



STRATFORD-ON-AVON DISTRICT COUNCIL

WELL-BEING STRATEGY

Consultation Draft MAY 2007

Amended July 2007

PURPOSE OF STRATEGY DOCUMENT

The purpose of this document is to review quality of life data for the District. Having reviewed the data, the document will outline the strategy for maintaining and improving the quality of life through to the year 2012.

EXECUTIVE SUMMARY

The d Well-being Strategy for the Council has been adopted following consultation with strategic partners. It is divided into three parts; the role of the well-being strategy; the strategy to the year 2012; and a Performance and Resource Statement.

Well-being is the subject of major governmental and public interest. Legislation is evolving and being strengthened to take account of new technology and increasing scientific knowledge of the effects of man's activities on the environment. The strategy document seeks to take account of this rapidly changing scene and presents the medium term agenda to 2012 for the District. The strategy makes use of the knowledge gained from its recent review of partnerships and how they work.

Stratford on Avon District Council considers that improving well-being is the cornerstone of the District's Community Plan and Corporate Strategy. Given the number of factors that impact on well-being it is important to design a strategy to target actions based on evidence and where there will be the most effect, particularly with a finite level of available resource. Environmental, social and economic well-being are interdependent so action is needed in all aspects to improve the quality of life for residents, visitors and businesses.

The Council considers its staffing and resource arrangements on an ongoing basis and, while this strategy covers the work of many Council services, the current and anticipated workload has been reviewed. It is clear if services are to be developed further, additional resources may be required. However no increase in resources is being sought at this time. Full account will be taken of the developing agenda for 'place-shaping' and the proposals contained in emerging local government legislation, so as to ensure any 'well-being' services provided are effective and represent optimum value for money. The aims and objectives of the strategy are to achieve an improvement in the quality of life (well-being) of the District's residents, businesses and visitors to meet emerging needs and wishes.

The strategy has been drafted in the context of the District Community Plan, the Council's Corporate Strategy and Warwickshire Local Area Agreement. Actions that are planned will give Stratford residents, businesses and visitors (including the temporary student population) an even better quality of life and experience. The well being strategy, when adopted, will be used to inform the Council's emerging corporate strategy beyond 2008.

'Place-shaping' relies on building on the strengths, while addressing issues of concern within a locality. To do this, a well-being strategy must be based on evidence rather than impressions. As part of the strategy's preparation, the Council has used work undertaken by 'Local Futures', the NHS Health Profile for the District 2006, the Warwickshire Quality of Life Report 2006 and other resources, which enables us to benchmark the 'state of the district' against other authorities in the country. This shows Stratford's comparative performance, and clearly identifies strengths and areas for improvement. This evidence comes from all published datasets.

The Strategy seeks to address and positively impact on equalities and rural Issues through the strategic outcomes proposed.

Achievement of this strategy's aim cannot be done by the Council alone, so opportunities will be sought to work with partners, wherever there is a robust business case and value can be added.

PART A

THE ROLE OF 'WELL-BEING'

Background to Well-being

The life expectancy of a boy born at the turn of the twentieth century was about 48 years and for a girl 52 years. The average respective figure in Stratford is now 80.2 years, above the national average longevity of 78.5, but across the District varies between 77.7 and 82.4 years.

Many of these improvements nationally have been brought about by technological advances in sanitation and medicine during the twentieth century. Such advances included: -

- Vaccination programmes;
- The replacement of polluted water by a piped water supply and the provision of an efficient drainage system;
- The elimination of unfit and diseased food and milk; and,
- The improvement in housing and working conditions.

Well-being – The Changing Scene

Concern for an individual's well being, the general quality of life and for improving the quality of the environment is steadily increasing. Many people are worried about pollution of land, sea, rivers and air and by emissions from motor transport, fossil fuels and nuclear power plants. There has been widespread concern about the presence of lead, asbestos, cadmium and acid rain and the disposal of household, commercial and industrial waste. There is ample evidence that many forms of cancer have their origins from people's surroundings or lifestyle.

