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Community Strategy 2017-2021



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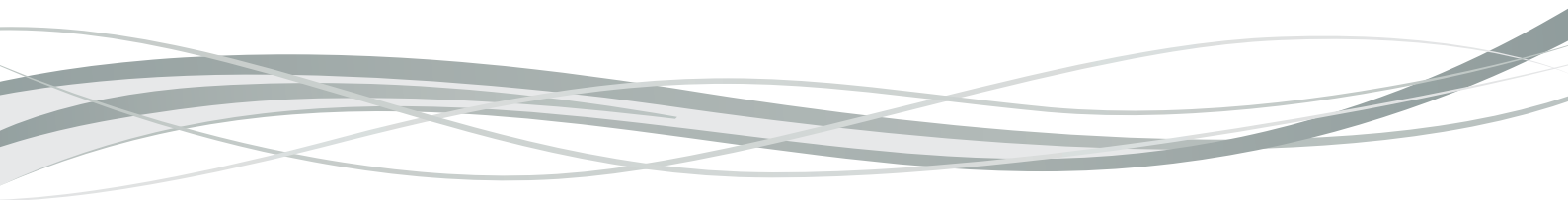
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Foreword



Welcome to Hertsmere's Community Strategy 2017-2021. This strategy has been produced following consultation with the community and many different partners. The findings allow us to concentrate on issues which the Local Strategic Partnership (Hertsmere Together) can best address through local partnership working.

Hertsmere Together brings leaders from key public, private and voluntary organisations to improve the area and the way we work together. The past three years has seen the partnership focus on delivering the aims in the previous Community Strategy 2013-2016 as well as tackling local issues. The review of the previous strategy has enabled the partnership to refocus and take account of new government policies including the Crime and Policing Act (2014), Best Value Statutory Guidance (2015), Homelessness Reduction Act (2017) and emerging priorities for Hertsmere residents.

The aim of this community strategy is to promote and improve the economic, social and environmental wellbeing of the area. It outlines the key challenges facing Hertsmere and how the partnership is going to address these.

We want to continue to make Hertsmere a great place to visit, offering shopping and leisure opportunities as well as an inspiring film and television heritage and present-day creative media industry. We want Hertsmere to be a great place for business, delivering economic growth and jobs in a high quality environment. We also want to enable people to live well with good health, in a good standard of housing and in a safe and green environment.

We will also continue to focus on three areas; healthier, safer and thriving communities through strong leadership, accountability and involving you in shaping our services. Alongside the delivery of our priorities, we will continue to work closely together developing Hertsmere as a great place to live, work and visit.

Councillor Morris Bright
Chairman, Hertsmere Together

Our Vision

'Continuing to build a better future for the communities of Hertsmere through partnership working'

Our challenges

To create a healthier community for all

To create a safer community for all

To create a thriving community for all

Our Principles

A wide range of partners, including those from health, police, fire, local government, voluntary and community sectors, will contribute towards the delivery of this overarching strategy through their own strategic aims.

The four principles below helped Hertsmere Together to decide on the priorities we will focus on for the next four years. They will also inform how we work together and how we develop actions to achieve our aims to create healthier, safer and thriving communities.

Partnership Working

Always consider what we can do better together – focussing our efforts on adding value as partners to maximise the benefits for the public.

Empowerment

Engage and empower residents and community groups to build on the evidence we use and make sure that we focus on the most significant needs and issues.

Early Help

Focus on preventative approaches and early help – helping individuals, families and communities to support each other and thrive.

Planning for the Future

Plan for the future – putting value for money, sustainability and people at the centre of Hertsmere Together's work.

