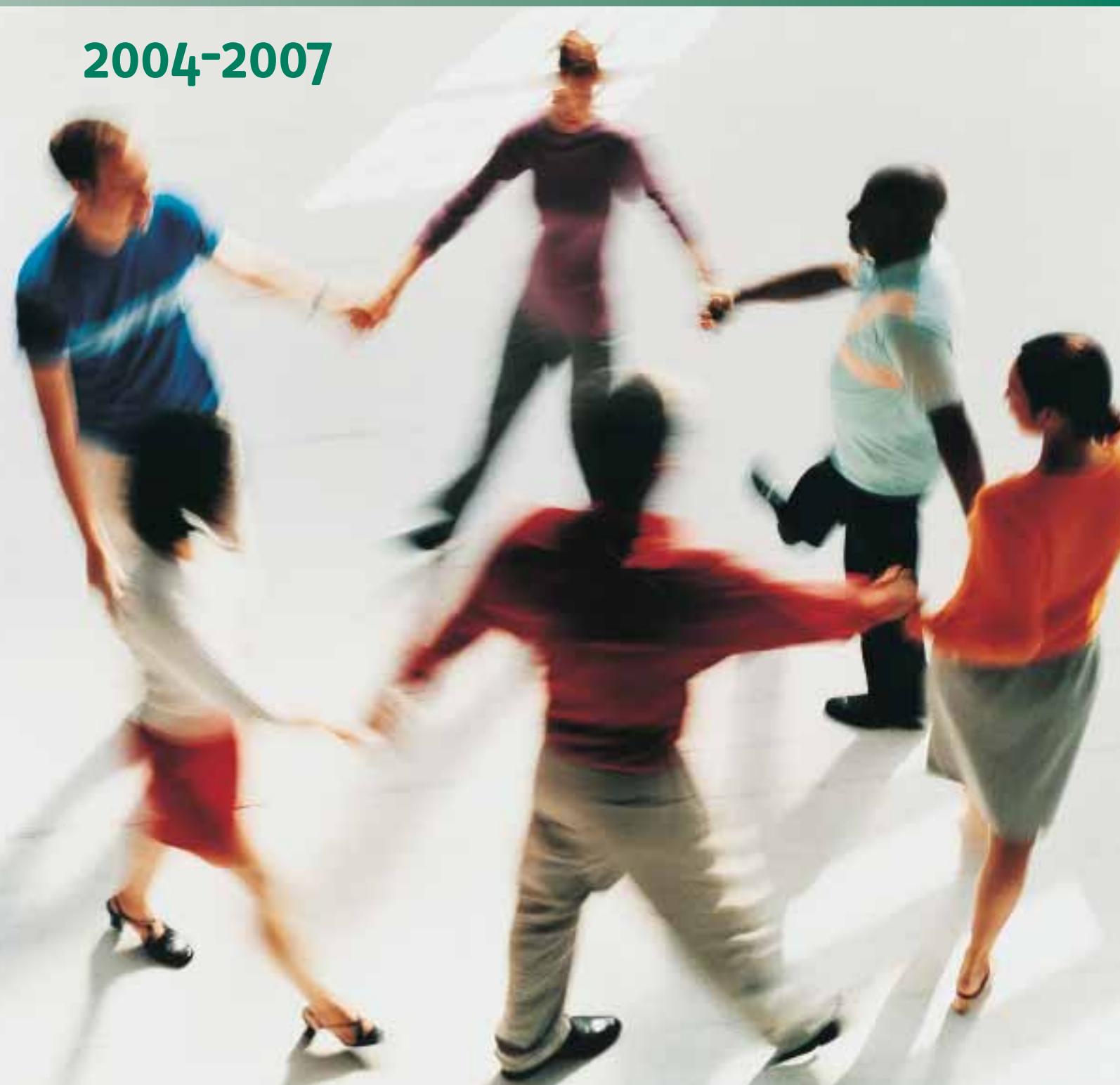


Oxfordshire Community Partnership Community Strategy

2004-2007



*“Working together to make a
difference in Oxfordshire”*

Oxfordshire
Community Partnership

Contents:

