

Shaping Thurrock

Sustainable Community Strategy

Thurrock 2020

Short Vision

'Making Thurrock a place of Ambition, Enterprise and Opportunity to improve the quality of life for local people'

Foreword - Thurrock is Changing and Changing for the Better.

'Shaping Thurrock' is a partnership of public, private, voluntary and community organisations who are working together to create a better place for everyone to live, work and do business and to improve the quality of life for all Thurrock's residents.

Together, we want to make sure that by 2020, Thurrock is the dynamic heart of the Thames Gateway, a place of ambition, enterprise and opportunity where communities and businesses flourish, and where people are proud to be associated with the borough.

This Sustainable Communities Strategy sets out how we are stepping up our ambitions for Thurrock, addressing the impact of the global recession on the local economy and reducing inequalities.

Together we have developed a vision that will shape the borough for the future and, in this document, we outline what we want Thurrock to look like in 2020; how this will benefit local residents, businesses and communities and establish the priorities we are setting in order to deliver this vision.

Thurrock is a place of opportunity, but it also faces challenges. We are addressing both with an ambitious regeneration programme designed to transform the fortunes of those living, working and studying in the borough. We are already in a unique position as a key growth area in the Thames Gateway with projects already announced such as the Royal Opera House Production Park and National Skills Academy, and the London Gateway port facility and business park.

But we also need to recognise that whilst regeneration will bring jobs and economic prosperity, we also have to ensure that this is balanced with the protection of our environment and the conservation of our many natural assets. The way we implement our priorities will aim to achieve this balance whilst creating a vibrant local economy to provide employment and opportunity.

By 2020 there will be noticeable changes that will bring benefits and opportunities to Thurrock's residents, businesses and communities. Grays town centre will be the vibrant civic centre of the borough with a new higher education campus and community hospital. Purfleet will offer a cultural arts hub around the Royal Opera House development that will bring creative skills and learning and employment opportunities.

Tilbury and East Thurrock will be an economic hub not only for Thurrock, but the entire Thames Gateway region as a result of key projects at London Gateway and the Port of Tilbury.

In order to take advantage of these developments we need to ensure the residents of Thurrock are equipped to benefit from the new employment opportunities that will build economic prosperity to our area. This is why improving educational outcomes and increasing the skills of local people are a priority, and will enable residents to exercise more choice about their employment and the direction of their future careers. We believe that appropriately skilled and qualified residents will help attract new businesses to the area, and further add to prosperity.

Thurrock in 2020 will be a cleaner and greener borough which is safe and inviting for those who live, work and visit. Variations in life expectancy and in health conditions between different areas within Thurrock will have been reduced, we will ensure our health and support services are accessible and are of a high standard. Residents will be supported to live healthier lifestyles, enjoy greater access to open spaces and will be able to make use of the many leisure opportunities open to them.

There will be a renewed community spirit from Thurrock's residents as they get involved in making Thurrock the place they want it to be, and we will have much higher levels of community engagement. Individuals from different backgrounds will have a sense of belonging and we will have proud, tolerant and welcoming communities that respect diversity, heritage and culture where residents have high levels of overall satisfaction with the area in which they live.

Our vision for 2020 cannot be delivered by one partner or agency alone. It requires a real commitment from all partners to maximise our collective resources and to work towards a common goal to deliver real improvements to the lives of our residents. I am proud to be chairing the 'Shaping Thurrock' Partnership and leading the significant improvements that are underway which will capitalise on Thurrock's opportunities whilst tackling today's and tomorrow's challenges.

Cllr Garry Hague
Chair, Shaping Thurrock Partnership
Leader, Thurrock Council

Introduction

What is Shaping Thurrock?

'Shaping Thurrock' is a partnership of local organisations which work together to improve the quality of life for local people. (See appendix one for membership.) We are made up of the council, the police, NHS SW Essex and the Development Corporation, as well as representatives from local businesses, voluntary and community groups. We also work closely with many other local and regional organisations to shape Thurrock now and for the future with the ultimate aim of improving the lives of residents.

Vision and Priorities

'We want Thurrock to be at the dynamic heart of the Thames Gateway, a place of ambition, enterprise and opportunity, where communities and businesses flourish and the quality of life for local people is continually improving.'

To achieve this vision, we have identified five priorities:

1. To ensure a safe, clean and green environment.
2. To improve the education and skills of local people.
3. To encourage and promote job creation and economic prosperity.

4. To provide and commission high quality and accessible services that meet, wherever possible, individual needs.
5. To build pride, respect and responsibility in Thurrock's communities and its residents.

What is this document for?