Our Community

9 in 10

Hertsmere residents are satisfied with the area they live in ¹

49,500 males
53,500 females

is the mid-2015 population estimate of Hertsmere District ²

150%

projected increase in population aged 90+ yrs (2012-2037) ²

10%

of the top most deprived areas nationally include areas of Borehamwood Cowley Hill ³

2/3

of the top 20% most deprived areas of the borough are in Borehamwood with pockets of deprivation also in Potters Bar Oakmere and Bushey North ³

3.5%

of the population in Hertsmere are unemployed (lower than the national average of 4.8%) ²

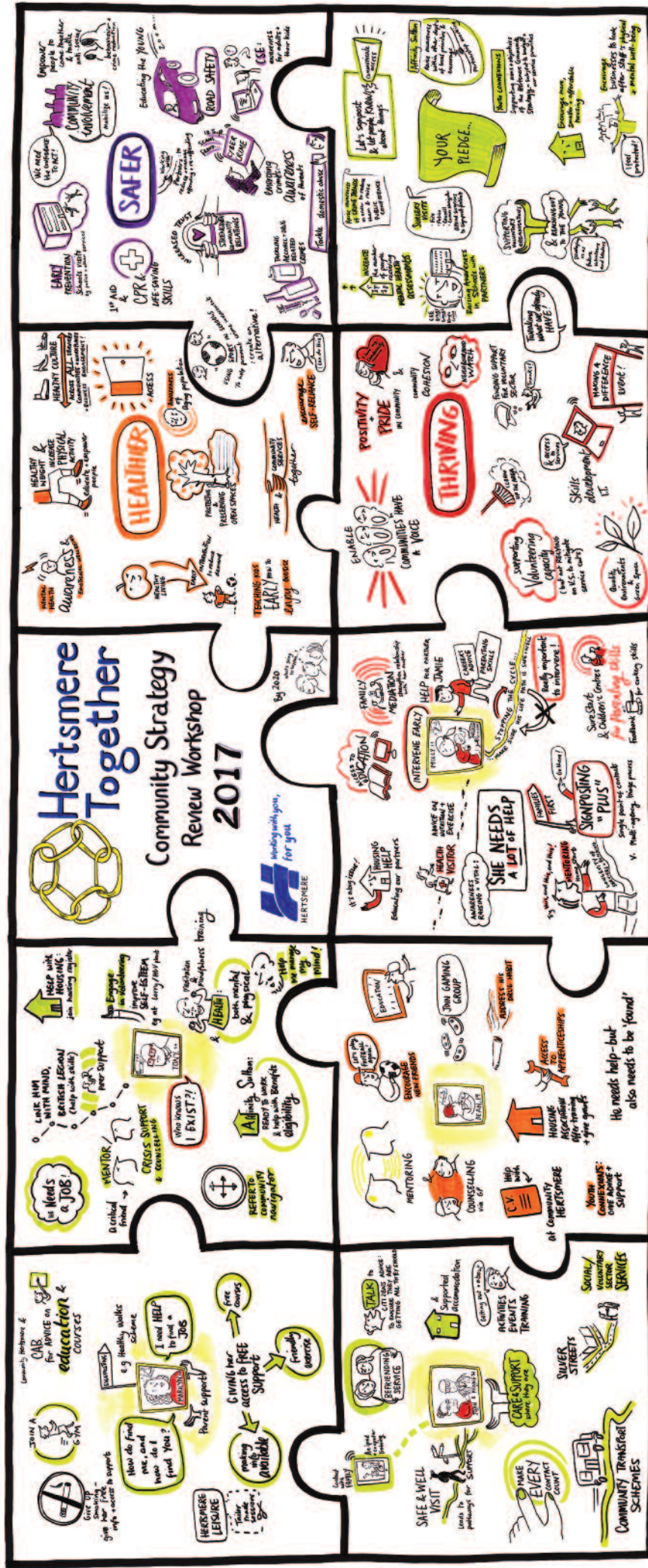
14.9%

of the population are classified as non-white compared to 12.4% for Hertfordshire and 14% nationally ²

¹ Hertsmere Residents Survey 2014

² Office for National Statistics

³ Indices of Multiple Deprivation



GRAPHIC BY : SCRIBING MAGIC

This graphic was captured at a workshop held to review the previous Community Strategy (2013-2016) and to gather information and ideas to form this strategy. In attendance were a number of partners of Hertsmere Together as well as community members. We asked those that attended a variety of questions regarding current and emerging issues in the borough, we asked them what they believed Hertsmere Together's priorities should be and we also asked them to make a pledge to do something in their organisation to help deliver the priorities.