Foreword by Professor Graham Upton	3
Oxfordshire in the Future	4
A First for Oxfordshire	6

Ambition Groups

Key Workers and Housing	7
Safe and Supportive Communities	8
Transport	9
Economic Prosperity	10
Education and Lifelong Learning	11
Environment	12
Health and Wellbeing	13
Recreation, Culture and Leisure	14

Your Views on Oxfordshire	15
Developing and Delivering the Strategy	16
Future Consultation and How YOU Can Get Involved	17
Monitoring and Reporting Progress	18
Links between the County and District Partnerships	18

Appendices

OCP Steering Group Membership	19
Feedback Form	20
LSP Contacts	21
Alternative Formats	22

Welcome from the Oxfordshire Community Partnership

Foreword

This is Oxfordshire's first Community Strategy and is based around eight ambitions. Ambitions, because we are an ambitious partnership and want to make a real difference in these areas.

This document has been developed by the Oxfordshire Community Partnership on behalf of the people living and working in Oxfordshire. The Partnership brings together, for the first time, people from Oxfordshire's most influential organisations and groups, including Oxfordshire County Council, the two Universities, 5 District Councils, the Police, health officials and representatives from the business and voluntary groups.

**Our determined aim is simply:
"To improve the quality of life for
all of the people of Oxfordshire"**

Oxfordshire people have shaped the process throughout – to identify the key issues and concerns for the county. The result is the eight ambitions:

- Key Workers and Housing
- Safe and Supportive Communities
- Transport
- Economic Prosperity
- Education and Lifelong Learning
- Environment
- Health and Wellbeing
- Recreation, Culture and Leisure

This strategy is the starting point. We have set out our key priorities and actions and will publish details on how we get on in achieving them. New issues will be included in future strategies as important issues arise. Our aim is to work together to make a difference in Oxfordshire and by all of us working together we can make that happen.

We welcome your comments and ideas about the strategy and how it should evolve. Information on how to comment is at the end of the document.



**Professor Graham Upton
Chairman of Oxfordshire Community Partnership Steering Group
Vice Chancellor, Oxford Brookes University**



Professor Graham Upton

Oxfordshire is a remarkable place



Oxfordshire is beautiful and rich in history. Bordered by the Cotswolds and the Chilterns, and crossed by the River Thames and its tributaries, it has the historic city of Oxford at its centre, ringed by attractive and prosperous market towns.

Beyond these natural and architectural attributes, Oxfordshire enjoys a dynamic and modern economy. It is an educational, scientific and technological centre of excellence that benefits from the research and development activity of its outstanding universities.



Yet for all its success, Oxfordshire faces major challenges if it is to sustain and improve the quality of life for all of its residents. There is no room for complacency.

Oxfordshire faces significant problems created by its very success. The attractions of Oxfordshire as a place to live and work lead to acute and growing pressures on our transport infrastructure and to a demand for more house building in our countryside. Our businesses and services struggle to recruit and retain high quality people in the face of high house prices and labour costs.



Nor is Oxfordshire's economic success as great as it should be. To match the most successful parts of Europe we need to increase our productivity levels and help both young people and adults to improve their skills. As the most rural county in the south east of England, Oxfordshire needs improved electronic and transport communications and traditional rural industries are constantly challenged to adapt to changing times.

Oxfordshire in the Future

More than this, certain neighbourhoods in Oxfordshire's towns experience deprivation. In these areas there are high levels of crime, alcohol abuse and vandalism, and standards of health and educational attainment are low. There are not enough opportunities for young people in particular to take part in leisure and cultural activities. Helping all of the people and communities of Oxfordshire to share in its success is one of the biggest challenges that faces us.

These are the issues that have shaped this Community Strategy for Oxfordshire and its eight ambitions. They have been informed by a huge amount of information gathered from local people and organisations in surveys and consultations. Eight Ambition Groups have identified the actions they can take that will make a real difference and add value to what is already going on.

