

STEVENAGE 2021

OUR TOWN – OUR FUTURE

**The second
Stevenage Community Strategy
2007**

DRAFT

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FOREWORD

Being Stevenage born and bred, I'm very passionate about the town and its communities. And my colleagues on the Stevenage Partnership are equally determined to do their best for the people of Stevenage.

A lot of effort has gone into making sure that the Partnership is focussing on what local people want Stevenage to be in 2021.

The work we are doing is based on what local people say is most important to them. The priorities and actions in this document have come about through extensive consultation with residents, businesses, community and voluntary groups and other organisations.

Our work isn't only about improving the social, economic and environmental well-being of the town. It's also about changing people's perceptions of Stevenage and improving its image, recognising local success and raising people's aspirations.

There's a lot to do and we're tackling some difficult issues but we are fortunate that we can build on some great achievements. Ultimately we want people to think of Stevenage like we do - as a great place to be.

Sharon Taylor
Chair of Stevenage Partnership

EXECUTIVE SUMMARY

TABLE

PRIORITIES AND TARGETS FOR EACH THEME

TO FOLLOW.....

OUR COMMUNITY STRATEGY – TAKING STEVENAGE FORWARD

Stevenage Partnership

A wide range of public, private, voluntary and community organisations have come together to form our local strategic partnership (LSP) that is simply called ‘Stevenage Partnership’. The membership of the Partnership is set out at the end of the document. The Stevenage Partnership is responsible for producing a community strategy and ensuring that it is implemented.

Our Community Strategy

The community strategy is the main partnership document for the town. It shows how we are working together to improve Stevenage and contribute to the sustainable development of the town – that means meeting today’s needs without compromising the ability of future generations to meet their own needs.

This is our second community strategy. We published our first strategy with a three-year action plan in September 2004. We have updated it taking changing circumstances into account.

Vision and Priorities

Our community strategy sets out a long-term vision of how we want Stevenage to be in 2021.

It is impossible to include everything that might be relevant to the well-being of Stevenage. We have therefore identified a series of priorities to improve the social, economic and environmental well-being of the town.

The vision reflects what local people say is most important to them and we have established our priorities in consultation with local people. We consulted on our ‘Vision and Priorities’ through:

- A questionnaire in ‘Chronicle’, the Council newspaper delivered to every household.
- Presentations at the Area Committees,
- A stand at ‘Stevenage Day’
- A debate at a full meeting of the Borough Council.

Ipsos MORI undertook a ‘Quality of Life Survey’ interviewing over 1,000 local people.

Other consultation included:

- ‘Vox Pops’ – young people interviewed on video
- Community conferences in 2006 and 2007
- Consultations on specific issues such as open space, facilities for young people and the redevelopment of the town centre.

We have also analysed a host of facts and figures about Stevenage.

We have considered national and regional developments that affect Stevenage. These include the Local Government White Paper (2006), the draft East of England Plan and a range of national and regional policies relating to education, health, crime and disorder, the economy and the environment.

Delivering the Vision

Our strategy looks forward to 2021 and the vision and priorities are supported by a set of targets so that we can check progress. 15 years is a long time to plan ahead in any detail so our targets are for the next three years.

All ten Hertfordshire Districts and Hertfordshire County Council have signed up to the Hertfordshire Local Area Agreement (LAA). The LAA has been agreed with the government and it contains a range of targets aimed at improving the performance of public services over the next three years. We have structured our Community Strategy in line with the four Local Area Agreement (LAA) themes and it will contribute to the delivery of the LAA. The LAA themes are:

- Children and Young People
- Healthier Communities and Older People
- Safer and Stronger Communities
- Economy, Enterprise and the Environment

Our community strategy will link up with the Hertfordshire Community Strategy, due to be published early in 2008.

The Borough Council has produced a Local Development Framework (LDF), a comprehensive set of land use policies and plans. We have reviewed the linkages between the Community Strategy and the LDF to ensure that our vision and objectives are clearly reflected in the LDF.

Working in Partnership

Themed partnerships such as the Stevenage Community Safety Partnership and the Stevenage Partnership Children and Young People's Trust have developed more detailed strategies and plans. Each partner also has their own business plan or strategy showing what they will do individually to improve the area. We have aligned our community strategy with these strategies and plans.

Monitoring progress – and keeping you informed

Progress on the delivery of the Community Strategy programme will be monitored regularly and reported to the Partnership. Progress reports will be produced annually and published in the local press and on the Stevenage Partnership website: www.stevenagepartnership.org

**STEVENAGE PARTNERSHIP
STRUCTURE CHART.....**

TO FOLLOW

STEVENAGE IN THE 21st CENTURY

Stevenage – Britain's First New Town

Stevenage was built as a new town to provide homes, jobs and a better quality of life for people moving out from London after the Second World War. The people that designed Stevenage had a powerful vision and the town is regarded as one of the most outstanding achievements in town planning and development in the 20th century.

Situated 30 miles north of London off the A1M, Stevenage is now home to some 80,000 people. The town offered first class facilities, homes, jobs and a pleasant environment. Stevenage has the first pedestrian only town centre in the country and the character of the nearby Old Town High Street has been retained.

Industrial, commercial and residential areas are segregated. The town is particularly strong in the aerospace and pharmaceutical industries. MBDA and EADS Astrium are world leaders and Stevenage was chosen by Glaxo Smith Kline as the location for their £700 million European Research Centre.

The residential areas are centred around the original seven neighbourhoods and developments to the north-east, east and south of the town in the 1980's and 1990's. There are ten neighbourhood centres providing local shopping and community facilities plus open spaces and play areas all linked by wide roads and a network of pedestrian and cycle routes.

In common with other early post war New Towns Stevenage is in need of regeneration. The town centre, the main industrial areas and the local neighbourhood centres are all outdated. Work has already started on redesigning and rebuilding them.

However, the regeneration of the town is not just about new buildings. There are a range of social and economic issues that need to be tackled. The level of social deprivation in Stevenage is average compared with the country overall. However, a significant number of Stevenage people do not enjoy the same quality of life as many people do in the rest of Hertfordshire - poor health, lack of qualifications, low skills and above all low aspirations.

The East of England Regional Assembly has produced a draft East of England Plan. The plan provides a framework for local authorities to produce more detailed development plans and local transport plans for their areas.

The Plan identifies Stevenage as a key centre for development and change in the Eastern Region. The plan is to deliver a new vision for Stevenage as an employment and housing growth area and as "a strong centre allied with physical, social and economic regeneration".

The Plan makes provision for substantial employment growth in Stevenage but does not set a jobs growth target. Job growth in Hertfordshire is likely to be in business and professional services, computing and retailing. The delivery of high levels of employment growth in Stevenage will depend on the ability to attract such sectors and diversify the economic base.