The function of a modern local authority is to not only deliver high quality services, but also to be proactive in improving living and working conditions, the District's environment and the local health and well-being. This requires contact with the public to get a clear understanding of needs, hopes and aspirations and of the satisfaction or otherwise with the services provided. At a time when there is more technology and knowledge of the effects of man on the environment, it is imperative to ensure as we live today we do not harm the abilities of future generations to live. This is a principle to which this Council gives credence.

Stratford's well-being will be considered in three parts: -

1. Economic well-being;
2. Environmental well-being and,
3. Social well-being.

These aspects are fundamental to safeguarding basic health and to improving the quality of life of the District's residents, businesses and visitors (1) but improvement is needed in all three facets to achieve lasting improvement in the District's well being/quality of life.

(1) – Note: for the purposes of this Strategy, visitors include students temporarily residing in the district and businesses include the voluntary sector and educational establishments.

Legislation

Local authorities have a statutory power to consider well-being in their areas under the Local Government Act 2000. These powers are being considered as part of the Local Government and Public Involvement in Health Bill passing through Parliament at present. Indirectly there is a range of legislation affecting well-being, for which local authorities are responsible. Such legislation includes: -

- (a) Environmental Protection Act 1990;
- (b) Housing Acts;

- (c) Town and Country Planning Acts ; and
- (d) Water Resources Act.

Government Policy/ Proposals

The Government has been developing its thinking and policy with regard to well-being. It has released the following documents, which develop the role of local government in well-being: -

Local Government White Paper- this was published in October 2006 and is being implemented in part by the Local Government and Public Involvement in Health Bill.

Social Exclusion Unit Action Plan- an action plan to extend the opportunity to least advantaged so they enjoy more of the choices, chances and power that the rest of society enjoys.

Lyons Inquiry report on Local Government - this is a wide ranging review of local government's role and emphasises the role and need for local authorities to improve the health and well-being of their areas, qualifying what is meant by the term 'place-shaping'. This includes: -

- ❑ "Building and shaping local identity;
- ❑ Representing the community;
- ❑ Regulating harmful and disruptive behaviours;
- ❑ Maintaining the cohesiveness of the community and supporting debate within it, ensuring smaller voices are heard;
- ❑ Helping to resolve disagreements;
- ❑ Working to make the local economy more successful while being sensitive to pressures on the environment;
- ❑ Understanding local needs and preferences and making sure that the right services are provided to local people; and,
- ❑ Working with other bodies to respond to complex challenges such as natural disasters and other emergencies."

Recent Government reports, e.g. the Eddington Report on transport (published November 2006), Barker Report on planning (November 2006), Sir Nicholas Stern's Report on climate change (October 2006) and the Chancellor of the Exchequer's pre-budget Report, are clear justifications of the need for immediate action to improve upon environmental, social and economic well-being of people. This strategy is the Council's response to these issues and builds on past initiatives.

Stratford's Strategic Action on Well-being to date

The Council has already adopted a number of strategies that impact on well-being. These include: -

- i. Community Plan
- ii. Corporate Strategy
- iii. Local Plan
- iv. Green-space Strategy
- v. Housing Strategy/ Private Sector Housing Strategy/ Homelessness Strategy;
- vi. Affordable Warmth Strategy; and,
- vii. Waste Recycling Strategy

The Stratford District Community Plan's long term vision is to 'maintain and enhance the heritage and green environment while building healthy, safe, informed and active communities enjoying local services and employment opportunities'. Central to this is the goal for continuous improvement of the well-being of residents and those who work in and visit the District. This means a commitment to creating an environment that is attractive and healthy, providing opportunities for sustained economic growth and empowering individuals to maximise their

capabilities. This requires that no one group is left out from the benefits of the services that are provided or the opportunities that are created. This vision meets the aspirations of central Government's reform agenda expressed in the Local Government White Paper and other Government Reports. The Council is doing a lot of work to achieve the above aims, but equally there is always more that can be done.

