increasingly expressing their aspirations through the parish and community planning processes and there are now 108 town and parish plans completed or in development in Dorset.

Local community partnerships are already delivering some of the aims set out in the community strategy through district- and town-based community plans, and will continue to do so.

This multi-level approach calls for open and effective communications. This is vital to ensure that issues and priorities are dealt with at the most appropriate level of community planning, that delivery is effective and efficient and that communities are clear how to be part of this process.

# Community planning in Dorset structure diagram





## Delivering through the Local Area Agreement

Dorset's Local Area Agreement (2008 – 2011) will provide the detailed action plan to take forward the delivery of this strategy.

There are also thirteen LAA reward element targets running from 2006 - 2009, focusing on partnership priorities for additional improvement. Further information on these can be found at [www.dorsetforyou.com/laa](http://www.dorsetforyou.com/laa).

Dorset County Council is responsible for producing the community strategy and is the accountable body for the LAA. It will develop the LAA for 2008-11 in consultation with district/borough councils, local community partnerships, the community and voluntary sector, businesses and public agencies, a number of whom have a legal duty to co-operate with the development and delivery of the LAA. The LAA is

negotiated with Government Office South West which is responsible for co-ordinating central government's relationship with Dorset.

## Delivering through the planning system

Local development frameworks are the delivery mechanism for the spatial elements within the community strategy and ongoing links need to be developed between those working in spatial planning and those delivering relevant aspects of the strategy.

## Performance management

Dorset's LAA performance management framework supports the monitoring of the community strategy. LAA targets are already monitored and this monitoring framework will be adapted to take account of the strategy's action plan and second generation LAA from 2008. In addition to the use of this information by partners, it will also be used

as a management tool by the Community Strategy Delivery group to tackle under-performance, respond to emerging issues and propose any changes required to the Partnership Board.

It is also intended to work through the partnership to share best practice and develop more inclusive and effective consultation mechanisms so that the partnership can demonstrate effective user focus.

A set of Dorset quality of life indicators have been developed alongside this strategy and will be used along with other information to measure progress towards addressing Dorset's unique set of strategic challenges. An annual report on these indicators will be published and the information used by the DSP to assess direction of travel and inform performance management. There will also be an annual conference to report back on overall progress made, along with partnership events on specific issues.

# 7. Glossary

## **Adaptation (in relation to climate change)**

Action to minimise the adverse impacts of climate change and take advantage of any beneficial effects

## **Affordable housing (Affordability)**

Housing, of a good standard, of any tenure, that is available at significantly below the normal cost of housing available on the open market, and is thus available to those on low to moderate incomes

## **Carbon profile**

A profile represents the amount of carbon produced from different sources in a defined geographic area (See also Low carbon economy/fuels)

## **Citizenship**

Is about enabling people to participate in decision-making and take responsibility for their own lives and their communities. It may refer to the rights and responsibilities defined in the host country's law; an active involvement in public affairs or the process of supporting others to become informed responsible individuals

## **Community cohesion**

A cohesive community is one where:

- there is a common vision and sense of belonging for all communities
- the diversity of people's different backgrounds and circumstances is appreciated and positively valued
- those from different backgrounds have similar life opportunities
- strong and positive relationships are being developed between people from different backgrounds in the workplace, in schools and within neighbourhoods

## **Community planning**

Is a process which helps the public, private and third sectors work together with local people to plan and deliver better services which make a real difference to people's lives (See Local Community Partnerships)

## **Creative industries**

The creative industries are those industries that are based on individual creativity, skill and talent. They are also those that have the potential to create wealth and jobs through developing intellectual property

## **(Demand) Responsive Transport**

Any form of transport where the day-to-day service provision is influenced by the demands of users

## **Destination Management Organisation**

An umbrella organisation that co-ordinates activities previously undertaken by individual bodies in respect of tourism

## **Dorset Direct**

The name for Dorset's new contact centre which will give people easier and more rapid access to the services or individual they need

## **Dorset Strategic Partnership**

A Local Strategic Partnership (LSP) is a single non-statutory, multi-agency body, which matches local authority boundaries, and aims to bring together at a local level the different parts of the public, private, community and voluntary sectors. The DSP covers the Dorset County Council geographic area



### **Ecological footprint**

A measure used to show the local and global impact of human activity on the environment. It shows the total quantity of land and sea needed to provide all the energy, water, materials and goods and services we consume and to absorb the wastes we produce. The challenge is to achieve 'one planet living', which respects the limits of the planet's environment, natural resources and biodiversity

### **Equality Impact Assessment (EIA)**

Equality Impact Assessment is a systematic analysis of a process, existing policy or strategy to identify what effect or likely effect will follow as a result of implementation for different groups within the community. It can also be used as a mechanism for analysing the impact of a whole service or one aspect of the service

### **Housing Market Assessment**

An investigation into the need and demand for housing within a given market area Housing needs surveys UK councils have an ongoing obligation to assess the housing needs of their local community. Surveys are periodically carried out to update the council's related planning and strategic housing activities. All Dorset Local Authorities are participating in the 2006/07 survey so results can be analysed Dorset-wide