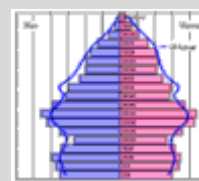
The draft plan says that by 2021 there should be 16,000 new homes in the area and an extension of the town west of the A1M would be required to deliver this level of growth.

The draft Plan is still being consulted on and a decision on adopting was expected soon as we went to press.

A SNAPSHOT OF STEVENAGE

Stevenage is a compact urban area - 25,412 m² - with a population of nearly 80,000 people.

Total number of people	79715
Males	39166
Females	40549
Aged 0 to 15	17941
Aged 16 to 74	57007
Aged 75 and over	4767



Detailed breakdown
(5 year age bands)

The Stevenage population is forecast to increase 5.5% by 2009, one of the highest growth rates in Hertfordshire. Stevenage has a higher average number of young people, a lower than average number of people of pensionable age and a relatively low proportion of Black Minority Ethnic (BME) communities. 94.58% of the Stevenage population is white.

Stevenage is ranked 203 out of 354 English districts on the Index of Multiple Deprivation.

Stevenage has the highest number of people living in local authority housing in Hertfordshire.

A 'basket' of social, economic and environmental indicators for 2005/06 highlights significant difference between Stevenage, Hertfordshire and England.

	Stevenage	Hertfordshire	England
GCSEs (5 A* - C)	50%	65%	59%
Degree qualification	19%	32%	26%

Stevenage young people have a lower rate of educational achievement than Hertfordshire overall and less graduates.

Teenage pregnancy per 1,000 people

The Stevenage rate was nearly double the Hertfordshire rate in 2004. Although there has been a reduction in recent years it is still higher than the rest of Hertfordshire

	Stevenage	Hertfordshire	England
	52	29	42

Children in poverty			
One in five children live in poverty. There are a high proportion of children living in single parent families.	19%	12%	18%
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Average male life expectancy - years	76.6	77.9	76.6
Average female life expectancy - years	80.5	81.7	80.9
People who smoke as a percentage of the population	26%	21%	26%
Death from smoking per 100,000 population	125	112	125
Healthy eating as a percentage of the population	17%	24%	-
Obese adults as a percentage of the population	22%	17%	-
High rates of smoking, unhealthy eating and lack of exercise all contribute to a lower life expectancy than Hertfordshire overall.			
<hr/>			
All crime – offences per 1,000	29.6	22.9	25.8
Violent crime – offences per 1,000	6.5	3.9	5.0
Domestic burglary	2.2	2.6	3.0
Vehicle crime	9.6	8.4	9.3
The overall crime rate for Stevenage compares favourably with a 'family' of similar towns. Violent offences is the highest volume crime. Rates of vehicle crime are at the national average and rates of domestic burglary are below the national average.			
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Weekly earnings	£378	£380	£339
<p>Stevenage has fewer residents in managerial and professional jobs and more residents in lower skilled jobs than Hertfordshire.</p>			
VAT registrations per 10,000			
A lower rate of VAT registrations than for Hertfordshire demonstrates a less buoyant economy and less entrepreneurial activity.	226	383	-
Percentage of household waste recycled	15.6%	18.6%	17.6%
<p>Stevenage residents recycle less waste than the Hertfordshire and national averages. However, there has been a sharp rise in the rate of waste recycled since 2002.</p>			
<p>Sources: Department of Health profiles, Nomis, 2001 Census and Hertfordshire County Council</p>			

STEVENAGE 2021 - OUR VISION

We set out our vision for Stevenage 2021 back in 2004 and it has not changed.

Our vision is to create a town that is prosperous, healthy, clean, green and safe. We want Stevenage to be a town with a strong sense of community in which people are proud to live, work, visit and do business. We want Stevenage to grow in a sustainable way and to be an important regional centre looking ahead and building on its new town heritage.

Stevenage 2021: Our Town – Our Future

CHILDREN AND YOUNG PEOPLE

WHAT WE AIM TO ACHIEVE

We aim to support and enable all children and young people in Stevenage to enjoy good health, live a healthy lifestyle and stay safe from harm and neglect. We want our children and young people to grow up able to look after themselves, enjoy their life as children, achieve their full potential and develop the skills to lead a fulfilling and rewarding adult life.

HOW THINGS ARE NOW

Stevenage was one of the first Hertfordshire districts to set up a Children's Trust Partnership. The Partnership involves a wide range of organisations committed to improving the five outcomes set out in *Every Child Matters*, the national framework for children and young people's services:

- Being healthy
- Being safe
- Enjoying and achieving
- Making a positive contribution
- Achieving economic well-being

Recent developments have included:

- A pilot 'Common Assessment Framework' designed to ensure better information sharing between agencies working with children and their families. This is now being used throughout Hertfordshire.
- The 14-19 Partnership is recognised nationally as an exemplar of good practice. Secondary schools, special schools, North Hertfordshire College and Hertfordshire Chamber of Commerce and Industry offer young people a wider choice of curriculum and better support services by working together. For example, the Partnership is providing work placements for school students who are participating in the Young Apprenticeship in Business and Administration programme, the only scheme of its kind in Hertfordshire.
- The government is making £145 million available to Stevenage in 2008 through the 'Building Schools for the Future' (BSF) programme. The BSF programme will radically change the way that education is delivered in Stevenage.
- Six Children's Centres are being set up and three Extended Schools Consortia have been established providing a wide range of locally based activities, services and information for children, young people and their families.
- Plans have been drawn up to provide a new Integrated Youth Support Service in 2008 combining the resources of Connexions Hertfordshire and Hertfordshire County Council Youth Service. The new service will provide support targeted at young people with more complex needs, delivery of 'positive activities', information, advice and guidance on learning choices and programmes to encourage volunteering.

- A local Safeguarding Children Board has been established. Safeguarding Children policies and procedures for district councils have been piloted in Stevenage.
- A Play Strategy has been produced and is being implemented. The Children's Fund has provided 21 projects delivering a wide range of preventative services for children and young people in Stevenage.
- A teenage pregnancy strategy has been implemented including school nurse led projects, health visitor support to young parents groups and multi-agency training for professionals.

Facts and figures

- One in five children in Stevenage live in an income-deprived household and Stevenage has the second highest take up of free school meals in Hertfordshire.
- Stevenage children do well at school up to the age of 14 and Stevenage is on or above the national average score for Key Stage 2 results for reading, writing and maths. However.....
- Stevenage has fewer young people achieving 5 A*-C grades than the national and Hertfordshire average and the highest rate of young people not in education, employment or training in Hertfordshire. Only 15% of residents have a degree or higher qualification.
- Stevenage had the highest rate of teenage pregnancy in Hertfordshire. Whilst further reductions are required 2004/5 data shows that the rate has fallen by 34% between 1998 and 2004.