The Oxfordshire Community Partnership believes that by working together we can build on our strengths, tackle our problems and improve the quality of life for all.



A First for Oxfordshire



Ambition groups have worked together to identify their top priorities in each of the eight areas.

Three of the issues, those which have been raised most regularly as being important for people's quality of life, have been named as the

Partnership's top three ambitions:

- Key Workers and Housing
- Safe and Supportive Communities
- Transport

Although the eight ambitions highlight areas for action, everyone recognises that there are other key issues that play a part:

IT: widening access to IT and Broadband communications

Community Development: enabling everyone to participate in public decision making and increasing the strength of community life

Social Inclusion and Equalities: reaching out to ensure that everyone is included

Rural and Urban Aspects of Oxfordshire: balancing the needs of rural communities with the needs of the towns

Children and Young People: ensuring children and young people are consulted on issues, which directly affect them, or might affect them, in the future

These have been identified as key issues, which cut across each of the ambitions, and all of the ambition groups have been asked to consider these issues in developing their areas of work.

Key Workers and Housing



Our goal: To enable Oxfordshire’s employers to recruit and retain key staff more effectively through the implementation of housing

Ambition Group: Key Worker and Housing Ambition Group

Priority:	Our key action: We will:	Measures of success:
Access funding for key worker housing	Provide housing for key workers whose services are essential to Oxfordshire and who need to live within reasonable travelling distance of their work	A Key Worker Housing Scheme to be delivered by 2006
Assess how the cost of housing affects recruitment and retention of key staff	Commission a research study to ascertain key worker housing needs and demand in Oxfordshire	Research will be commissioned and completed by September 2004
Encourage and support innovative ways of providing key workers and affordable housing in urban and rural areas	Develop innovative mechanisms to secure key worker housing e.g. community land trusts	To advise major businesses of best practice by 2005

For more information:

Further information is available at www.oxfordshire.gov.uk or you can contact us via the details at the back of the document

Safe and Supportive Communities



Our goal: To make Oxfordshire safer by tackling anti-social behaviour, alcohol misuse, domestic violence and the needs of disaffected young people

Ambition Group: Action for Safer Communities Convenors Group

8

Priority:	Our key action: We will:	Measures of success:
Develop a countywide alcohol strategy	Increase the number of schools currently signed up to the proof of age scheme	A 15% increase in the number of schools that sign up to the proof of age scheme by March 2005
Provide a co-ordinated early response to domestic violence	Provide a map of victim-orientated activity and services within domestic violence in order to signpost victims towards the services they need	The mapping exercise will be completed by November 2004
Co-ordinate work with disaffected young people	Conduct a multi-agency commissioning process focusing on diversionary activities for 300 8-13 year olds	The process will be commissioned by September 2004
Help partnerships share information, data, and communicate better with each other	Identify data requirements and as a result, all safer communities groups will have accessible information	Requirements to be identified by March 2005

For more information:

Further information is available at www.oxfordshire.gov.uk or you can contact us via the details at the back of the document

Transport



Our goal: To promote joined-up, people-friendly travel throughout the county

Ambition Group: Transport Ambition Group

Priority:	Our key action: We will:	Measures of success:
Encourage businesses to promote sustainable methods of transport	Promote the business benefits of workplace travel plans among Small and Medium Enterprises	Launch event in Spring 2005 leading to an increase in the number of businesses with travel plans
Provide easy access to transport information	Install a real-time bus information system pilot on the Kidlington to Oxford corridor	In use by January 2005
Make public transport easier to use	Negotiate single ticketing at Park & Ride sites	Agreement reached by end of 2004
Improve public transport to and from market towns	Establish a network of bus services on key routes linking Oxford with the market towns with priority measures to ensure frequency and reliability	Core network and priority measures in place by 2007
Improve access to local services for people living in rural areas	Produce a Rural Transport Strategy	Strategy complete and being implemented by 2006

