

**HERTFORDSHIRE COUNTY COUNCIL**

**CABINET  
MONDAY 23 JUNE 2003 AT 2.00 P.M.**

Agenda Item No.

**8**

**HERTSMERE COMMUNITY STRATEGY**

Report of Assistant Chief Executive

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Executive Member: Michael Janes

**1. Purpose of report**

To recommend that the Cabinet endorse this first District wide Community Strategy for Hertsmere.

**2. Summary**

The timescale for this strategy is 2003-2020 which acknowledges the necessity to review and update on an annual basis whilst recognising the long term nature of the strategy's six key themes:

- Improving accessibility to services and addressing inequalities
- Improving and sustaining the quality of Hertsmere's environment
- Encouraging economic development and regeneration
- Creating a safer environment
- Encouraging lifelong learning, leisure and cultural opportunities
- Addressing health inequalities

**3. Conclusion**

The Cabinet needs to consider whether to endorse the Hertsmere Community Strategy.

#### 4. Background

The Hertsmere Community Strategy is a vision for the period 2003-2020. It has been developed over the past eighteen months and has sought to build on existing processes, successes and key priorities of partner organisations. The key themes within the strategy have been identified and endorsed through a wide range of consultation exercises and the key aims and objectives flowing from these themes reflect the priorities of partner organisations including HCC. To this end the draft Strategy has been circulated to HCC's central receiving officers for comment and suggested amendments have been incorporated. The draft Strategy was agreed by Hertsmere Together (the Hertsmere LSP) in February 2003 and was endorsed by Hertsmere Borough Council in April 2003.

##### **Flavour of Community Strategy:**

In preparing the Community Strategy for Hertsmere, the Local Strategic partnership (Hertsmere Together) has adopted a set of key themes and key aims and objectives set against each theme with the overall aim of improving the quality of life of all residents. Hertsmere Together has committed to working towards this central aim in a spirit of partnership, which will seek to utilise the skills and expertise of the public, voluntary, private and community sectors. The Strategy sets out the shared priorities and describes the processes by which improvement will be achieved. Specific action plans relating to each key aim and objective are now being developed by named lead organisations.

##### **Key Themes of Community Strategy:**

- **Improving accessibility to services and addressing inequalities**

Encouraging greater access to services is a guiding principle underpinning the actions of this strategy. Hertsmere Together is committed to examining ways to improve and extend delivery of services in order to provide opportunities and access to all residents. Specific attention will be paid to encouraging greater access for children, young people and their families. Through such investment it is hoped to engender a greater sense of pride and community identity amongst young people.

- **Improving and sustaining the quality of Hertsmere's environment**

This will be achieved through developing and supporting initiatives and policies that seek to improve people's knowledge of the place where they live and through fostering civic pride. In this context the term 'environment' is taken to include all aspects of the natural and built

landscape and actions will concentrate on developing the improvement and thereby enjoyment and understanding of both.

- **Encouraging economic development and regeneration**

Hertsmere Together is committed to supporting and developing initiatives aimed at sustaining and regenerating the local economy. The partnership will seek to positively influence inward investment and will focus on developing employment opportunities by attracting appropriate commercial and social enterprises.

- **Creating a safer environment**

Hertsmere Together is committed to supporting the work of the Hertsmere Crime and Disorder Reduction Partnership and will focus on the development of joint initiatives that prevent criminal activity and anti social behaviour. Particular emphasis is being placed on initiatives, which helps to reduce the fear of crime and which provide young people with appropriate diversionary activities.

- **Encouraging lifelong learning, leisure and cultural opportunities**

Hertsmere Together intends to support activity that identifies gaps in current service provision and then develop initiatives that promote the importance of lifelong learning. The central aim of this theme is to extend to all residents the opportunity to reach their full potential. The Partnership wishes to support access to training and educational opportunities for all. It is acknowledged that much of the provision in the cultural and leisure fields is undertaken by the voluntary and not for profit sectors and it is therefore vital that strong partnerships are developed with these providers.