Thurrock's Sustainable Community Strategy sets out to create a shared vision for the area and shared priorities to deliver this vision. It is the overarching document that shapes all the plans and strategies of partners delivering services in Thurrock drawing upon information and evidence about the key drivers of physical, economic, environmental and social change that have also been considered in the development of the Local Development Framework – a framework for spatial planning. This Strategy is also for everyone who lives, works and studies in Thurrock and who conducts business here – now or in the future.

It sets a common direction by creating a long-term vision for the local area and outlines what we all need to do to enhance the quality of life for people in the area.

Genuine support and enthusiasm from local people is vital to the success of this Strategy. Each year we will meet with local people and businesses to review the delivery of our priorities, to make sure we are meeting the needs and aspirations of our communities and to listen to what the people of Thurrock have to say.

What is a Sustainable Community?

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 and offer equality of opportunity and good, accessible services for all.

For Thurrock, this means our Sustainable Community Strategy contains a vision and set of priorities that are balanced and sustainable – economically, environmentally and socially. Though we want Thurrock to have a strong local economy with job opportunities for all, we don't want that to be at the expense of the environment. Although we are a key growth area, we need to invest in our physical and social infrastructure so that we meet the needs of existing and future generations yet minimise the environmental impact and reduce our carbon footprint.

Responsibility for creating sustainable communities can never rest with a single organisation. Achieving a sustainable community needs genuine, effective partnership between private business, the public sector, voluntary and community groups and individuals all working towards a shared vision.

The Sustainable Community Strategy is also informed by a number of existing national, regional and sub-regional policies and strategies including the East of England Regional Spatial Strategy and the Thurrock Thames Gateway Development Corporation Regeneration Framework and we will be working to ensure that they all achieve the vision and priorities set out below.

A Picture of Thurrock

Thurrock is a place of contrasts. Located on the north bank of the river Thames, east of London, it has 4 main towns and 20 communities situated in greenbelt (which makes up 60% of the

geographical area) semi-urban and heavy industrial environments. In 2009 the population is estimated at 152,000 and this is expected to grow by nearly another 40,000 over the next 20 years.

Thurrock is well-served by important transport links – the M25, the A13, the Dartford river crossing, the direct rail links to London - and the River Thames which borders the total length of the borough on its south side. The riverside and the ports have been an important part of Thurrock's history and continue to bring strengths and challenges as we set out our vision for the future.

Thurrock is delivering an economic-led regeneration programme that will see the creation of 26,000 new jobs and 18,500 new homes in the period up to 2021. will be accompanied by significant improvements to the local infrastructure. By 2020 Thurrock will have more young people with qualifications and many new jobs to offer them. The community will be comfortable with groups from different backgrounds living together. Our streets will be clean and people will be proud to say ***"I live in Thurrock"***

Resident Feedback

Our residents want to have more influence over their area and what is provided. In a borough-wide survey last year 73% of respondents felt they had no influence over decisions that affect their area and nearly 30% said they would like to be more involved. Nearly half of our residents also felt that people from different backgrounds did not get on well together. We know we need to change this and by 2020 more residents will feel they can influence decisions and live and respect each other in their local communities.

We held workshops with some residents to explore what would most improve the quality of life of residents across the borough and to test whether our priorities matched those of the local people who came to these meetings. The priorities were supported by those who attended but local people were concerned about the extent of the developments currently taking place in the borough and their lack of involvement in the decision-making around these developments. They also felt that the focus was on new business and new house development and they wanted more attention paid to those who currently live in the area and services they receive. Many felt that existing houses, schools and local transport needed improving to enhance the lives of current residents and if more people moved to the borough the infrastructure required yet further investment.

The main issues raised by citizens concerned safety and the need for more positive activities for children and young people. Everyone expressed support for a "safe, clean and green environment" and saw this as the most important priority and would like to see it as the number one priority in the strategy.

Delivering the Priorities - what Thurrock will look like in 2020

1. To ensure a safe, clean and green environment

- Residents will **be** safe in their homes and in the community and will **feel** safe wherever they are in the borough.
- Children, young people and adults will be kept safe from harm and neglect.
- Residents will feel confident in the response of the police and the local authority to their safety concerns.
- People who misuse drugs and alcohol will be supported to make positive change in their lives for their own benefit and for that of their families and community.

- Our streets and parks will be clean and well maintained.
- More residents will be using Thurrock's high quality and well connected green spaces.
- Residents will recycle compost and reuse more materials.
- More homes and businesses will have reduced their carbon emission and Thurrock will be better prepared for the impact of climate change.
- The natural environment will be protected, enhanced and celebrated.