For more information:

Further information is available at www.oxfordshire.gov.uk or you can contact us via the details at the back of the document

Economic Prosperity



Our goal: To promote sustainable economic prosperity for all in Oxfordshire

Ambition Group: Oxfordshire Economic Partnership

Priority:	Our key action: We will:	Measures of success:
Promote economic development that is globally competitive, environmentally sustainable and socially inclusive	Develop a strategic approach to the collection and use of economic intelligence in order to review and update the Economic Development Strategy for Oxfordshire	An economic profile will be produced by December 2004 and the Strategy will be updated by April 2005.
Improve ICT broadband infrastructure	Monitor the provision and exploit the potential of the economic benefit gained from usage of broadband	Assess business and private take up annually
Strengthen the provision of advice and funding to business and social enterprises	Review the provision of advice and funding to different types of businesses and identify gaps in the provision of advice and funding to different size organisations and types in different parts of the county	Produce a report by April 2005

For more information:

Further information is available at www.oxfordshire.gov.uk or you can contact us via the details at the back of the document

Education and Lifelong Learning



Our goal: To enhance the quality of life, self-esteem and economic prosperity of Oxfordshire people by promoting lifelong learning

Ambition Group: Oxfordshire Learning Partnership

Priority:	Our key action: We will:	Measures of success:
Improve educational attainment in Oxfordshire schools	Improve GCSE A*-G results – in partnership with local authority schools	Aim to increase the number of children obtaining 5 GCSEs passes at grades A-G from 87% to 94.5% by 2005
Invest in Oxfordshire’s workforce through training	Ensure a range of appropriate learning opportunities are available and that learning is appropriate to meet the learner’s needs	A reduction in the number of people in Oxfordshire with qualifications below level 2 from 28% to 20% by 2006
Help adults improve their basic skills	Ensure the continuation and further development of basic skills at work projects in Small and Medium Enterprises and larger organisations	A reduction in the overall number of people in Oxfordshire with basic skills needs by 2006

For more information:

Further information is available at www.oxfordshire.gov.uk or you can contact us via the details at the back of the document

Environment



Our goal: To create the environment we want now, and for the future

Ambition Group: Oxfordshire's Environment Group

12

Priority:	Our key action: We will:	Measures of success:
Make Oxfordshire the cleanest county in the country	Implement the cleanest county campaign	There will be an increase in the level of community and local authority action to reduce littering and fly-tipping by 2005
Educate for a sustainable future in Oxfordshire	Support and publicise the Spring 2004 relaunch of the schools recycling scheme	A 25% increase in the number of schools in the schools recycling scheme by 2005
Promote sustainable local produce	Promote benefits of sustainable farming to consumers through the local food group website and promotion stalls at farmers markets	20% of entries in the local food directory using recognised sustainable methods e.g. organic by 2006
Support businesses to support the environment	Produce the environmental checklist and distribute to all forum members	At least 30% of appropriate OCP organisations to have committed to improving environmental performance and to have reported on this by completing the environmental checklist by 2005
Increase Oxfordshire's biodiversity	Offer farmers/landowners advice to ensure biodiversity is benefiting where possible	Increase in the % of farmers visited taking up environmental stewardship by 2006

For more information:

Further information is available at www.oxfordshire.gov.uk or you can contact us via the details at the back of the document

Health and Wellbeing



Our goal: To work together to improve the health and wellbeing of the people of Oxfordshire

Ambition Group: Chief Executives' Board

Priority:	Our key action: We will:	Measures of success:
Make it easier for people to access services	Identify our vulnerable ethnic populations and understand their experiences and difficulties in accessing health services	Pilot the model for ethnic monitoring by Spring 2005. Refine and roll out the model for wider use
Reduce inequalities in health	Target information, advice and support services for teenage pregnancies in areas of highest conception rates across Oxford City and the County	An increase in the number of teenage parents who are in work, and a reduction in the rate of teenage pregnancy
Help older people to stay independent longer	Develop a countywide falls prevention programme to maintain mobility and independence of older people	Reduce the number of falls suffered by older people