The Community Plan and various other sources such as resident surveys and stakeholder workshops present a clear idea of the key challenges facing the District now and into the future. These key challenges (when addressed effectively) will have positive impacts on the well-being of the people. They include:

- responding to climate change
- protecting and enhancing biodiversity
- preserving landscape character
- meeting housing needs
- meeting business and employment needs
- promoting and managing the effects of tourism
- promoting the main centres and market towns
- promoting culture, and providing leisure and recreation
- providing and managing the effects of travel, in particular, provision of public transport which is tailor made to the needs of residents; and
- providing infrastructure and services to the people

In identifying these challenges, the District's residents have given a clear message to ensure that solutions should meet the diverse needs of the community in an equal and socially inclusive manner, in particular, the needs of the young, elderly and vulnerable people.

The Council has an overall aim to contribute towards achieving Sustainable Development in the District, as well as the United Kingdom Sustainable Development Strategy by meeting the social and economic needs of the District's communities, whilst effectively protecting the environment and ensuring prudent use of resources. The Well-being Strategy will help deliver this goal.

It is often very difficult to balance the potential tensions that might exist between social, economic and environmental objectives. It is suggested that a sustainability appraisal can be used on all Council's major plans, strategies and programmes, which have significant impact on the well-being of the area. This appraisal will ensure a good balance is achieved between the three dimensions of well-being. In particular, it will ensure environmental considerations are fully taken into account. It is suggested that a sustainability appraisal framework similar to the one in Appendix 1 be used for this appraisal. This appraisal framework has been tailored to reflect the sustainability issues facing the District. The framework takes into account the Council's obligation and commitment to contribute towards national and international sustainability objectives that have a bearing on the well-being of the area.

Stratford's State of the District Report

The Council commissioned a report by Local Futures to examine the state of Stratford's District. The report examines all nationally held data and compares the District with all other local authorities in England, Scotland and Wales, where data is collected. It examines well-being in terms of a knowledge based economy, examining economic, environmental and social well-being.

The computer data accompanying the report enables the Council to examine the relative performance of the District's electoral wards and thereby target actions to wards considered to be most in need. This will enhance the existing Council policy using a reliable evidence based.

The State of the Britain report 2005/06 places Stratford District as 15th overall in the country.

PART B

STRATEGY TO 2012

THE FUTURE WELL-BEING STRATEGY FOR STRATFORD DISTRICT

Functions, duties, needs, objectives and targets:

Overall objective and service philosophy

The major strategic purpose for well-being is twofold: -

- To improve the economic, environmental and social well-being of the district where evidence demands action.
- To maintain the economic, environmental and social well-being of the district where evidence demonstrates high quality.

To do so, a supporting aim must be to meet the needs of residents, businesses and visitors, and achieve stated priorities. Over the course of the strategy it will be necessary to be flexible as to necessary actions due to the ever-changing nature of evidence about well-being. All three elements of well-being must be addressed in order to meet the aspirations and objectives, i.e. the strategy will only be successful if improvements are made in environmental, social and well-being datasets. The Districts well-being will take into account regional and sub-regional implications.

The Council will work in partnership with other organisations in order to achieve the aspirations of the strategy, where there is a robust business case and added value can be achieved.

Priorities

The success of these actions and strategy will be assessed by comparing the District's performance with other districts in the country. To that end the Council seeks the target: -

“To establish a place in the top 10 districts for well-being within 3 years.”

This measure is considered to identify the Council as achieving excellence in terms of overall well-being. To achieve this, the Council will: -

- (a) Review and improve, where appropriate, effectiveness of services provided;
- (b) Maintain existing strengths in well-being;
- (c) Target action towards inequality in well-being; and,
- (d) Implement priority tasks as agreed by the Council to address areas for improvement.

To supplement this Strategy, actions will be identified as part of the forthcoming revised Corporate Strategy and subsequent year's service plans. These actions will be formulated to address the areas identified for improvement, and in consultation with others to ensure the local community's needs are met as far as is reasonably practical.

