

Growth & Infrastructure

New development will place additional demands on the district's physical and social infrastructure. Dealing positively with this growth will help to deliver sustainable communities. It is essential that growth is appropriately directed and opportunities are maximised. A key challenge for Huntingdonshire will be to ensure that the infrastructure, transport network and community/leisure facilities in new or expanded communities meet demand and that the growth in jobs matches new housing and addresses previous imbalances. In order to deliver sustainable communities it is also important that growth in housing maximises the opportunities for affordable homes

Outcomes:

- Sustainable patterns of growth and development
- Sufficient housing to meet future needs
- Appropriate business infrastructure to support sustainable growth of the economy and reduce out commuting
- An upgraded and managed transport network, including public transport to service existing and growing communities effectively and safely.
- Enhanced market town centres that serve their surrounding area
- Appropriate flood risk management, sustainable water supply and sufficient provision of utilities including the development of local renewable sources of energy
- Improve health, education/learning, training, community, leisure and local and strategic open space through the appropriate provision of facilities to meet current and future needs
- New and upgraded homes and other buildings which are well designed, well maintained and contribute to lowering carbon emissions

Sustainable patterns of growth and development

- Ensure appropriate policies and plans are in place to meet the infrastructure needs
- Ensure effective and realistic delivery plans are in place

Sufficient housing to meet future needs

- Ensure an appropriate supply of new housing to at least meet RSS targets
- Increase supply of affordable housing (including key worker)
- To reduce the occurrence of homelessness

Appropriate business infrastructure to support sustainable growth of the economy and reduce out commuting

- Ensure land, premises and infrastructure are available for the development of key sectors to support economic growth, including:
 - Advanced manufacturing
 - Environmental technologies
 - high tech industries such as telecommunications; and
 - creative industries

An upgraded and managed transport network, including public transport to service existing and growing communities effectively and safely.

- Enhanced strategic highway capacity and safety
- Improved public transport
- Enhance the physical integration of bus/train/taxi/cycle/pedestrian services (including provision for people with mobility issues)
- Increase cycle and footway networks (particularly to key services in towns and villages)
- Develop improved access to services and facilities by community-based transport

Enhanced market town centres that serve their surrounding area

- Appropriate re-developed and new floor space to enable an improved mix of retail, leisure, commercial, cultural and public facilities
- Enhanced public realm
- Appropriate level of managed car parking

Appropriate flood risk management, sustainable water supply and sufficient provision of utilities including the development of local renewable sources of energy

- Appropriate flood risk management measures in place
- Develop capacity for renewable energy
- Sustainable water supply
- Develop utility provision including ICT (Broadband capacity)

Improve health, education/learning, training, community, leisure and local and strategic open space through the appropriate provision of facilities to meet current and future needs

- Provide appropriate cultural, leisure and community infrastructure
- Provide appropriate local green, recreational and open space
- Provide appropriate networked strategic green open space
- Provide appropriate health and social care infrastructure
- Provide appropriate life-long education/ learning and training facilities

New and upgraded homes and other buildings which are well designed, well maintained and contribute to lowering carbon emissions

- Ensure the building of new homes and commercial/public premises comply to zero carbon standards by 2016 and Lifetime Home Standards
- Improve energy and water efficiency of existing homes, commercial and public buildings
- Ensure design and location of public services as far as possible reduce carbon emissions
- Ensure design and location of community services as far as possible reduce carbon emissions
- Well maintained/decent homes
- Conserved heritage assets

Health & Wellbeing

Promoting health and wellbeing, protecting health and intervening to improve health and high quality health care are key to maintaining sustainable communities. To achieve this, the partnership will need to address health inequalities, intervene to alter situations with negative health impacts, promote healthy lifestyles, ensure well maintained (decent) homes and provide/promote opportunities for active leisure and cultural activities

Outcomes:

- **Appropriate culture and leisure opportunities**
- **Reduced health inequalities**
- **Individuals choose healthy lifestyles**
- **Reduced accidents**
- **Increased opportunities for vulnerable people to live independently**

Appropriate culture and leisure opportunities

- Develop culture & leisure opportunities
- Provide accessible opportunities - things to do, particularly Children and Young People and those with disabilities
- Address play needs as identified in the Play Strategy
- Address culture needs as identified in the Cultural Strategy
- Promote awareness of active leisure activities
- Improve access to the countryside and green space
- Provide arts and entertainment including performance exhibition spaces
- Enhance access to heritage
- Provide good quality and quantity of leisure services including modernisation
- Ensure sufficient quality and quantity of indoor and outdoor sporting infrastructure