For more information:

Further information is available at www.oxfordshire.gov.uk or you can contact us via the details at the back of the document

Recreation, Culture and Leisure



Our goal: To develop high quality recreation, culture and leisure provision that is sustainable and accessible for all

Ambition Group: Oxford Inspires

Priority:	Our key action: We will:	Measures of success:
Improve facilities for and increase participation in all cultural activities, including sport	Develop festival culture across Oxfordshire, with the aim of mounting a countywide, year long, cultural festival celebration in 2007	Successful delivery of a year long, countywide, cultural festival in 2007
Help develop groups involved in culture and creativity in the voluntary and private sectors	Provide free consultancy, advice and training to up to 20 cultural sector organisations each year in areas such as organisational development, business planning, marketing and fundraising	Up to 20 cultural organisations a year to receive free consultancy, advice or training and to be reporting that this had a positive impact
Provide a voice for young people in cultural issues	By the end of 2007, to have improved the dissemination, sharing and use of information gathered by a variety of agencies and organisations through their consultation with young people on cultural issues	At least 10 agencies or organisations responsible for delivering cultural services to young people to be able to provide evidence that they have taken action in response to the issues raised as a result of consultation with young people
Promote public engagement with science and technology	Provide support for Oxford Trust's public engagement with science programme	By 2008, the Oxford Trust to be reporting an increase in the numbers of organisations providing opportunities for the public to engage with science, measuring against baseline data gathered by them in 2004

For more information:

Further information is available at www.oxfordshire.gov.uk or you can contact us via the details at the back of the document

Your Views:

Many people have contributed to the development of the Oxfordshire Community Strategy.

Everybody has a part to play in improving his or her quality of life. The more we can work together, the more we can achieve.

The eight ambitions in this document have emerged from an extensive consultation programme developed over the past two years.

Your views have been heard through various consultation exercises with the public and representative groups. For further information contact the OCP team (contact details at the back of the document).

Consultation on the Draft Community Strategy during January-March 2004 confirmed support for the eight ambitions with a clear message that Affordable Housing is the top priority.

Comments from the feedback included:

'...if my daughter has to move out of the village, then the shop she works in might have to close eventually for lack of staff'

> Being able to buy locally so that communities can thrive and develop

'...if we cannot recruit from outside, we need to make the maximum possible use of people who already live here to become part of our workforce...'

> Develop existing staff to their full potential and introduce targeted schemes to get people back into the workplace

'...Being able to live in a decent home is a basic requirement of quality of life...'

> The cost of living and renting in Oxfordshire is forcing people to live elsewhere

'...many rural areas do feel very isolated...'

> Must be able to access key services in rural communities

In relation to our key themes several changes have been made as a result of views expressed during the consultation phase:

- New priority under Environment: Increasing Oxfordshire's Biodiversity
- New priority under Transport: Improve access to local services for people living in rural areas

- Key Infrastructure Projects will be addressed under the Transport Ambition
- Recreation, Culture and Leisure now include sport and the promotion of public engagement with science and technology among their priorities

– Making It Happen

Oxfordshire Community Partnership’s job is to work out what the community wants and needs, and to develop this into an integrated strategy (The Oxfordshire Community Strategy) that has the active support of a wide range of partners. It is also responsible for helping to deliver and monitor the Community Strategy.

OCP brings together local authorities, the business sector, the voluntary sector, service providers outside local authorities (health, two Universities, Police) and local communities into a partnership that can address the long-term needs of the area.