- **Addressing health inequalities**

Hertsmere Together is committed to working across service and sector boundaries in order to address some of the key issues in health inequality. This commitment acknowledges the fact that key determinants of health are broad based and strategies for improving health across communities are therefore required to be similarly holistic.

## LSP Structure

**Hertsmere  
Local Strategic  
Partnership  
(Hertsmere  
Together)**

Senior politicians, chair of board and chief officer level - including HCC. The most important aspect of Hertsmere Together is that its members not only reflect the broad spread of key partners, but also have the necessary authority to speak for their organisations (and where appropriate commit to the longer-term vision).

**Community  
Strategy  
Co-ordinating  
Group  
(CSCG)**

Officers group - including HCC. Membership reflects the composition of Hertsmere Together but is flexible in attendance requirements so as to make best use of skills and experience.

**Opportunities  
and processes  
for Community  
consultation**

Special interest forums, community organisations, town focus groups, consultation panels and individuals. These could be already in existence or brought together to consult on a specific issue in the Strategy where an appropriate body doesn't currently exist.

## Membership of Hertsmere LSP:

<b>Organisation</b>	<b>Representative</b>
Citizens Advice Bureau Service in Hertsmere	<ul style="list-style-type: none"> <li>Chairperson of Trustee Board.</li> </ul>
Hertsmere Community Voluntary Support (CVS)	<ul style="list-style-type: none"> <li>Chairperson of Trustee Board.</li> </ul>
Hertfordshire Chamber of Commerce	<ul style="list-style-type: none"> <li>Chief Executive.</li> </ul>
Hertfordshire Constabulary	<ul style="list-style-type: none"> <li>Central area Chief Superintendent.</li> </ul>
<b>Hertfordshire County Council</b>	<ul style="list-style-type: none"> <li>Three elected representatives, one of which is portfolio holder or nominee</li> <li>Supported by the lead officer (Director of Community Information)</li> </ul>
Hertfordshire Learning Skills Council	<ul style="list-style-type: none"> <li>Partnership Manager.</li> </ul>
Hertfordshire Police Authority	<ul style="list-style-type: none"> <li>Hertsmere Representative.</li> </ul>
Hertsmere Borough Council	<ul style="list-style-type: none"> <li>Council Leader (Chair of Hertsmere Together).</li> <li>Portfolio Holder for Corporate Strategies.</li> <li>Councillor representative from Bushey/Borehamwood.</li> <li>Head of Paid Service.</li> </ul>

Hertsmere Primary Care Trust	<ul style="list-style-type: none"> <li>• Chairperson of Board.</li> <li>• Chief Executive.</li> </ul>
Member of Parliament for Hertsmere	<ul style="list-style-type: none"> <li>• Member of Parliament.</li> </ul>
Town & Parish Council Representative	<ul style="list-style-type: none"> <li>• Borehamwood Town Councillor.</li> </ul>
Housing Sector Representative	<ul style="list-style-type: none"> <li>• Chief Executive of Ridgehill Housing Association.</li> </ul>

## Consultation – Public

Considerable consultation has already been undertaken to inform and produce the Hertsmere Community Strategy. A wide variety of methods have been employed including the following:

- A major community survey was commissioned through Mori on behalf of the Borough Council, which involved a representative cross section of 1014 residents.
- Direct and subject specific consultation has been undertaken with service user groups, community organisations and forums across Hertsmere.
- The Hertsmere Panel – a group of 1700 residents who have agreed to be consulted on key issues from time to time – has been consulted on the Community Strategy Key Themes.
- Ongoing feedback from key service providers such as the Citizens' Advice Bureau and Hertfordshire Constabulary has been sought.
- The Community Strategy explicitly invites comment and feedback throughout the life of the document.

## HCC internal consultation:

HCC representatives on Hertsmere Together and the Community Strategy Co-ordinating Group have informed the Hertsmere Community Strategy.

A draft document has been circulated to all of the County Council receiving officers and comments received from the following departments have been fully reflected in the redrafted strategy:

- Corporate Services (Money Advice Unit and Crime Reduction Unit).
- Environment Department including Highways.
- Fire and Rescue.
- Children, Schools and Families.
- Adult Care Services.
- Community Information.