Bedwell Children's Centre

Bedwell Children's Centre offers a wide range of services for children and their families including:

Toy library
 Adult and community learning
 Baby and toddler groups
 Family health programme
 Pre-school for children aged 3-5 years
 Out of school childcare
 Day care nursery for children aged 3 months - 5 years

Five more Children's Centres are being set up across Stevenage.

[Further work to be done on this case study in consultation with HCC CSF]

CASE STUDY – ‘UPFRONT’ FOOTBALL PROJECT

Something had to be done. Shoppers were complaining about young people being a nuisance in the Broadwater shopping area. The young people were complaining that they had nowhere to play football during the winter months.

The Upfront football project gives children who don't go to football clubs or attend other youth activities something to do, encourages them to stay active by regularly playing a sport they enjoy and brings together young people from different communities.

The youth service made contact with these youngsters and organised volunteer coaches from Bedwell Rangers Football Club to offer 10 weeks of free football coaching at Shephalbury Sports Academy. Free transport was provided and more sessions were organised.

Just some of the comments from the young people themselves included: "Can we do it again?" "Proper wicked" and "I've made new mates, you should carry this on."

'Upfront' is now an ongoing project.

CASE STUDY – THE MBA ASSOCIATION

The MBA Association has received the *Queen's Award for Voluntary Service* in recognition of the vital role played by the 'unsung heroes' of the voluntary sector.

The MBA Association has provided youth projects and social mentoring to 5-19 year olds in Stevenage since 2003. It runs youth clubs and sports programmes including basketball, cheerleading, skateboarding and BMX for hundreds of young people every week.

One of MBA's latest projects is an Internet newsletter, '.....', written by young people for young people.

WHAT YOU HAVE TOLD US

Some of the issues that young people have talked to us about include:

- Feeling safe in Stevenage. Young people want to see more of a Police presence in the neighbourhoods and they want help with dealing with bullying.
- Incentives for children and young people to get involved in local democracy with more information about the Youth Council linked up to School Councils.
- More facilities for young people aged 14-18. Young people want affordable leisure facilities and they feel that better publicity for existing activities is needed.

- Career prospects. Young people feel that more educational and job opportunities such as the Young Apprenticeships Scheme and work experience are needed.

Some of the issues that adults have talked to us about regarding young people include:

- More activities and leisure facilities need to be targeted at young people.
- Play areas need to be improved.
- More support to enhance parenting skills is needed.
- Local companies need to be more involved in improving the career prospects of children and young people.

OUR PRIORITIES AND WHAT WE WILL DO

Help children and young people achieve their potential at all ages

Raise aspirations and the level of educational attainment through targeted intervention in schools. Raise skill levels by encouraging young people to engage in further education, employment or training on leaving school. Implement the 'Building Schools for the Future' programme. Provide information, guidance and advice on learning choices and provide targeted support to young people with more complex needs.

Help children and young people have good things to do and places to go

Ensure that children growing up in Stevenage have access to the best possible play opportunities and that teenagers have access to things to do and places to go. Continue to implement the Stevenage Play Strategy. Develop and deliver a programme of local activities for young people that is both affordable and responsive to local needs.

Involve children and young people in decision-making

Engage children and young people in decision-making and encourage them to play an active part in the local community. Increase the participation of children in Stevenage Youth Council and school councils. Encourage young people to become volunteers and extend volunteering programmes to young people aged 16 and under.

Reduce teenage pregnancy and improve sexual health

Reduce the rate of teenage conceptions and reduce the transmission of sexually transmitted infections amongst teenagers through education and targeted prevention work. Continue to implement the Hertfordshire Teenage Pregnancy strategy in Stevenage.

Safeguard children and young people and promote their health and well-being

Promote safer environments for children and young people and safeguard them by ensuring that they are safe from maltreatment, neglect, violence and sexual exploitation, safe from accidental injury and death, safe from bullying and discrimination and safe from crime and anti-social behaviour in and out of school.

Empower young people to make well-informed choices about their lifestyle and promote good health by offering support on healthy eating, smoking and drug and alcohol use. Promote access to services including six children's centres and three extended schools consortia. Encourage all schools to become 'Healthy Schools'.

Strategies and Plans

Detailed plans for delivering the five Every Child Matters outcomes in Stevenage are set out in:

- The **Stevenage Children and Young People's Plan 2007-08**. This document can be found at: *Not on the internet.*

The Stevenage Plan is part of the Hertfordshire strategic framework for children and young people and this is set out in:

- The **Hertfordshire Children and Young People Plan 2006/09**. An annual review of the CYPP, entitled **One Year On 2007/08**, sets out priorities and planned improvements for 2007/08 across the five Every Child Matters outcomes. These documents can be found at:
<http://www.hertsdirect.org/yrccouncil/cpdrp/cypp>

The **Stevenage Play Strategy 2006** sets out a vision and policy commitments to play with a five-year action plan. This document can be found at:

http://www.stevenage.gov.uk/stevenage_web/res/filestore/dnld_executive_2/ApdxB_PlayPolicyStratgy.pdf;internal&action=save.action

HEALTHIER COMMUNITIES AND OLDER PEOPLE

WHAT WE AIM TO ACHIEVE

We aim to improve the health of Stevenage people, reduce health inequalities and ensure that everyone has equal access to quality health care.

HOW THINGS ARE NOW

Local partnership arrangements for healthier communities and older people are being reviewed following the recent health service reorganisation that resulted in the setting up of two Primary Care Trusts in Hertfordshire.

Nearly all of the services commissioned by Hertfordshire County Council Adult Care Services are from the independent sector and many other services are provided in partnership with the NHS, Stevenage Borough Council and voluntary and community organisations.

Partnership working to **improve the health of local people** has included:

- Partnerships between health and sports sectors with activities such as walks, swimming, falls prevention, health projects within the workplace and social sport for fun sessions.
- A range of services to help people stop smoking including a 'Quit Smoking' freephone number. Pharmacists have been trained to provide one-to-one stop smoking support in their pharmacies. Practice nurses and other staff have been trained to work with people in GP practices.
- Community based mental health services have been developed including alcohol and drug prevention and rehabilitation programmes. People with serious problems have access to specialised services and short-term care in emergencies.

Partnership working to improve the **quality of life of older people** has included:

- The concessionary travel scheme for older people has been extended to cover journeys across Hertfordshire and into adjoining areas.
- The Leisure 50 programme has been extended offering opportunities to get involved in a range of courses ranging from theatre skill to keep fit at a variety of community centres within Stevenage.
- Development of information and advocacy services provided by Age Concern Stevenage.
- Expanded provision of extra care at sheltered housing including a 22 place scheme at Silkin Court.
- Development of 'telecare' services – equipment that lets someone know that support is required.