2. To improve the education and skills of local people

- We will improve the educational attainment of Thurrock's children and young people and increase participation rates of young people entering further education, apprenticeships and training.
- In order to adapt to a changing economy Thurrock's adults will be supported and encouraged to improve their educational attainment and obtain new, or higher level, qualifications and training
- Children, young people and adults will be supported to take responsibility for their future including making healthier choices about lifestyle.
- For young people and adults, we will narrow the gap in educational attainment between the most and least disadvantaged areas and groups
- Partners will work with local employers and schools to ensure that local people of all ages have the confidence and the skills that current and future businesses need.
- As young people and adults become better educated and a more skilled workforce develops, these will be key drivers in businesses locating to Thurrock.
- Local people will have the opportunities to develop new skills so that they can benefit from good salaries that businesses pay for skilled workers.

3. To encourage and promote job creation and economic prosperity

- Capitalising on Thurrock's strategic assets and strong business base, new job opportunities will be created within existing, and new, industry sectors to provide more choices and higher paid employment for Thurrock residents
- Local businesses will be supported to be sustainable, innovative and prosperous.
- The physical, social and community infrastructure will be sufficiently developed to support and facilitate regeneration and economic growth.
- Major investment projects, such as London Gateway, the Royal Opera House production park, and the expansion of Lakeside will be actively supported to ensure they are successful.
- Roads, public transport networks and housing will be enhanced so that local people have better access to employment opportunities, other amenities and affordable housing.
- More local people will receive support to start their own businesses.
- Those who struggle to enter the workforce will be supported so that they can find regular employment.

4. To provide and commission high quality and accessible services that meet, wherever possible, individual needs

- Services will be redesigned to give residents increased choice. Services will be tailored to meet their needs and aspirations, and we will aim for accessible, seamless, responsive and high quality services.
- Health and social services will be increasingly joined-up and will include a range of prevention and specialist support at times when these are needed.

- Residents will be encouraged to take personal responsibility and control over meeting their needs including adopting healthier lifestyle choices.
- Residents' health improves across the borough and the health inequality differences between areas are reduced
- Thurrock's Third Sector will be thriving and providing high quality services according to identified needs.
- Residents and businesses will have a say in how services are delivered and will feel confident that partners are actively listening and responding to their concerns.
- People of all ages will feel that public services are provided fairly and they are treated with respect.

5. To build pride, respect and responsibility in Thurrock's communities and its residents.

- We will aim to communicate better with Thurrock residents so they are able to understand, inform and influence decisions in their local area
- Publicly-funded services will encourage and listen to the voices of our communities
- Communities will be empowered and informed, and able to have their say, and be involved, in local decision making
- Thurrock will have proud, tolerant and welcoming communities that respect diversity, heritage and culture.
- Individuals from different backgrounds will have a sense of belonging in Thurrock communities
- Thurrock residents will be encouraged to take personal responsibility for their own and their communities' well-being.
- Active citizenship and volunteering will be celebrated and encouraged by all publicly-funded services.

How are we going to deliver our priorities?

Thurrock 2020 will be delivered through the 'Shaping Thurrock' Partnership, which brings together many partners who deliver and commission services in Thurrock. To ensure that the partnership does what is needed to achieve this vision, the Partnership has an Executive Board that brings together the Chief Executives from Thurrock Council, NHS South West Essex, Thurrock Thames Gateway Development Corporation, Thurrock Council for Voluntary Service and the police Chief Superintendent for Basildon and Thurrock. The structure of the Partnership is shown in Appendix 2.

We will be accountable to the local community through an open forum to be held each year – where people can ask questions about achievements and which will provide an opportunity to influence future plans. Our partnership meetings will be open and we will produce an annual report to document the previous year's progress against the Sustainable Communities Strategy. This report will also be presented to a meeting of the local council - which is also open to the public.

The Partnership will publish delivery plans that outline the actions that will deliver each priority for which the Programme Boards will be responsible. These will be published and made available for local people and businesses. The actions within the plans will be formally updated every twelve months to ensure the Partnership is on track to deliver the vision and priorities.

The priorities contained within Thurrock 2020 will also be delivered through Thurrock's Local Area Agreement – an agreement which is negotiated with government every three years to deliver both central government priorities and those of the local area. We will also deliver the vision through the plans and strategies produced by all partners. (See appendix three.)

This Strategy will provide the framework for the development of all future policies of the partners within the Shaping Thurrock Partnership.

But, to successfully deliver our vision, we need the support of residents, businesses, community, voluntary and faith groups. Everyone has a role to play in making Thurrock a place of 'ambition, enterprise and opportunity' and we will try to make sure as many are informed and involved as possible.