Reduced health inequalities

- Narrow the gap of inequalities between areas in the district

Individuals choose healthy lifestyles

- Reduce the number of people who smoke
- Tackle obesity – improve nutrition and physical exercise in children and adults
- Promote active and healthy lifestyles
- Reduce alcohol and drug misuse
- Improve sexual health
- Promote mental health well being
- Reduce teenage pregnancies

Reduced accidents

- Reduce workplace accidents
- Prevent falls by older people
- Prompt and efficient disabled facilities grants/adaptations

Increased opportunities for vulnerable people to live independently

- Promote the independence of older people
- Increase provision for homeless and young people
- Support the housing needs of other vulnerable groups where appropriate

Environment

To reduce emissions of carbon and other greenhouse gases we must focus on a more balanced transport system with an emphasis on reducing travel demand and increasing sustainable modes of travel, and also look to influence the way energy is used and produced in the District. By focusing our efforts on vulnerable groups we help protect them from the impacts of fuel poverty.

It is important to safe guard both the urban and rural heritage of the District, to protect the quality of green space and ensure adequate provision for present and future generations. We must make this environmental capital accessible to all, while realising its economic potential for the benefit of visitors and residents alike.

We all have concern for our local environment – the places in which we live, work and play. Our streets, local park, village or town, as well as the organisations and businesses that we work within, all impact on the environment. We must maintain our local environment to a high standard, while at the same time reducing our impacts on the broader global environment

Outcomes:

- **Mitigate and adapt to climate change**
- **Efficient use of resources**
- **An environment that is protected and improved**

Mitigate and adapt to climate change

- Increase energy efficiency
- Encourage renewable energy
- Reduce travel and emissions to air
- Adaptation to climate change

An environment that is protected and improved

- Reduce contaminated and polluted land
- Protect & enhance biodiversity & open space
- Protect and enhance urban & rural character
- Maintain a clean & safe Huntingdonshire

Efficient use of resources

- Encourage sustainable purchasing
- Efficient water use
- Make the best use of land
- Reduce waste

Children and Young People

Outcomes:

- **Services that are designed and evaluated by children and young people**
- **Effective and sustained support is available for all parents and carers especially those that are vulnerable and/or have vulnerable children and young people**
- **Safe, accessible, positive activities for children and young people**
- **A safe clean environment for children and young people**
- **Positive images of children and young people**
- **Education and training opportunities for all children and young people**

Services that are designed and evaluated by children and young people

- Develop structures to facilitate children and young people's active involvement in delivery of services
- Encourage and support children and young people's active involvement in the implementation of the Sustainable Community Strategy
- Monitor the impact of children and young people's active involvement; ensure feedback and develop an evidence base

Effective and sustained support is available for all parents and carers especially those that are vulnerable and/or have vulnerable children and young people

- Develop sustainable support for vulnerable parents/carers and families
- Develop frameworks for involving parents and carers in the delivery of services and monitor impact
- Develop a balance of 1:1 and group support

Safe, accessible, positive activities for children and young people

- Increase the range of opportunities for children and young people to meet in informal and safe environments
- Improve access to existing facilities
- provide opportunities for leadership and volunteering and peer mentoring for young people

A safe, clean environment for children and young people.

- Develop local initiatives to improve the environment for children and young people
- Address fear of crime

Positive images of children and young people

- Bridge the generation gap
- Encourage positive images of children and young people

Education and training opportunities for all children and young people

- Raising the aspirations of children and young people
- Develop training and employment opportunities based on the needs of young people

Inclusive, Safe and Cohesive Communities

Huntingdonshire has relatively low levels of deprivation. However, there are some small pockets of deprivation that need to be addressed. Huntingdonshire also experiences relatively low levels of crime, but in order to make our communities 'safe', we need to reduce crimes such as burglary, violence against the person and acquisitive crime and address anti-social behaviour and reassurance. In order to create successful cohesive communities it is important to promote active communities with opportunities for cultural, leisure, community and volunteering activities. It is vital that we ensure the delivery of good transport services and communication linking people to jobs, health facilities and other services and that we ensure the availability of information, advice and guidance.