### **Key workers**

Employees who work within vital local services such as nurses and other NHS clinical staff, teachers and further education and sixth-form college staff, police officers, prison and probation service staff, social workers and educational psychologists, local council occupational therapists, most full-time fire officers

### **Knowledge economy**

The share of national income and employment produced by innovative organisations combining ICT and highly skilled labour to exploit global scientific, technological, and creative knowledge networks

### **Land assembly and disposal**

The process of pulling together strategic and procedural advice, evidence from public inquiries, valuing land, assessing disturbance and loss payments etc prior to any sale, transfer or development

### **Local Community Partnership (LCP)**

A group of organisations working together with people in districts, towns and parishes to plan and deliver services which improve the quality of people's lives (See Community planning)

### **Local development framework/Local development documents**

The local development framework should be a key component in the delivery of the community strategy setting out its spatial aspects where appropriate and providing a long term spatial vision. Local development documents should express those elements of the community strategy that relate to the development and use of land. (Planning Policy Statement 12)

### **Local Area Agreement**

A LAA is a three year agreement that sets out the priorities for a local area agreed between central government, represented by the Government Office, and a local area, represented by local authorities, local strategic partnerships, and other key partners at local level. The primary objective of an LAA is to deliver better outcomes for local people

### **Low carbon economy**

Carbon dioxide and other carbon-based gases are released to the atmosphere principally from the burning of fossil fuels, such as coal, oil and gas, for energy. A low carbon economy is one in which the release of carbon-based gases is reduced through improved energy efficiency, the use of renewable energies, reduced travel and local sourcing of products (See Carbon profile)

### **Low carbon fuels**

Fuels which can substitute for petrol and diesel and release minimum amounts of carbon into the atmosphere (See Carbon profile)

### **Migrant workers**

A person who is to be engaged, is engaged or has been engaged in work in a state of which he or she is not a national (United Nations).

Those who come to the UK intending to stay for at least a year and whose primary purpose in coming is to work

### **Mitigation (in relation to climate change)**

Action to reduce greenhouse gas emissions and limit the most severe impacts of climate change

### **Parish plan**

A document produced by local people to guide future development of services, facilities and amenities in their parish

### **Pathfinder**

A proposal from Dorset's local authorities for enhancing the multi-tier structure with a vision to provide a seamless delivery of public services and information built around and influenced by the citizens and communities that use them

### **Physical infrastructure**

The large-scale public systems, services and facilities that are necessary for economic activity, including power and water supplies, public transport, telecommunications, roads and schools

### **Private Finance Initiative**

A procurement mechanism by which the public sector contracts to purchase quality services on a long term basis so as to take advantage of private sector management skills incentivised by having private finance at risk

### **Public Information Point (PIP)**

PIPs are corporately branded display structures that have been designed to support public consultation or to provide key information messages about the work of the county council. Dorset County Council PIPs are sited in public libraries, in the reception area of County Hall, Dorchester and at Avon Heath Country Park

### **Quality of life**

A high quality of life is characterised by a more inclusive society in which the benefits of increased economic prosperity are widely shared, with less pollution and less wasteful use of natural resources

### **Supporting people**

The Supporting People programme offers vulnerable people the opportunity to improve their quality of life by providing a stable environment which enables greater independence. Dorset's Supporting People initiative is co-ordinated through the county council adult services directorate

### **Sustainability**

The UK aim is to 'enable all people throughout the world to satisfy their basic needs and enjoy a better quality of life, without compromising the quality of life of future generations'

### **Sustainability assessment**

The term describes an integrated evaluation of a proposal to consider the environmental, social and economic impacts and long term consequences in order to minimise any adverse affects

### **Third sector**

Community and voluntary organisations and social enterprises

### **Transport connectivity**

The local, regional, national and international transport connections that facilitate economic distribution and workforce mobility

### **Vision**

The ability to anticipate possible future events and developments. The DSP vision is defined by the statement 'a living thriving Dorset where everyone has a part to play in creating a better quality of life'

### **Zero carbon development**

Is defined as development that delivers zero net emissions (over the course of a year) of carbon dioxide into the atmosphere resulting from energy use in buildings (See Ecological footprint)

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# Annex I

## Regional Sustainable Development Framework – the Sustainability Shaper

### The South West's Mission for Sustainability

"People in the South West of England choose to live, work and prosper within environmental limits, pursuing justice and well-being and valuing diversity and distinctiveness."

### Principles

To achieve the South West's sustainability Mission a set of practical sustainability 'operating principles' have been developed for the region. These translate the UK's sustainable development strategy *Securing the Future*, which provides a set of national guiding principles. All the South West's ten sustainability Principles should be applied across all areas of activity in the region for the Mission to be achieved.

### Develop sustainability learning and skills

Explain and promote the 'what', 'why' and 'how' of sustainability and develop 'systemic thinking', professional skills and leadership to support sustainable solutions.

### Improve physical and mental well-being

Reduce health inequalities by supporting: healthy, balanced lifestyles; healthy homes and workplaces; clean, safe and green environments; and supportive and inclusive communities.