Individual Objectives and Targets for Economic, Environmental and Social Well-being

To enable performance to be appraised, each 'part' of the well-being agenda is reviewed by means of examining evidence, needs and the objectives and targets necessary to improve or maintain performance. These actions are designed to lead to: -

- ❑ Improved health and emotional well-being;
- ❑ Improved quality of life;
- ❑ Giving people the opportunity for choice, control and to make a positive contribution;
- ❑ Freedom from discrimination;
- ❑ Personal dignity; and
- ❑ Address inequality

It must be emphasised that to achieve the aims of this strategy, improvements must be made in all aspects of well-being. The areas of work outlined below are in alphabetical order not priority.

ECONOMIC WELL-BEING

At a regional level, the West Midlands Economic Strategy (WMES) sets out a vision for the region's economy. It is currently under review and policies are being consulted upon, with the publication of a revised Strategy expected in September 2007.

Aim

The overall aim and challenge is to maintain, and strive to improve, the quality of life and economic well-being in the district.

Macro-Economic Performance

This has been examined using indicators for economic scale, productivity and change.

Economic Scale

Economic scale is assessed in terms of both output and employment (workplace-based).

Evidence:

The District has an average sized economy with the 182nd largest of 408 in Great Britain (Local Futures).

Objectives

- To identify the size of economy appropriate to the District, taking into account its rurality and natural environment; and,
- To increase the size of the district's economy by reviewing other district's with larger economies and implementing appropriate action.

Productivity

Evidence:

Stratford has an economy that is above average and is ranked 104th out of 408 districts in Great Britain. This takes into account GVA (Gross Value Added) per employee and average earnings.

Objectives

- Undertake research to ascertain why the District's productivity is successful.
- Maintain and improve the District's productivity in the top quartile for Great Britain.

Economic Change

Evidence:

The District has experienced low growth in terms of its economy (earnings and number of jobs). This takes into account the increase in the total number of jobs and growth in earnings.

The District is ranked 301st out of 408 districts in Great Britain.

Objectives:

- To improve rate of economic change to the national average through partnership working with the business community, Learning & Skills Council and other local authorities;
- To encourage the increase in the number of jobs in the District through the Local Plan policies, particularly rural diversification.

Industrial Structure

Throughout the global economy, the critical structural economic trend is the growth of the knowledge based economy across and within all sectors.

Evidence:

- The District is ranked 116th out of 408 (Local Futures);
- The knowledge economy accounted for 22.9% of total employment in 2004, compared to 23.3% for Great Britain and 18.9% for the West Midlands. (Local Futures).

Objective

- To encourage a knowledge based economy in Stratford District and establish Stratford in the top quartile nationally.

Business and Enterprise

This factor assesses whether there is a dynamic local enterprise culture, which is vital for the overall competitiveness and success of a local economy.

Evidence:

- The District is ranked 113th out of 408 (Local Futures).
- Business density is exceptionally high, being twice the national average and in the top 5% of authorities nationally (Local Futures).
- The average business size in the District is small by national standards (Local Futures)
- Self employment levels in Stratford are very high.
- New business formation is low, but the survival rate is above average. Business closures are lower than the average for the sub-region, region and country (Local Futures).

Objective

- To maintain and improve the local enterprise culture to ensure the District is established in the top quartile for the country.

Education and Skills

This factor addresses the issue that a knowledge based economy is driven by human capital, and a good blend of academic and vocational skills. Local levels of education and skills are assessed in terms of the qualifications profile of the working age population.

Evidence

- The District performs above average in the country ranking 177 out of 408 (Local Futures)
- There are inequalities in the distribution of good education in the District (Local Futures)
- Warwick District Council's skills profile is considerably better than Stratford's being ranked 25th in the country.

Objective

- To research the differences between Warwick DC's Skills Profile and Stratford's, and identify action that can be taken to improve the District's performance.
- To influence policies and practices of employers, the Learning and Skills Council and the Education Authority to improve performance in the District; and
- To work in partnership to reduce educational inequalities.