- A Falls Prevention Clinic has been established at Lister Day Hospital and the Anchor 'Staying Put' small repairs service has been established.
- Stroke services have been developed including a register of people at risk maintained by GPs.
- 'Intermediate 'care' services designed to support older people outside of hospital have been developed.
- A review of community meals provision with proposals to set up a new service provided by a social enterprise.

The Hertfordshire PCTs were consulting on the future provision of health services in the county as we went to press. Proposals included:

- Bring together acute hospital services in east and north Hertfordshire at either the Lister in Stevenage or the QEII in Welwyn Garden City. Provide local general hospital services at whichever site is not selected as the acute site.
- Develop two local general hospitals in Hertfordshire, each providing a wide range of health services for its local community. One of these hospitals would be at Hemel Hempstead and the other would be in either Welwyn Garden City or at Stevenage dependent upon which was chosen as the acute site.
- A network of seven urgent care centres across Hertfordshire.

Facts and figures

- Although broadly in line with national averages, Stevenage people are on average in poorer health than people elsewhere in Hertfordshire.
- Life expectancy for males and females is similar to the England average but significantly lower than the regional average. There is a difference of 4.7 years in life expectancy between the best and worst wards.
- The rate of early death due to heart disease and stroke is similar to the England rate and has fallen in recent years. Although no higher than elsewhere, smoking kills around 125 people every year.
- Only 1 in 6 adults are estimated to eat healthily. This is below the England and regional averages.
- 1 in 6 adults binge drinks and death rates from alcohol related illnesses are lower than the England average but higher than the regional average.
- Hospital admission rates for serious accidental injury are higher than the national average especially those over 85 years old.

CASE STUDY – SMOKING PREVENTION/CESSATION

To follow.....

CASE STUDY – FALLS PREVENTION

To follow.....

WHAT YOU HAVE TOLD US

Generally, people in Stevenage feel healthy.

- 63% of people say that their health over the last six months has been either excellent or very good. 80% of 16-24 year olds say that their health has been good compared with 42% of over-65 year olds.
- A third of residents (33%) say that they always lead a healthy lifestyle and 32% say that they lead a healthy lifestyle most of the time.
- 28% of residents say that they have a healthy diet all of the time, 36% say that they do this most of the time and 17% say that they do this 'quite often'.
- 19% of residents say that they take regular exercise and equally, 19% say that they hardly ever take exercise. 30% of residents say that they take part in at least '30 minutes of 'moderate intensity exercise five times or more a week.

Older people have told us that they want:

- More control and say over the services they receive
- A 'seamless' journey through health and social care
- Services which help people get back on their feet after a hospital stay and specialist services when needed
- Quick and easy access to equipment and help with major adaptations
- Easy access to information and being able to contact someone who can help
- A broad range of services including handyperson, advocacy, befriending, day care and hospital discharge

OUR PRIORITIES AND WHAT WE WILL DO

Create healthier lifestyles

Promote healthy lifestyles through improved diet and nutrition, sensible drinking and by taking more physical exercise including walking, cycling and participation in sport. Help people to stop smoking and to not start smoking in the first place.

Create opportunities for older people

Promote the quality of life of older people, enable older people to enjoy healthy lives and to continue to live independent lives in the community for as long as possible.

Involve older people in the planning of services so that they can exercise choice and control over services tailored to their needs, including direct payments.

Review the provision of sheltered housing and plan to meet future needs for residential and nursing care. Develop new services such as telecare, extra care

housing and remodelled home care services. Develop a wide range of preventative services including advocacy, befriending, hospital discharge, handy person, day care and carers support.

Develop specialist services for older people with mental health problems, equipment services and intermediate care services that prevent unnecessary admissions to hospital.

Ensure access to quality health care services

Transform health care services bringing them closer to patients with more health care being provided outside of main acute hospitals and with major acute hospitals increasingly being used for specialist inpatient or emergency care.

Strategies and Plans

There is currently no local health improvement plan for Stevenage following recent changes in health service structures. Key priorities for East and North Hertfordshire for 2007/8 are set out in the **East and North Hertfordshire PCT Public Health Annual Report 2007**. This document can be found at:

http://www.enherts-pct.nhs.uk/Documents/publications/ph_annualreports/EastNorthHertsAPHR07.pdf

The **Hertfordshire Adult Care Strategy** sets out plans for the development of services for older people. Hertfordshire County Council has had a multi-agency **Carer's Strategy** in place since 1995. Copies of these documents can be found at: <http://hertsdirect.org>.

The Hertfordshire PCTs were consulting on plans for the future **provision of hospital and community based health services** as we went to press. Details can be found at: <http://www.enherts-pct.nhs.uk/consultation/Content.asp?id=SX682B-A77F68E4>

SAFER AND STRONGER COMMUNITIES

WHAT WE AIM TO ACHIEVE

A Stronger Community

We aim to improve everybody's quality of life and improve the life chances of people living in the more deprived parts of the town. To make Stevenage a place where everyone is valued, regardless of race, religion, disability, age or gender. To give local people a real say in the decisions that affect their lives. To improve the image of Stevenage and pride in the town.

A Safer Community

We aim to reduce the level of crime and anti-social behaviour and to reduce the fear of crime and disorder.

Housing

We aim to provide good quality, affordable homes in clean, green, safe and well-maintained neighbourhoods with excellent transport links.

Culture

We aim to develop opportunities in sport, arts and leisure as a means of bringing people from all age groups and all walks of life together in the community.

HOW THINGS ARE NOW

The prosperity of Stevenage people varies widely from affluence to social deprivation. A Social Inclusion Forum has been set up to tackle 'social exclusion' – social exclusion is "what can happen when people or areas suffer from a combination of linked problems such as unemployment, poor skills, low incomes, poor housing, high crime, bad health and family breakdown".

Recent developments relating to **social inclusion** have included:

- A social inclusion strategy that sets out practical steps to improve the life chances of groups at risk of exclusion. Public services such as the local authorities, the health service and the Police have developed equality and diversity policies and plans.
- Stevenage CAB has provided advice and information on housing rights, welfare rights and benefits, money and debt, consumer rights and employment rights in community settings.
- Stevenage Credit Union has set up a junior savers club for children. The Credit Union has nearly 1,000 members and provides savings, low interest loans and free life insurance to members.
- Outreach work in the community including an Asian women's group and community education work with travellers.

MAP OF STEVENAGE SHOWING SOCIAL DEPRIVATION BY SUPER OUTPUT AREA

To follow.....

- 'Celebrate' has become annual event at the Gordon Craig Theatre that celebrates the different culture and communities in the town. All the acts are volunteers from local groups that represent the talents and achievements of Stevenage's multi-cultural community.