This is happening through:

The Oxfordshire Community Partnership Forum:

- Operating as the consultative body of the Partnership
- Meeting in conference once a year to receive and comment on reports of progress within the partnership

Ambition Groups:

- Eight groups are responsible for progressing the Community Strategy’s priorities

OCP Steering Group:

- Acting as the strategic development, coordinating and reviewing arm of the Partnership

OCP Facilitators Network:

- All the chairs/lead facilitators of all the ambition groups meet on a regular basis to update each other on progress, look at cross-cutting issues and how they can work more effectively together



- and How YOU Can Get Involved:

The development of a strategy is not the end of the process. Now we must work as a partnership to ensure that action is delivered.

We will need to check that what we are doing still meets with what the community feels is important so we will be asking you and seeking feedback from you on a regular basis.

The Community Strategy will only succeed in its aim of making Oxfordshire a better place if local people take part. By stimulating ideas, interests and concerns and working with local people, the Partnership can develop, strengthen and refine the current priorities outlined in this strategy and develop future priorities and targets which better reflect local people's views.

Existing County Council consultation mechanisms such as the Citizens' Panel and the Residents' Survey will continue to be used to consult on the Strategy. New ways of reaching some traditionally harder-to-reach sections of the community will be developed. We will also work with the Sounding Board, a new Young People's consultative body, to ensure that the voices of children and young people are listened to.

You can get involved:

- By becoming a member of the Oxfordshire Community Partnership Forum
- By taking a particular interest in the work of an Ambition Group
- By joining the partnership to receive regular communications
- By keeping an eye on the website at www.oxfordshire.gov.uk
- By getting involved at a local level in your District Partnership

If you would like to get involved in the work of the Partnership then let us know!

Monitoring and Reporting Progress



18

All of the Ambition Groups have identified their main priorities with a key action point for each. However there is a more extensive range of action going on and further information will be available on the website.

We will produce an annual report on progress, which will be presented to partner organisations and be made available to forum members for information and comment.

This will focus on the key priorities and actions identified which the Partnership will be responsible for delivering and monitoring.

This will include reporting on a number of “Quality of Life” indicators. These will be based on those devised by the Government, and will measure the overall economic, social and environmental wellbeing of the county. If you would like information on these indicators then please log onto www.oxfordshire.gov.uk or contact the OCP team (details at the back of the document).

Links between the County and District Partnerships:

The Strategy is not a static document. There will be changes as we move forward and as we all learn from experiences. The need for a full review will be considered at each annual review.

In addition to the countywide LSP there are 5 district based Local Strategic Partnerships (LSPs) developing community strategies for their areas. The Oxfordshire Community Strategy concentrates on countywide issues whilst district strategies reflect on the particular needs and aspirations of local areas.

The 6 local authorities will work closely together to get the best for the people of Oxfordshire and avoid duplication of effort and wasting of resources.

Contact details for Oxfordshire Community Partnership and the District Partnerships are printed at the back of this document.

Oxfordshire Community Partnership Steering Group Membership March 2004

Professor Graham Upton (Chairman)

Vice Chancellor, Oxford Brookes University

Cllr Keith Mitchell (Vice-chairman)

Leader, Oxfordshire County Council

Cllr Paul Bizzell

Leader, Vale of the White Horse District Council

John Bridgeman

Chairman, Oxfordshire Economic Partnership

Alison Baxter

Director, Oxfordshire Council for Voluntary Action

Cllr Ann Ducker

Leader, South Oxfordshire District Council

Cllr Kester George

Chairman, Oxfordshire Association of Local Councils

Cllr Alex Hollingsworth

Leader, Oxford City Council

Derek Holmes

Editor, Oxford Times Newspaper

Bob Langton

Langton Associates

Sir Colin Lucas

Vice Chancellor, University of Oxford

Miranda Markham

Community Relations Manager, Bicester Village

Cllr Barry Norton

Leader, West Oxfordshire District Council

ACC Mike Page

Assistant Chief Constable, Thames Valley Police

Cllr George Reynolds

Leader, Cherwell District Council

Aziz Rahman

Restaurant Proprietor & Deputy Director General of the Bangladeshi British Chamber of Commerce

Ian Rodham

Commercial Manager, UKAEA

John Sailsman

Director, Oxfordshire Racial Equality Council

Ljuba Stirzaker

Director of Public Health,
Cherwell Vale Primary Care Trust

Dave Woodwark

Chairman, Oxfordshire Environment Group

Future Consultation and How YOU Can Get Involved

Oxfordshire's Community Strategy is based on the priorities of local partners and communities. To ensure we are keeping on track with local priorities, we greatly value your input.