Outcomes:

- Accessible services for all
- Appropriate community transport
- Vibrant and cohesive communities
- Reduced anti social behaviour
- Reduced crime
- Reduced fear of crime
- Good opportunities for life long learning
- Effective neighbourhood management in appropriate communities
- Better working with young people
- Appropriate lifestyle opportunities for older people

Accessible services for all

- Increase access to services for young and older people and in rural areas
- Promote different ways of providing services in communities
- Ensure access to information, advice and guidance

Appropriate community transport

- Affordable transport for job seekers, young people and those on low incomes

Vibrant and cohesive communities

- Promote community based/run activities
- Promote community involvement
- Address the needs of migrant workers and non settled communities including gypsies and travellers
- Address the needs of existing communities where a change in population occurs
- Engage with new and developing communities
- Provide specialist support

Reduced anti social behaviour (inc. criminal damage)

- Reduce alcohol related anti social behaviour
- Address anti-social behaviour
- Reduce vehicle related anti social behaviour

Reduced crime

- Reduce alcohol and drug misuse
- Reduce re-offending
- Reduce the incidences of violence against people including domestic abuse

Reduced fear of crime

- Promote safer by design

Good opportunities for life long learning

- Support and increase the capacity of learning communities and facilities for out-reach learning
- Increase access to formal and informal learning opportunities
- Provide opportunities for family learning
- Address the lack of basic skills
- Promote opportunities for local people to improve or gain skills through cultural, leisure and volunteer activities

Effective neighbourhood management in appropriate communities

- Implement neighbourhood management in Ramsey, Oxmoor and Eynesbury
- Investigate neighbourhood management in other communities
- Promote the engagement of communities in the provision and running of services.

Better working with young people

- Engage with young people
- Reduce the risk of young people being victims
- Reduce the risk of young people perpetrating crime

Appropriate lifestyle opportunities for older people

- Appropriate lifestyle opportunities for older people
- Provide opportunities for lifelong learning

Economic Prosperity

To maintain a flourishing and diverse local economy, it is vital that we increase investment in our local economy. Dynamic job and business creation will benefit the local community and provide a wide range of employment opportunities. It is important that we maintain a high level of business support, promote the development of key growth sectors, maintain the economic viability and vibrancy of our town centres and ensure that skill levels support economic prosperity. Previously, housing and population growth has outstripped job growth and it is important that this imbalance is addressed to maintain and develop our flourishing economy

Outcomes:

- **A comprehensive level of business support**
- **An appropriate physical infrastructure to support sustainable growth of the economy**
- **Skills that support economic prosperity**
- **Vibrant town centres**
- **Increased visitor numbers**
- **Well developed key growth sectors**

A comprehensive level of business support

- Co-ordinate the delivery of advice and support for new start ups
- Ensure the availability of general business services and advice across the district
- Ensure specific business advice, for key growth sectors, rural businesses, young people, migrant workers and businesses looking to re-locate here
- Enable the growth of small and medium sized businesses
- Ensure appropriate (de) regulation
- Promote strong business to business networks
- Develop appropriate services and support for businesses already in the district and those looking to locate within Huntingdonshire

An appropriate physical infrastructure to support sustainable growth of the economy

- Improve public transport
- Improve transport networks for business
- Ensure land and premises for economic growth
- Improve ICT broadband/capacity

Skills that support economic prosperity

- Meet skill shortages
- Address skills for the future, particularly in key growth sectors
- Maximise opportunities for workplace learning and training
- Promote learning and training opportunities for people in deprived communities and those who are long term out of work
- Seek investment opportunities for learning and skills development
- Increase retention of young people in learning and training
- Promote vocational opportunities for young people
- Ensure the readiness and transition of young people to work

Vibrant town centres

- Increase the number of people using town centres
- Encourage residents and businesses to buy local produce and services
- Increase the retail offer and mix
- Improve the evening economy
- Enhance town centre environments

Increased visitor numbers

- Encourage local people to visit local attractions
- Encourage business visitors
- Market Huntingdonshire to prospective businesses
- Improve the mix of attractions, facilities and leisure opportunities
- Develop attractions and services for visitors, specifically overnight stay visitors

Well developed key growth sectors (Creative Industries, Environmental Science, Technologies, High Value Manufacturing and Hi-Tech Enterprise)

- Develop business support and promote training for individuals and businesses
- Improve the development of networks for collaboration and the fostering of supply chains
- Cultivate a dynamic cluster within each key sector
- Harness the world-class expertise of our key sectors and utilise for growth
- Encourage employment creation within the sector both in the market towns and rural areas of our district