Involving citizens and communities in local decision-making leads to better service provision and stronger, more confident communities. Involving local people means not only informing and consulting them, important as that is. It also means devolving the management of local facilities such as community centres to them, something we have been doing in Stevenage for many years.

Recent developments relating to **community involvement** include:

- Green Heart Partnership (GHP) and HTA Landscape Design have been appointed to redesign the 3.85 hectare Town Centre Gardens. GHP were chosen because of their innovative approach and proven record in community engagement and HTA because of their inclusive approach to place-making.
- 'Vox Pops' - a project designed to connect with people that more traditional consultation methods fail to reach. Local people gave face-to-face and immediate feedback – good and bad - on camera. The video can be viewed on the HertsDirect website: <http://www.hertsdirect.org.uk>
- 'Street Meets' – local residents meet with Councillors, community development officers, the police and youth workers. 'Street Meets' encourage residents to report crime and anti-social behaviour, hear about the benefits of setting up a Neighbourhood Watch group and services available to residents locally such as sports activities for young people.
- Stevenage Youth Council meets regularly to discuss issues that concern young people. The Youth Council is linked to school councils.

Stevenage is a safe place to live and visit compared to many towns of a similar size. Stevenage has a strong community safety partnership with an excellent track record in preventing and reducing crime.

Recent developments relating to **community safety** include:

- 'Safer Neighbourhood' teams, police officers and Police Community Support Officers working with local people to find out what their concerns and work with local agencies to tackle and resolve them.
- A joint Anti-Social Behaviour team involving the Police, the Borough Council and Stevenage Homes Ltd (SHL) that deals with all kinds of anti-social behaviour issues.
- Home Office funding to tackle and reduce criminal damage and disorder related in Stevenage Town Centre and Leisure Park and neighbouring residential streets.

It is becoming increasingly difficult to provide affordable housing and homelessness will continue to be a significant concern in Stevenage without significant investment in new affordable homes for rent for households in need. Stevenage Homes Ltd

(SHL) has been set up as an 'arms length organisation' to manage former Council homes.

Recent developments relating to **affordable housing** have included:

- The development of an affordable housing strategy including a percentage of affordable homes in all new developments, provision of affordable housing in the new town centre and new homes west of the AIM.
- A review of the homelessness strategy that aims to prevent homelessness wherever possible, to ensure that free housing advice is available and to ensure that temporary accommodation is of a decent standard with support on hand to those who need it.

A recent survey, 'Active People', tells us that satisfaction with local sports provision is in the top 25% nationally. However, it also tells us that levels of participation in moderate levels of physical activity in Stevenage are in the bottom 25% nationally. The local sports council has been reformed as 'Sport Stevenage' .

The arts offer a range of benefits to individuals and society, transforming lives and communities. The barriers to being involved in the arts are mental as much as they are physical. An Arts Network has been formed to promote involvement in the arts.

Recent developments relating to **sports, arts and culture** include:

- Sport Stevenage has developed a sport development plan. Stevenage Borough Council has made substantial grants to local sports associations for the improvement of their facilities with the assistance of Sport Stevenage. Coach Stevenage has been formed to take a strategic view of coaching in schools by local clubs.
- An arts and heritage strategy for Stevenage has been produced covering a wide spectrum of activities – local festivals, public art projects and improvement to public spaces, exhibitions, events and outreach activities, projects and activities targeted at both younger and older people and the development of showcases for local arts practitioners
- Plans for the regeneration of the Arts and Leisure Centre and the Swimming Centre had been incorporated in plans for the regeneration of the town centre.

Facts and figures

- 8.52% of Stevenage residents are from minority ethnic communities which is slightly below the national average.
- 17% of Stevenage residents have taken part in any formal volunteering.
- Criminal damage is a relatively high volume crime accounting for 25% of all crimes.
- 28 violent offences per 1,000 population were committed in Stevenage in 2005/06 compared with 16 in Hertfordshire and 17 nationally. The town centre,

Leisure Park and to a lesser extent the Old Town High Street are the biggest crime and disorder hotspots in the town.

- Stevenage has lower rates of domestic burglary and vehicle crime than Hertfordshire and the UK.

CASE STUDY - STONEYHALL HOUSING REDEVELOPMENT

To follow.....

WHAT YOU HAVE TOLD US

We have consulted with a wide range of Stevenage people including people from the black and minority ethnic communities in Stevenage:

- 70% of residents are satisfied with Stevenage as a place to live but Stevenage does not score as highly as more affluent towns in Hertfordshire.
- The 'Top Five' things that make people proud to live in Stevenage are parks and open spaces, leisure facilities, schools/education facilities and 'community spirit'.
- 33% of Stevenage residents agree that they can influence decisions affecting their local area. Three in ten (30%) residents indicate that they would like to be more involved in decisions affecting their local area.
- 22.3% of Stevenage residents think that people being attacked because of their skin colour, ethnic origin or religion is a very big or fairly big problem in their local area compared with 8.3% in Hertfordshire.
- 50% of residents feel very (17%) or fairly (33%) safe walking alone after dark in their neighbourhood. This compares with 70% for Hertfordshire and 72% nationally.
- There have been significant reductions in the number of people highlighting abandoned cars, drunkenness, vandalism and drugs as big problems in their areas.
- Stevenage Homes (SHL) tenants have told us that the following are important to them: affordable housing, anti-social behaviour, the increase in the number of homeless people in the town and homes that are suitable for older and disabled people.

OUR PRIORITIES AND WHAT WE WILL DO

Develop affordable homes

- Implement an Affordable Housing Strategy to provide affordable homes of a decent standard for local people. Focus on preventing homelessness and provide support for people at risk of becoming homeless and access to permanent housing.

Valuing volunteers

- Encourage people to be engaged in community initiatives, groups and organisations and encourage volunteering. Encourage local businesses to support volunteering through a new Corporate Social Responsibility (CSR) initiative.

Empower communities

- Enable local people to shape services and the neighbourhoods that they live in leading to better service provision and stronger, more confident communities.

Increase community cohesion

- Promote contact and understanding between and within the BME minorities and the white community and faiths and celebrate diversity within our community. Tackle offences that are motivated by prejudice or hate including race, homophobia, transphobia, faith, sectarian prejudice or prejudice towards disabled people.

Make culture sport and leisure more accessible

- Raise levels of participation in sport and physical activity, promote the arts and develop 21st century leisure facilities.

Reduce anti-social behaviour

- Build respect in communities by promoting good behaviour and challenging and changing bad behaviour. Address anti-social behaviour by focussing on local shopping areas and 'hotspot' neighbourhoods.