### Improve equality in meeting basic needs

Reduce inequalities (prioritising those most in need) in access to: decent and affordable housing; essential goods & services; an adequate income; and safe and satisfying employment, learning and leisure opportunities.

### Be resource wise

Cut consumption of resources and adopt high energy, water and resource efficiency at home and at work; maximise the use of local, renewable energy; minimise waste and prevent pollution.

### Support thriving low carbon economies

Boost competitiveness, business markets and employment opportunities by supporting a low carbon approach to innovation, enterprise and economic development in ways which meet local workforce needs. eg local renewable energy, sustainable construction and renovation, environmental technologies and local/regional supply chains

### Reduce high carbon travel

Use, promote and plan for low carbon access/travel. eg walking & cycling, home-working, mobile services, ICT/video-conferencing, online facilities, local multi-service centres, demand-responsive public transport and alternative fuels

### Use local and ethical goods & services

Use locally and ethically sourced goods and services - and strengthen local/regional supply chains - to boost our local economies and support people in other parts of the world.

### Enhance local distinctiveness & diversity including biodiversity

Protect and enhance our natural resources and biodiversity, culture and heritage and celebrate diversity and distinctiveness.

### Help everyone to join in public decision-making

Support wider, more informed participation in public and community decision-making to foster citizenship and involve people in the solutions to local and global challenges.

### Take a long term approach

Take into account the needs of future generations including mitigating and adapting to climate change. Ensure the genuine sustainability and success of what you do by pursuing integrated, lasting 'win-win-win' outcomes for society, the economy and the environment

# Annex II

12 for 2012



1. Improved transport infrastructure and access, with the Weymouth Relief Road open and in use, and an integrated road and rail based public transport system offering improved reliability and accessibility for road-based public transport serving Weymouth and Portland and more frequent and faster trains to and from Weymouth.
2. Creation of Europe's top international sailing venue at the Weymouth & Portland National Sailing Academy, including improved facilities and a new marina for the benefit of the whole of Dorset.
3. Increased participation by people of all ages in sport, play and leisure activities.
4. Increase in general levels of health and reduction in level of obesity in all ages of Dorset's population through more healthy, active lifestyles.
5. Weymouth and Portland becomes a centre of international marine and leisure excellence with a view to stimulating Dorset's economy, increasing wage levels and providing more year round employment.
6. Improved economic opportunities for wider Dorset, with access to quality employment, where young people can see they have a future.
7. Well trained and more highly skilled people in work or volunteering to support local communities and sustain the local economy well beyond the Games.
8. International recognition of Dorset as a desirable county to visit, that offers a warm welcome with improved customer care and quality service meeting international standards, backed up by high quality visitor accommodation.
9. A greater understanding of diversity and multiculturalism, including improved access and facilities in the area for visitors and local people with disabilities.
10. Sustain the enhanced international profile of Dorset and through this continue to develop interest in the Jurassic Coast World Heritage site, cultural activities and Dorset's economic offer.
11. Provide a stimulus to improvement in the social, cultural and economic fabric of Weymouth and Portland together with improving the supply of housing accommodation, including affordable housing.
12. Dorset to achieve a step change in its environmental and sustainability performance including energy and water use, waste & recycling, travel, food, materials and wildlife.



# Notes



Over one in five people of working age in Dorset have poor literacy and the same figure have poor numeracy skills.

Dorset has the largest proportion of retirement age people of all the counties and unitary authorities in England and Wales as well as the lowest proportion of pre-school age children.

Over the last 10 years (1994-2004) the number of people aged 20–29 has fallen by 26% in Dorset, twice the average for England & Wales.

Dorset's 'working age' population (males age 16–64 and females age 16–59) is set to remain constant and the numbers of elderly people to increase.

Just over half of the county is covered by "Area of Outstanding Natural Beauty" designations, and large areas have international protection for nature conservation.

Dorset has a higher ecological footprint than other parts of the south-west, but is at about the average for England. (This is a measure of what resources we use up.)

If you would like help with this information,  
for example in another language or a different  
format please contact:

Chief Executive's Office  
Dorset County Council  
County Hall, Colliton Park  
Dorchester, Dorset DT1 1XJ

## Bengali

যদি আপনি এই তথ্যের বিষয়ে কোন সাহায্য চান, অনুগ্রহ করে যোগাযোগ করুনঃ  
Chief Executive's Office (চিফ এক্সিকিউটিভের অফিস)  
Dorset County Council  
County Hall, Colliton Park  
Dorchester, Dorset DT1 1XJ

## Cantonese

如欲就本資料取得援助，請聯絡：  
Chief Executive's Office (行政總監辦事處)  
Dorset County Council  
County Hall, Colliton Park  
Dorchester, Dorset DT1 1XJ

## Polish

W razie pytań dotyczących niniejszej informacji prosimy o kontakt z:  
Chief Executive's Office (Biuro Dyrektora Naczelnego)  
Dorset County Council  
County Hall, Colliton Park  
Dorchester, Dorset DT1 1XJ