Labour Market

This factor particularly examines the employment rate.

Evidence

- Labour market performance ranks 70th out of 408.
- The employment rate in Stratford stood at 80.7 in 2004, higher than the West Midlands (73.4) and nationally (74.4). This already meets the EU Lisbon Strategy target for 70%.
- Long term unemployment is below the national average, but high compared to local comparator districts.

- Long term youth unemployment is virtually non-existent.
- Stratford's employment rate is virtually static.

Objectives

- To maintain the District's employment rate at above 80%.

Implementation of the Economic Well-being Provisions

The Economic Well-being Strategy will be implemented by: -

1. Acting on evidence which may impact on the quality of life through monitoring –
 - Macro-economic performance (economic scale, productivity, economic change)
 - Industrial structure
 - Business and enterprise
 - Education and skills
 - Labour market
2. Identifying & developing effective partnerships with other agencies, in particular the Business, Statutory and Community sectors.
3. Ensuring integration of the Well-being Strategy with the Council's new Corporate Strategy, the LAA and Community Plan into an overall action plan.

Monitoring of the Well-being Strategy

1. Monitoring of the action plan will be undertaken on an ongoing basis through regular reports to Executive and Overview and Scrutiny Committee reviewing both the Council's adopted action plan and performance against the Council's agreed indicators.
2. The data will be benchmarked against other local authority areas and the baseline data used in this strategy annually as part of the Leader's State of the District report.

ENVIRONMENTAL WELL-BEING

At a regional level, the West Midlands Spatial Strategy (WMSS) sets out a vision for the region's sustainable development, which encompasses all three aspects of well-being. It is currently under review and policies were consulted upon in early 2007, with the publication of a revised Strategy expected in later 2007.

Aim

The overall aim and challenge is to maintain, and strive to improve, the high quality of life and environmental well-being in the district.

Housing Affordability, Tenure and Condition

Evidence

- Stratford-on-Avon is one of the least affordable parts of the country to buy a house, ranking 314th of 354 districts in England and Wales (where 1st is the most affordable).

Objective

- To provide good quality homes that are affordable, affordable to run and are designed to meet the needs of the community.
- To achieve the targets in the Council's various housing strategies (including affordable warmth, private sector and homelessness.)

Commercial and Industrial Property

Evidence

- Stratford-on-Avon has seen a large increase in its stock of commercial and industrial floor space over recent years, ranking 12th out of 354 districts in England.

Objective

- To maintain a vibrant commercial property market, in comparison to other districts in England.

Transport and Connectivity

Evidence

- Stratford-on-Avon scores poorly on overall accessibility and connectivity index and ranks 286th out of 408 districts in Great Britain.
- A large proportion of residents travel outside the district for work and predominantly by car (Housing Needs Survey.)

Objective

- To work in partnership with other agencies to improve transportation in the District.
- To lobby transport providers to improve availability of transport in the District.

Local Services

Evidence

- The Standard of Local Services is ranked 249 of 354 Districts in England on overall score.

Objective

- To achieve excellence in CPA score.
- To provide high quality services with easy and equal access to all sections of the community.

Local Amenities

Evidence

- Stratford-on-Avon is ranked 145 out of 408 Districts in Great Britain in respect of the quality of its local amenities.

Objectives

- To protect and and/or enhance the heritage and amenity value of the District.
- To be proactive in protecting and managing the District's assets of amenity value.

The Natural Environment

Evidence

- Stratford-on-Avon performs well on natural environment ranking, being 75th of 354 Districts in England.
- The level of air quality is slightly worse than the national average.

Objective

- To improve upon the natural environment of the District, including landscape quality, air quality and tranquillity.
- To minimise the impacts of climate change, including reduction in the District's Carbon Footprint.