Reduce the fear of crime

Work together with the community to reduce fear of crime and anti-social behaviour through effective communications and neighbourhood policing. In 2008 priority areas for focus will be;

- Anti-social behaviour
- Criminal damage
- Violent crime

Reduce violent crime

- Tackle violent crime in the home, the community and in particular alcohol related disorder in the night time economy.

Strategies and Plans

Detailed plans for housing are set out in:

- The **Stevenage Housing Strategy**: this document can be found at: <http://www.stevenage.gov.uk/>

- The **Stevenage Affordable Housing Strategy**: this document can be found at: <http://www.stevenage.gov.uk/>
- The **Stevenage Homelessness Strategy**: this document can be found at: <http://www.stevenage.gov.uk/>

Detailed plans for culture are set out in:

- The **Sport Stevenage Development Plan**: this document can be found at: [http:// www.sportstevenage.co.uk](http://www.sportstevenage.co.uk)
- The **Stevenage Arts and Heritage Strategy**: : this document can be found at: <http://www.stevenage.gov.uk/>

Detailed plans for community safety are set out in:

- The **Stevenage Community Safety Strategy**: : this document can be found at: <http://www.stevenage.gov.uk/> The Strategy is currently being reviewed and a new strategy will be published in 2008.

A **Neighbourhood Strategy** will be developed in 2008.

Economic Development and the Environment

WHAT WE AIM TO ACHIEVE

Economy and Enterprise

We aim to promote the development of a sustainable economy and improve the employment prospects of our population in order to promote sustain and support local business.

Environment

We aim to create cleaner and greener communities, develop a sustainable transport network and meet the needs of the present without compromising the ability of future generations to meet their own needs.

HOW THINGS ARE NOW

Facts and figures

The Stevenage economy has performed at or around national averages but significantly below Hertfordshire and East of England rates. This under performance is due to the high representation of slow growth sectors such as manufacturing and low representation of growth sectors such as business services.

The following three major areas need to be addressed to ensure a firm foundation for the economic future of the town: the skills gap; a range of suitable housing and a significantly enhanced retail facility in the town centre.

The Hertfordshire Chamber of Commerce and Industry has launched a Business Forum comprising local businesses and key organisations such as Stevenage Borough Council and North Herts College. The Forum will produce a business led vision and plan for the economic future of the town.

Recent developments regarding the **local economy** have included:

- Work has started on significant regeneration of employment sites, including Gunnels Wood. The East of England Development Agency (EEDA) is funding the development of a new public space in Gunnels Wood Road.
- The Hertfordshire Business Incubation Centre (HBIC) Enterprise Hub has been established in Stevenage providing a 'one stop shop' facility to access appropriate support in three key sectors: Aerospace and Defence, Biotechnology and Information Communication Technology. A new business incubation project fast-tracks new firms with a high growth potential.
- Incredit promotes and supports enterprise development amongst disadvantaged communities through training workshops, support services and access to micro-credit through a revolving loan fund. The target groups are women, young people aged 16-30, members of BME communities and social enterprises.
- Developers ING Real Estate and Stanhope PLC have been selected to develop plans for the regeneration of the town centre. They have now formed 'Stevenage Regeneration Ltd'.

- Government funding has been secured for an extension to the Business and Technology Centre (BTC).
- A Neighbourhood Centres study has been undertaken looking at the long-term future of all the local centres in Stevenage. Work has started on a face-lift of various local centres including Roebuck and The Hyde.

Keeping Stevenage clean, green and safe - keeping the streets clean and free of litter, fly tipping, abandoned cars and graffiti – is very important to local people. Local people value open spaces in the town - somewhere to relax, to exercise and to enjoy nature.

Stevenage is part of the Hertfordshire Waste Partnership. The partnership is committed to reducing the amount of waste created, further increasing the amount of waste that is recycled and disposing of waste that cannot be recycled in ways that do not harm the environment

Stevenage has an excellent transport network. Good roads, roundabouts and cycle ways have been built into the design of the town. Many local journeys are of less than four miles and could be undertaken using travel methods other than the car. Increasing levels of car ownership are creating more demand for parking and levels of traffic congestion are increasing in the town.

Recent developments relating to the environment have included:

- Employers for the Environment – ‘E4E’ - has been formed with funding from Europe. ‘E4E’ aims to lower the environmental impact of business through waste minimisation, energy usage reduction, water savings and transport solutions.
- Public awareness of ‘clean, green and safe’ neighbourhoods has been raised through ‘Environmental Action Days’, backed up by effective enforcement and by involving the local community.
- An Open Space, Sport and Recreation Study has been completed and a Green Space Strategy is being developed.
- Stevenage has been awarded a silver medal in Britain in Bloom 2006.
- A draft Biodiversity Action Plan has been produced that promotes the variety of plants and animals and other living things in Stevenage and the conservation and protection of species and habitats.
- The Borough and County Councils have both signed the ‘Nottingham Declaration’. The Declaration is a commitment to working with partners to develop plans that address the causes of climate change and contribute to a reduction in the emission of greenhouse gases.
- The Hertfordshire Waste Partnership has reviewed its strategy for dealing with waste in the coming years. A kerbside collection has been introduced and extended to include green waste.
- The Stevenage Transport Strategy sets out a framework for reducing the need to travel, promoting and supporting the use of travel methods other than the private car and promoting a better quality of life in the town through transport initiatives

- The Stevenage Parking Strategy which sets out how we will tackle parking problems in the town over the next few years and in the longer term in the face of increasing car ownership.
- The Stevenage Cycling Strategy aims to encourage cycling in the town with an action plan setting out how the cycleway network can be improved to encourage even greater usage.
- Stevenage Borough Council working in partnership with Welwyn & Hatfield and East Herts District Council is now responsible for enforcing all on-street parking “yellow line” restrictions thereby reducing the level of illegal parking and parking obstruction in the town and keeping traffic as free-flowing as possible.

Facts and Figures

- Stevenage has 42,000 jobs and 2,600 businesses.
- Stevenage has over 550 hectares of natural and semi-natural open space. Including parks, formal gardens, woodlands, grasslands, water meadows and nature reserves
- Hertfordshire residents produced more than half a million tonnes of household waste last year – 521kgs for every Stevenage resident. It cost £40 million to collect and dispose of it and 60% went to landfill sites
- Car ownership levels in Hertfordshire are high although in Stevenage approximately 20% of residents do not have access to a car. Many local journeys are less than four miles and 85% of Stevenage employees travel to work using a car. Rising levels of car ownership have resulted in a shortage of parking in the neighbourhoods

CASE STUDY – INNOVATION @ STEVENAGE

Innovation @ Stevenage is a very successful partnership involving local businesses, Stevenage Borough Council and the local education sector, including North Herts. College and Stevenage secondary schools. It is recognised across the Eastern region as the model of an effective business education partnership.