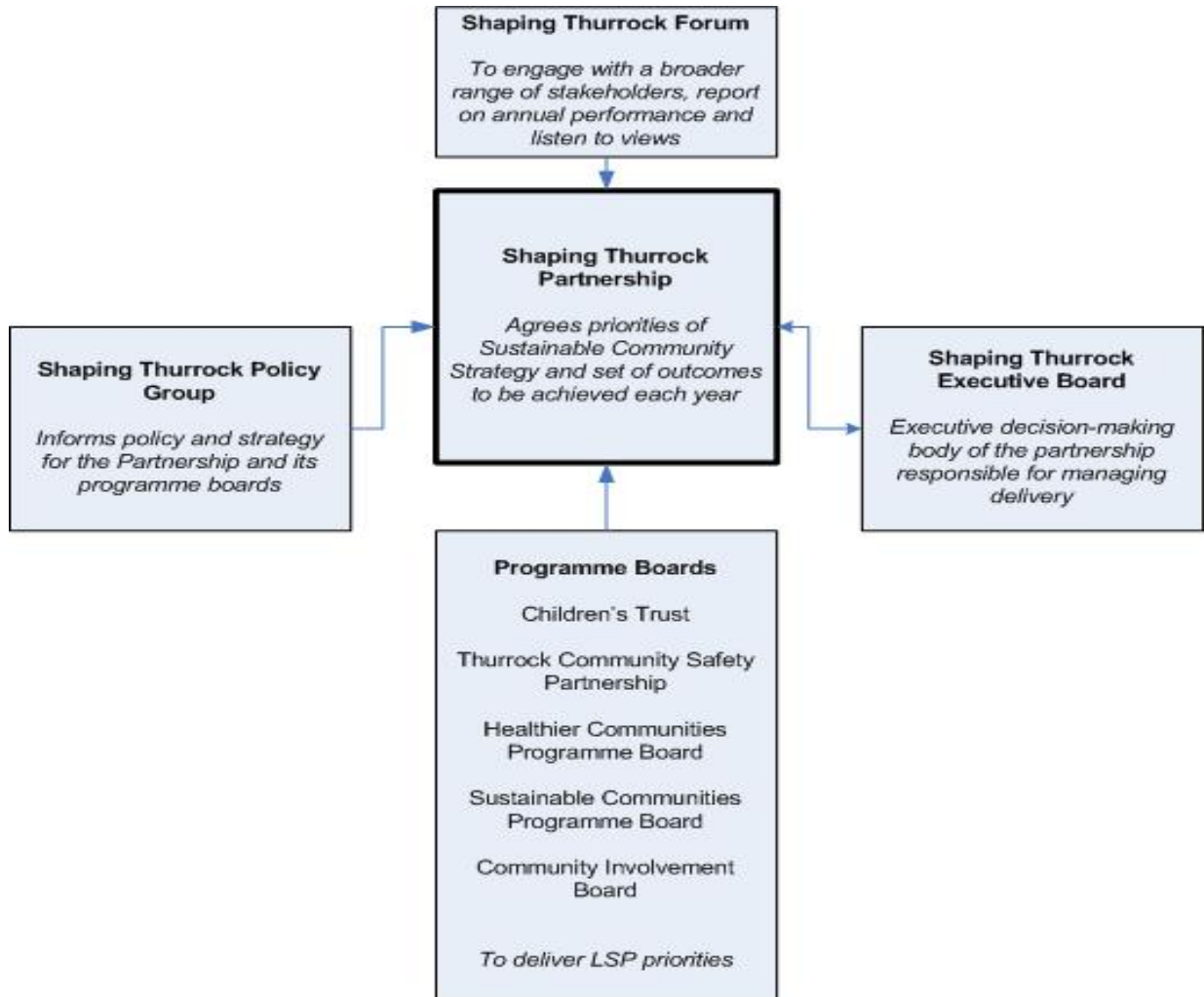
Appendix 1 – Shaping Thurrock Partnership - Membership