Which objectives in this document do you strongly support?

Are there any other priorities you feel should be considered in future work?

20

If you would like to be included in future consultation on the Oxfordshire Community Strategy, please complete the boxes below:

Name

Organisation (if relevant)

Contact Address

Telephone

Email

OCP is committed to upholding the Data Protection Act

Please detach this page and return to:

Oxfordshire Community Partnership

C/o Sped Unit, Oxfordshire County Council, Speedwell House, Speedwell Street, Oxford OX1 1NE

For further information or to fill in this form online, visit: www.oxfordshire.gov.uk

Many thanks!

Community Strategy Contacts:

Oxfordshire Community Partnership

Claire Evans & Joanna McLaughlin, OCP Team

Tel: **01865 816029**

Email: **Oxfordshire.communitypartnership@oxfordshire.gov.uk**

Website: **www.oxfordshire.gov.uk**

Cherwell District Council

Helen Cox, Corporate Support Officer

Tel: **01295 221972**

Email: **Helen.cox@cherwell-dc.gov.uk**

Website: **www.cherwell-dc.gov.uk**

Oxford City

Gavin Musk, Strategic Policy Officer

Tel: **01865 252505**

Email: **feedback@oxfordpartnership.org.uk**

Website: **www.oxfordpartnership.org.uk**

South Oxfordshire District Council

Helen Crofts, Partnership Officer

Tel: **01491 823705**

E-mail: **partnerships@southoxon.gov.uk**

Website: **www.southoxon.gov.uk**

Vale of White Horse District Council

Anita Hutchins, PA to the Director of Social & Cultural Services

Tel: **01235 520202**

Email: **anita.hutchins@whitehorsedc.gov.uk**

Website: **www.whitehorsedc.gov.uk**

West Oxfordshire District Council

Mandy Smith, PA to Chief Executive

Tel: **01993 770286**

Email: **mandy.smith@westoxon.gov.uk**

Website: **www.westoxon.gov.uk**

Alternative languages

All of our publications can be made available in these languages:

English
Bengali
Chinese
Gujarati
Hindi
Punjabi
Urdu

Translation Unit Telephone Number: 01865 375515

22

Alternative formats of this publication are available on request. These include large print, Braille, audio cassette, computer disk and e-mail. Versions in other languages are also available. Please call 01865 375515

All of our publications can be made available in this language. English

আমাদের সব প্রচারপত্র সচরাচর পাওয়া যেতে পারে। Bengali

我們所有的印刷品均有這種語言的版本可供索閱。 Chinese

અમારા બધા પ્રદાશન આ ભાષામાં ઉપલબ્ધ થઈ શકે છે Gujarati

हमारे सभी प्रकाशन इस भाषा में प्रदान किये जा सकते हैं। Hindi

ਸਾਡੇ ਸਾਰੇ ਪ੍ਰਕਾਸ਼ਨ ਇਸ ਭਾਸ਼ਾ ਵਿਚ ਮਿਲ ਸਕਦੇ ਹਨ। Punjabi

ہماری تمام اشاعت اس زبان میں حاصل کی جاسکتی ہیں۔ Urdu

The Oxfordshire Community Partnership believes that by working together we can build on our strengths, tackle our problems and improve the quality of life for all.



“Working together to make a difference in Oxfordshire”

Oxfordshire Community Partnership
C/o Sped Unit, Oxfordshire County Council,
Speedwell House, Speedwell Street, Oxford OX1 1NE

www.oxfordshire.gov.uk

Design and print by The Limehouse Group www.limehouse.co.uk

Oxfordshire
Community Partnership