Implementation of the Environmental Well-being Provisions

The Environmental Well-being Strategy will be implemented by:-

1. Acting on evidence which may impact on the quality of life through monitoring–
 - Housing affordability, tenure and condition
 - Commercial and industrial property
 - Transport and connectivity
 - Local services
 - Local amenities
 - The natural environment
2. Identifying and developing effective partnerships with other agencies, in particular contractors, business, statutory and community sectors.
3. Ensuring integration of the Well-being Strategy with the Council's new Corporate Strategy, the LAA and Community Plan into an overall action plan.

Monitoring of the Well-being Strategy

1. Monitoring of the action plan will be undertaken on an ongoing basis through regular reports to Executive and Overview and Scrutiny Committee reviewing both the Council's adopted action plan and performance against the Council's agreed indicators.
2. The data will be benchmarked against other local authority areas and the baseline data used in this strategy annually as part of the Leader's State of the District report.

SOCIAL WELL-BEING

Aim

The overall aim is to maintain and improve the District's social well-being/ quality of life.

Demography

Evidence:

- The District has the 55th oldest profile of 408 in Great Britain (Local Futures).

Objectives

- To work to lower the District's age profile through increased availability and accessibility to affordable housing.
- Enable asset-rich older people to downsize through provision of suitable alternative accommodation.
- Review older people's services so as to ensure they meet the needs of the District.

Migration

Evidence

- There is current anecdotal evidence of new and emerging communities within the District.

Objectives

- Undertake research to ascertain the needs of new and emerging communities.
- Use the results of the research to shape future service delivery.

Occupational Structure

Evidence

- The proportion of knowledge workers in the workforce performs around the national average ranking 168 out of 408 (Local Futures)

Objectives

- Strive to improve the occupational profile through partnership working with the business community, Learning Skills Council and related partners.
- To research the underlying reasons for average performance in this domain and seek to address with other partners any resultant education and skills inequalities.

Prosperity

Evidence

- The District's prosperity is ranked 44 out of 408 (Local Futures).
- The rate of growth is about half the national average (Local Futures).

Objective

- Improve the District's prosperity by improving the occupational profile (*cf. Occupational Structure*).
- Develop the local economy by implementing the Regional and Sub-regional Strategies.
- To lower the District's age profile through increased availability of and accessibility to affordable housing.

Deprivation and Inequality

Evidence

- The District is ranked 331 out of 354, indicating low levels of inequality in the District.

- The District is ranked 315 out of 354 i.e. one of the least deprived Districts in the country.
- Over 6500 households are in receipt of means tested benefits within the District, typically distributed in small clusters across the area including rurally isolated communities (SDC).
- The deprivation indicator in which the District is not performing well is the availability of housing and rural services.

Objectives

- Strive to improve the occupational profile through partnership working with the business community, Learning Skills Council and related partners.
- Target resources towards those in greatest need through SDC's deprivation mapping being made available to resource managers in partner organisations.
- Maximise income through ongoing benefit campaigns with relevant partners.
- Advise and provide guidance on debt management with and through partners.
- Implement the affordable warmth strategy working in partnership where appropriate.
- Provide and promote with related partners community transport for those most in need.
- Implement the market town visions for Alcester, Southam, Stratford-upon-Avon and Stour, working in partnership as appropriate.

Health

Evidence

- The District is one of Great Britain's healthiest areas ranking 86 of 408 (Local Futures).
- There are inequalities in the distribution of good health across the District (NHS Warwickshire).

Objective

- To work in partnership to reduce health inequalities by targeting the prioritised areas of health inequality within the District.
- To work with partners to implement the adopted health inequality model.
- To work with partners to tackle obesity within the District.

Crime

Evidence

- Levels of crime in Stratford-on-Avon are very low in comparison to other districts ranking 322 out of 354.
- In spite of this level of crime, fear of crime is disproportionately high (Best Value Satisfaction Survey 2006).

Objective

- Reduce the fear of crime through the work of the multi agency Crime and Disorder Reduction Partnership.
- Work with other agencies to increase confidence within our communities, building cohesion by bringing communities together to identify their community safety priorities.

Community Cohesion

Evidence

- One third of people feel they can influence local decision making (Best Value Satisfaction Survey 2006).