Launched by the Hertfordshire Chamber of Commerce & Industry in 2002, it has helped build very strong and successful partnerships within the town between the business and educational sectors. Many innovative activities have been delivered since 2003 to help equip Stevenage students with the skills required in the modern workplace.

Two major exhibitions were held in 2003 and 2005 and the first of these was attended by HM The Queen and HRH The Duke of Edinburgh. As well as helping promote Stevenage and the successful businesses within the town each exhibition was attended by approximately 1,800 local students who gained a greater knowledge of business in the town as well as an insight into the careers opportunities that exist locally.

Business Education activities are still continuing and these include, motivational and inspirational talks to schools, careers workshops (delivered by IBM), mock interviews, Insight to Industry programme, Enterprise Week activities and support for the applied GCSE programme.

CASE STUDY – HERTFORDSHIRE GROUNDWORK TRUST

Peartree Park

Groundwork has worked with local residents to dramatically improve Peartree Park, with new play areas, better lighting, fencing and extra seating. This major renovation has transformed the site and made it feel safer and more welcoming.

Homestart Stevenage

Groundwork worked with staff and families at this local charity to design and build a stunning family garden with space to play as well as grow vegetables.

Victoria Court

Groundwork has worked with residents with Alzheimers and their family members to develop a beautiful, safe garden with space to relax and enjoy.

“It’s a pleasure seeing the residents and their families being able to just walk out into the fresh air and sunshine, viewing the wonderful mosaics, smelling the flowers and herbs.”

BH – a family member at Victoria Court

CASE STUDY - ENVIRONMENTAL ACTION DAYS

To follow.....

WHAT YOU HAVE TOLD US

- 6,500 people visited the public exhibition of plans for the regeneration of the town centre in March 2007. It was generally felt that the town centre needs to be rebuilt with a department store and a better range of smaller shops.
- Road and pavement repairs are one of residents' top three priorities for improving the local area. The service needs to be more visible - "I can't remember the last time I saw a street cleaner". We need to encourage community involvement and address vandalism of facilities.
- Around seven in ten (72%) residents are satisfied that Stevenage Borough Council has kept land clear of litter and refuse. These findings represent a significant improvement since 2003/4 when the proportion satisfied was 59%.
- Overall satisfaction with the waste collection service has remained fairly consistent from 2000/1 and 2003/4. We should spend more on refuse and recycling and increase portfolio of recyclables collected. We should reward households who recycle well and reduce fees for the Junk Collection service.
- We should increase or maintain spend on parks and open spaces. Retention and appearance of parks and open spaces is important. Should make sure they are clear of broken bottles and syringes, address anti-social behaviour and encourage use. Use of parks and open spaces is in line with levels recorded three years ago. However, satisfaction has increased significantly.

OUR PRIORITIES AND WHAT WE WILL DO

Increase range of employment opportunities

Develop a dynamic economic base by retaining existing businesses in the area, attract new growth sectors to encourage inward investment and develop existing clusters of advanced technology industries.

Increase the number of businesses being formed and improving the social economy through;

- provision of a quality business support service,
- extension of the Hertfordshire Business Incubation Centre
- development of a new property partnership to provide space for businesses
- regeneration of the Gunnels Wood and Pin Green employment sites.
- actively encourage and support small and medium sized companies
- improved links between education and business,
- creating an employment and training programme targeted at helping disadvantaged groups,
- Encourage family learning
- Work towards creating a new construction training centre.

Regenerate the town centre and the neighbourhood centres

Create a high quality environment in the town centre and in the neighbourhoods. Multi-million pound investment in the Town Centre and surrounding areas including a new range of shops, a department store and variety store, new town centre homes, new civic facilities and a new transport interchange. Implement a major Neighbourhood Centres Renewal and Investment programme.

Create cleaner and greener communities

Create cleaner and greener neighbourhoods and public spaces and help communities to play an active part in the management of the environment.

Implement the Stevenage Biodiversity Action Plan and promote the conservation, protection and enrichment of species and habitats.

Raise public awareness, increase and find other methods of disposal of waste that cannot be recycled as an alternative to landfill.

Make a town wide commitment to halt climate change

Respond to the challenge posed by climate change by reducing our emissions of greenhouse gases and adapting to the changes in climate that will occur. Develop a Joint commitment to addressing Climate Change covers:

- sustainable development
- energy efficiency
- sustainable management of waste
- 'green' transport
- purchasing of goods and services
- management of natural habitats

Provide a better image for the town - "Stevenage: A Great Place to Be"

Improve the reality and perception of Stevenage as a desirable place to live. Promote a sense of pride in the town, reward people for their achievements and commitment to Stevenage, improve the town's image, reputation and profile and increase positive news coverage, both local and national.

Provide better transport

Develop a sustainable transport network that balances the contribution that transport can make to the development of the local economy with local and national pressures to reduce road traffic. Reduce the need to travel through the planning and development process and promote improvements in provision of public transport, walking and cycling and encourage employers to produce Green Travel Plans.

Stevenage Borough Council working in partnership with Hertfordshire County Council will seek to identify priorities and promote improved highway maintenance, accident remedial schemes, traffic calming to reduce speeding, School Travel Plans (Safer Routes to School) and other highway improvements.

Strategies and Plans

Detailed plans for the **environment** are set out in:

The **Stevenage Biodiversity Action Plan**: this document can be found at:

<http://www.stevenage.gov.uk/>

The **Hertfordshire Waste Management Strategy**: this document can be found at:

<http://www.hertsdirect.org/>

The **Hertfordshire Transport Plan**: : this document can be found at:

<http://www.hertsdirect.org/>

Stevenage Transport Strategy.....

Stevenage Cycling Strategy....

Stevenage Parking Strategy.....

A **Community Climate Change Strategy** will be produced in 2008.

A **Green Space Strategy** will be produced in 2008.