Age Concern	Orsett in Bloom
Alzheimer's Society	Palmer's College
Anglia Ruskin University	Parent Representatives
Arriva Southern Counties	Parentline Plus
Arts Council England, East	Pixelwork
Basildon and Thurrock University Hospitals NHS Foundation Trust	Remade Essex
Business Link	Royal Opera House
Capital Shopping Ltd	Royal Society for Protection of Birds
Clean and Green Thurrock	RWE Npower
Community Drug and Alcohol service (CDAS)	SERICC
Connexions	South East Essex College
Coram	South Essex Partnership NHS Foundation Trust
Creative and Cultural Skills NSA	SPEAC
Davy Down	Speaking Up
DfT	Special Needs Activity Club
Drug and Alcohol Action team (DAAT)	Sport England
East of England Development Agency (EEDA)	TAG
East of England Regional Assembly	Thurrock Secondary & Special School Headteachers
Energy Saving Trust	Thames Chase
Ensign Bus Company	Thames Estuary Partnership
Environment Agency	Thames Gateway South Essex Partnership
Essex EEAC	The Crown Prosecution Service
Essex Fire and Rescue Service	The Junction – UK
Essex Fire Authority	The Pension Service
Essex Gay Men	Thurrock Adult Community College
Essex Police	Thurrock and Basildon College
Essex Police Authority	Thurrock Arts Council
Essex Probation	Thurrock Association of Secondary Schools
Essex Water	Thurrock Biodiversity Action Group
Essex Wildlife Trust	Thurrock Business Association
Federation of Small Businesses	Thurrock Community Empowerment Network
First Essex Buses Limited	Thurrock Council
Groundwork Trust	Thurrock Council for Voluntary Service (CVS)
Hamelin Trust	Thurrock Disability Network

Heritage Lottery Fund	Thurrock Gateway South Essex Partnership
Highways Agency	Thurrock Heritage Forum
Impulse Leisure	Thurrock Libraries, Heritage and Cultural Services
Job Centre Plus	Thurrock Local Enterprise Agency
Land Restoration Trust	Thurrock MIND
Learning and Skills Council	Thurrock Over Fifties Forum (TOFF)
Link-Ed	Thurrock Play Network
Local Involvement Network	Thurrock Primary Head Teachers
Londonlines	Thurrock Racial Unity Support Taskgroup
Natural England	Thurrock Reuse Project
Neighbourhood Watch	Thurrock Sports Council
Network Rail	Thurrock Thames Gateway Development Corp.
Nextstep IAG Essex	Thurrock Women's Aid
Ngage	Thurrock Christian Fellowship
NHS South West Essex	Thurrock's Community Forums
NOVA Work Based Learning Consortium	TRUG
NSPCC	Victim Support
One Community Development Trust	University of East London
Open Door	University of Essex
Faith Groups	Uniserve Group
	WRAP

Appendix 2 – Shaping Thurrock Partnership – How we are organised

The following diagram shows how the partnership is organised. We have also provided contact details (below) so that if anyone wants to get involved in any way to help us deliver our vision they can speak to a key member of the Partnership staff.



Contact LSP Co-ordinator, Kerry White, kwhite@thurrock.gov.uk or 01375 652492

Appendix 3 – List of Plans which will help deliver each priority:

Priority 1 – To ensure a safe, clean and green environment

- Waste Strategy
- Greengrid Strategy
- Local Development Framework
- TTGDC master plans
- Neighbourhood Renewal Strategy
- Thurrock Community Safety Partnership Strategy
- Prolific and Priority Offender Strategy
- Harm Reduction Strategy
- Alcohol Harm Reduction Strategy
- Treatment Plan
- Thurrock Council's Community Safety Strategy
- Thurrock Housing Strategy
- Thurrock Transport Strategy
- Carbon Management Plan
- Climate Change Plan
- Road Safety Strategy

Priority 2 – To improve the education and skills of local people

- Children and Young People's Plan
- 14-19 Education Plan

Priority 3 – To encourage and promote job creation and economic prosperity

- Regeneration Framework
- Economic Development Strategy
- Business Engagement Strategy
- Local Development Framework

Priority 4 – To provide and commission high quality and accessible services that meet, wherever possible, individual needs

- Framing our Future Together - Older People's Plan
- NHS South West Essex Strategic Plan 2009 - 2014
- Commissioning World Class Primary and Community Care 2009 – 2014
- Health Inequalities Strategy
- Adult Social Care Performance Improvement Plan 2009/10
- Adult Social Care Commissioning Strategy 2009/10

Priority 5 – To build pride, respect and responsibility in Thurrock's communities and its residents

- Community Engagement Toolkit and Strategy
- Thriving Third Sector Strategy
- Communities Together: A Strategy for Thurrock

- Thurrock Council, Adult Social Care – Volunteering Strategy
- Thurrock Compact
- Neighbourhood Renewal Strategy

Overarching plans and strategies for Shaping Thurrock

- Pan-Essex Joint Strategic Needs Assessment 2009-2012
- Health and Well-being plan 2009/10
- Annual Report of the Director of Public Health, South West Essex PCT 2008
- Thurrock Accessibility Plan
- Thurrock Municipal Strategy
- East of England Skills and Competitiveness Strategy