Objectives

- Benchmark so as to identify best practice.

- Engage the public in decision-making and promote the decisions that have changed as a result of public representations.
- Review HM Government 'Action Plan on Social Inclusion' so as to identify policy options that extend opportunity to the least advantaged.

Implementation

The Social Well-being Strategy will be implemented by: -

1. Acting on evidence which may compromise the quality of life through monitoring: -
 - demographics and migration
 - occupational structure
 - prosperity
 - deprivation and inequality
 - health
 - crime
 - community cohesion
2. Identifying & developing effective partnerships with other agencies, in particular, the voluntary and community sectors.
3. Benchmarking with 'Family Group' and 'Best in Class' local authorities.
4. Ensuring integration of the Well-being Strategy with Stratford on Avon District Council's Corporate Strategy, the Local Area Agreement and Community Plan into an overall action plan.

Monitoring of Action Plan

1. Monitoring of the action plan will be undertaken on an ongoing basis through regular reports to Executive and Overview and Scrutiny Committee reviewing both the Council's adopted action plan and performance against the Council's agreed indicators.
2. The data will be benchmarked against other local authority areas and the baseline data used in this strategy annually as part of the Leader's State of the District report.

A full copy of the Local Futures Report can be found on the Council's website at (www.stratford.gov.uk).

PART C

PERFORMANCE AND RESOURCE STATEMENT

Resources

The current resources allocated to well-being are for the purposes of this analysis assumed to be any expenditure on activities that contribute to the quality of life. It has not been possible to identify specific staffing allocated to these well-being themes, but work will continue on this to more easily identify the human resources employed. These resources are reviewed whenever a base budget review takes place.

Financial Resources

An analysis of the budget heads contributing to economic, environmental and social well-being is shown in Tables 1-3.

Table 1: Budget Summary- Economic Well-being

Cost Centre	Financial Year	
	2006/07 Latest £	2007/08 Estimate £
National Non-Domestic Rate	4,800	(11,310)
NNDR Discretionary Relief	40,000	40,000
Single Regeneration Budget	188,500	0
Economic Dev't/ Tourism	412,142	299,446
TOTAL	£645,422	£328,136

Table 2: Budget Summary- Environmental Well-being

Cost Centre	Financial Year	
	2006/07 Latest £	2007/08 Estimate £
Environmental Initiatives	187,052	191,742
Housing	3,577,436	1,509,606
Building Control	340,922	417,492
Domestic Refuse Collection	1,951,910	2,008,445
Environmental Health	1,356,555	1,442,885
Land Drainage	177,652	144,592
Misc. Refuse Collection	1,462,765	1,559,590
Off-street Parking	(453,552)	(431,813)
On-street parking	11,400	11,400
Parks, playing fields, open spaces	809,553	873,888
Planning Policy	555,780	642,387
SDC Estate Roads	86,690	128,580
Street Cleansing	735,870	753,935
Street Furniture	46,700	56,360
TOTAL	£10,846,733	£9,309,089

Table 3: Budget Summary- Social Well-being

Cost Centre	Financial Year	
	2006/07 Latest £	2007/08 Estimate £
Elections	331,800	366,050
Grants	13,400	33,600
Housing Benefits Admin	294,601	336,663
Housing Benefits	(139,000)	(152,000)
Civil Contingencies	35,800	38,820
Community Leadership	2,024,668	766,020

Cost Centre	Financial Year	
	2006/07 Latest £	2007/08 Estimate £
Community Leisure	212,613	254,959
Concessionary Fares	481,887	418,994
Crime Reduction	158,365	164,022
Health Promotion	68,230	73,421
Leisure Centres	872,182	855,605
Licensing	102,370	29,500
Public Conveniences	469,998	465,570
Public Safety/ Security	509,063	439,693
Recreational Amenities	1,163,000	1,513,191
Requisition of Sewers	32,050	27,190
Sewage Collection	8,015	8,200
Southam Comm'ty Centre	3,900	3,900
TOTAL	£6,642,942	£5,643,398

The costs of well-being work above include administration support costs, but do not include Regulatory Services costs of £1,163,000 for 2006/07 (£1,513,191 2007/08.) These costs support both environmental and social well-being, but at this time it is not possible to identify the proportion of the costs for the relevant element of well-being.