CHILDREN AND YOUNG PEOPLE

PRIORITY	MEASURE	BASELINE	TARGET 2010/11
Help children and young people achieve their potential at all ages	The percentage of 15 year old pupils in schools maintained by the local authority achieving five or more GCSEs at grades A*-C or equivalent. <i>Baseline: 2006</i>		
	The proportion of young people (16-24 year olds) in full-time education or employment <i>Baseline:</i>	?	
	Higher education progression rate (including gap year) for 18/19 year olds <i>Baseline: ?</i>	21%	25%
	Increase the percentage of 16-19yr olds not in education, employment or training.		
Help children and young people have good things to do and places to go	The percentage of residents who think that for their local area, over the past three years the following have got better: <ul style="list-style-type: none"> ▪ activities for teenagers ▪ facilities for young children 	8% 19%	11% 22%
Involve children and young people in decision making	Number of children and young people involved in Stevenage Youth Council. <i>Baseline: 2007</i>	?	10
Reduce teenage pregnancy and improve sexual health	Teenage pregnancy conceptions under 18 years per 1,000 females aged 15-17. <i>Baseline: 2001-2003</i>	?	?
Safeguard our children and young people and promote their health and well-being	Number of young people who report feeling good about themselves in the Hertfordshire Health Related Behaviour Survey. <i>Baseline:</i>	?	15

HEALTHIER COMMUNITIES AND OLDER PEOPLE

PRIORITY	MEASURE	BASELINE	TARGET
Create healthier lifestyles	Premature mortality from all circulatory disease (heart disease, stroke and related illness) <i>Baseline: ?</i>	?	?
	Premature mortality from all cancers <i>Baseline: ?</i>		?
	Smoking prevalence – percentage of smokers: <ul style="list-style-type: none"> ▪ In Stevenage overall ▪ In the most deprived areas of Stevenage Baseline: 2002-04	27% 27%	25% 23%
	Prevalence of smoking by children and young people under the age of 16 Baseline: ?	Establish baseline	-5%
	Percentage of residents who feel that their health has been on the whole excellent/very good over the last six months. Baseline: 2007 (QoL Survey)	63%	67%
	Percentage of people surveyed who take part in at least 30 minutes of moderate intensity exercise at least three times a week. Baseline: 2007 (QoL Survey)	53%	60%

Create opportunities for older people	Percentage of adults aged 45+ participating in at least 30 minutes moderate intensity sport and active recreation (including recreational walking and recreational cycling) on 3 or more days a week. <i>Baseline: 2006</i>	?	?
	Percentage of residents who feel that they can live independently in their own home. <i>Baseline: 2007- (QoL Survey)</i>	?	?
	Older people helped to live at home per 1,000 population aged 65 and over. <i>Baseline: 2005/06</i>	?	?
	Number of older people aged 65+ who are admitted to hospital in an emergency and their length of stay (measured as number of Occupied Bed Days).	?	?
Ensure equal access to quality health care services	Percentage of residents who think that for their local area, over the past three years, that health services have got better. <i>Baseline: 2007- (QoL Survey)</i>	17%	20%

SAFER AND STRONGER COMMUNITIES

PRIORITY	MEASURE	BASELINE	TARGET
Develop affordable homes	A minimum of 150 affordable homes per year, 80% social rent and 20% other intermediate tenure	Establish Baseline	
Valuing volunteers	The percentage of people surveyed who have taken part in any formal volunteering in the last year. <i>Baseline: 2007- QoL Survey</i>	17%	25%
Empower communities	The percentage of people surveyed who definitely agree/tend to agree that they can influence decisions affecting their local area. <i>Baseline: 2007- QoL Survey</i>	33%	37%
	The percentage of people surveyed who are very satisfied/fairly satisfied with opportunities for participation in decision-making provided by their Council. <i>Baseline: 2007- QoL Survey</i>	78%	82%?
Community cohesion	Percentage of residents who think that their local area is a place where people from different backgrounds get on well together.	78%	82%
	Things which make the people surveyed proud to live in Stevenage: <ul style="list-style-type: none"> ▪ Community spirit ▪ Schools/education facilities ▪ Leisure facilities ▪ The environment ▪ Parks and open spaces ▪ Festivals ▪ Community centres and associations ▪ Local businesses/industry ▪ Local sports teams <i>Baseline: 2007- QoL Survey</i>	27% 33% 50% 34% 57% 9% 24% 21% 20%	31% 33% 54% 38% 61% 15% 28% 25% 24%

Make culture, sport and leisure more accessible	The percentage of the population that have regularly participated in some moderate intensity sport and active recreation – 3 days per week for a minimum of 30 minutes. Baseline: 2006 (Active Life Survey)	19.2	24.2%
	Number of people (aged 16 and over) volunteering in sport for at least an average of one hour per week. Baseline: 2006 (Active Life Survey)	3.5	?
Reduce anti-social behaviour	Anti-social behaviour/rowdy nuisance incidents Baseline: 2005-07	126.6	117.6
	Criminal damage – offences per 1,000 population Baseline: 2005-06	28.7	19.7
Reduce fear of crime	Percentage of residents who think that the level of crime has got better or stayed the same for their local area over the past three years. Baseline: 2007- (QoL Survey)	64%	67%
	The percentage of residents surveyed who said they feel “fairly safe” or “very safe” outside: <ul style="list-style-type: none"> ▪ during the day ▪ after dark Baseline: 2007- (QoL Survey)	92% 49%	92% 51%
Reduce violent crime	Violence against the person – offences committed per 1,000 population Baseline: 2005-06	29.3	27.3

ECONOMY, ENTERPRISE AND ENVIRONMENT

PRIORITY	MEASURE	BASELINE	TARGET
Increase range of employment opportunities	Percentage of the working-age population that is in employment. <i>Baseline: 2006</i>	?	?
	The total number of VAT registered businesses in the area at the end of the year. <i>Baseline: 2004</i>	?	?
	Percentage change in the number of VAT registered businesses. <i>Baseline: 2004</i>	?	?
	Percentage of residents who think that for their local area, over the past three years, that job prospects have got better or stayed the same. <i>Baseline: 2003-04</i>	37%	?
Regenerate the town centre and the neighbourhood centres	Percentage of residents who think that for their local area, over the past three years, that shopping facilities have got better or stayed the same. <i>Baseline: 2003-04</i>	?	?
Create cleaner and greener communities	Percentage of residents who think that for their local area, over the past three years, that the cleanliness of the streets has got better or stayed the same. <i>Baseline: 2003-04</i>	?	?
	Percentage of residents who think that for their local area, over the past three years, that parks and open spaces have got better or stayed the same. <i>Baseline: 2007- (QoL Survey)</i>	53%	0%
Make a town wide commitment to halt climate change	Domestic per capita CO2 emissions (tonnes). <i>Baseline: 2004</i>	Establish baseline	-5%
	Level of water consumption <i>Baseline ?</i>	Establish Baseline	-5%
	Percentage of residents who are very concerned/fairly concerned about: <ul style="list-style-type: none"> ▪ how much water they use ▪ how much electricity and/or gas they use <i>Baseline: 2007- (QoL Survey)</i>	24% 38%	50% 80%
	The percentage of household waste recycled. <i>Baseline: 2005-06</i>		

Provide better transport	Percentage of residents who think that the level of traffic congestion has got worse over the last three years.	69%	50%
	Percentage of residents who think that the condition of pavements and footways has got better.	53%	0%
	Percentage of residents who think that the condition of cycle paths in Stevenage has got better over the last three years.	14%	30%
	Percentage of residents who 'don't know' whether local bus services provide good value for money.	31%	21%