Sustainability Appraisal

INTRODUCTION

In order to make an assessment of the impact of a proposed action or to review an action that has taken place, it is useful to have an objective checklist to use. The checklist below has been adapted from the West Midlands framework for use in the Council.

THEME	OBJECTIVES
DEVELOPING THRIVING SUSTAINABLE COMMUNITIES	
Participation	Provide opportunities for communities to participate in and contribute to the decisions that affect their neighbourhoods and quality of life
Crime	Reduce crime, fear of crime and antisocial behaviour
Health	Improve health and reduce health inequalities by encouraging and enabling healthy lifestyles as well as protecting health and providing health services
Poverty	Tackle poverty and disadvantage, taking into account the particular difficulties of those facing multiple disadvantage
Access	Promote and improve access to services and opportunity, including education and lifelong learning, leisure, employment, health; and ensure that access is equitable, regardless of location, income, lifestyle or background
Culture & recreation	Improve opportunities to participate in the cultural and recreational activities that the District can offer
Housing	Provide housing for all, of the right quantity, type and affordability for local needs, in clean, safe and pleasant local environments. Making the best use of existing housing and enabling people to live independently.
Population	Balance the needs of local people and visitors, and establish the District as both a self-sufficient District for residents and a high quality place for visitors.
ENHANCE AND PROTECT THE ENVIRONMENT	
Environmental Assets	Value, enhance and protect the District's environmental assets, including the natural and built environment and environmental heritage
Biodiversity	Value, enhance and protect biodiversity
Land use	Encourage development that optimises the use of previously developed land and buildings and creates high quality built environments incorporating high quality green space, design and encouraging biodiversity

THEME	OBJECTIVES
Urban Development	Encourage urban development that improves the quality of the urban environment as a whole in order to stem the unsustainable decentralisation of people, jobs and other activities away from urban areas
Stewardship	Encourage local stewardship of local environments
Pollution	Minimise air, water and soil pollution level
Climate change	Minimise the District's contribution to the causes of climate change while implementing a managed response to its unavoidable impacts
ENSURE PRUDENT AND EFFICIENT USE OF NATURAL RESOURCES	
Energy	Reduce overall energy use through increasing energy efficiency, and increase the proportion of energy generated from renewable sources
Conservation	Conserve use of natural resources such as water and minerals
Standards	Promote and ensure high standards of sustainable resource-efficient design, construction and maintenance of buildings
Planning	Ensure the location of development makes efficient use of existing physical infrastructure and helps reduce need to travel, especially by private car, allocate land for development in sustainable locations, and enhance the character of the District.
Transport	Encourage modal shift away from private car use and reduce the production of pollutants and congestion from transport while creating good accessibility for all people in the District
Waste	Encourage and enable waste minimisation, reuse, recycling and recovery to divert resources away from the waste stream
Local Sourcing	Encourage local sourcing of goods and materials, and rural economic growth.
DEVELOPING A FLOURISHING, DIVERSE AND STABLE ECONOMY	
Growth	Achieve sustainable economic growth and prosperity for the benefit of all the District's inhabitants
Employment	Create high quality employment opportunities suited to the changing needs of the local workforce, whilst recognising the value and contribution of unpaid work
Investment	Promote investment in future prosperity
Skills	Encourage ongoing investment and engagement in learning and skills development

THEME	OBJECTIVES
Innovation	Encourage a culture of enterprise and innovation
Technology	Promote and support the development of new technologies, especially those with high value and low impact
Responsibility	Encourage corporate social and environmental responsibility, with local organisations and agencies leading by example
Tourism	Enhance the visitor experience and ensure Stratford in particular and the District as a whole establishes itself as a World Class place for tourists