Healthier Communities

Our priorities are to

- Promote healthy weight and increase physical activity
- Improve mental health and emotional wellbeing
- Support the reduction of smoking and drug and alcohol misuse
- Enhance our environments and increase use of green space

Health and wellbeing affects each and every one of us. We all have a responsibility to ensure that good health and wellbeing is promoted in our families, workplaces and communities.

Many Hertsmere residents enjoy good health and wellbeing. However, there are still areas of need, such as the levels of physical inactivity, smoking and road accidents. While the average life expectancy in Hertfordshire has increased considerably over the past ten years, the difference between the least and most deprived has not changed and this is reflected in Hertsmere. These issues will be addressed by Hertsmere's Health and Wellbeing partnership.

Overarching approach:

Tackling the social determinants of health and narrowing the gap

Health and wellbeing outcomes are determined by a broad range of factors, some of which we can influence such as how much we smoke, eat and exercise. Social determinants such as housing, transport, unemployment, education and access to health and social care are factors, which are mostly responsible for health inequalities and influence our lifestyle.

The Marmot Review 'Fair Society, Healthy Lives', looks at the most effective way of reducing health inequalities. It is a principle endorsed by the Hertfordshire Health and Wellbeing Board and is instilled across our priorities locally. Everybody has the right to receive the support they need to live healthy and happy lives. By supporting people according to their needs means targeting partnership activity based on relative deprivation to narrow the gap whilst continuing to improve wellbeing for the population overall.

Health and Wellbeing is everybody's business

Health and wellbeing is everybody's business and everybody's responsibility. Tackling health inequalities and improving the overall health and happiness of Hertsmere will always present challenges and no single individual or organisation can tackle these issues alone. It is important that residents take responsibility and feel enabled to make healthy choices in life whilst community groups and statutory organisations provide support and deliver services when people need them.

Tackling issues throughout the life course

For each of our priorities we will look at the 'life course' because our health, at any one point in our lives, is related to contributing factors, which either increase or decrease our risk of ill health and poor emotional wellbeing. Our partnership will deliver projects for children and young people, working age adults and older people. For example we will be focusing on making Hertsmere a Dementia Friendly Community as well as supporting the 'Families First' approach.



Healthier Communities

7.7

years difference in life expectancy of men in the most and least deprived areas ⁵

22%

of all adults are obese and 16% of children aged 10-11 are obese ⁵

44%

of adults are not physically active in Hertsmere⁵

1,300

people are estimated to have dementia in 2012 and it is expected to rise to 1,600 in 2020 ⁶

6

green flag parks and open spaces are in Hertsmere, the most in the county ⁷

16%

of people in Hertsmere smoke, one of the highest in Hertfordshire ⁵

2,620

children 16 or under are deemed to be living in poverty within Hertsmere – this is however, lower than the England average ⁵

⁴ The Hertfordshire Health and Wellbeing Strategy

⁵ Health Profiles 2016

⁶ Projecting Older People Information

⁷ Green Flag Award



Safer Communities

Our priorities are to

- Create safer environments by tackling crime, anti-social behaviour and extremism.
- Build community confidence and increase feelings of safety by empowering our communities
- Raise awareness and take action against domestic abuse
- Support and protect vulnerable people affected by emerging issues such as child sexual exploitation, modern slavery and human trafficking

Crime levels in Hertsmere are relatively low and although community safety remains a priority issue for the people of Hertsmere, 76% of residents agreed that the police and local council are successfully dealing with anti-social behaviour and crime issues in their local area. 99% of Hertsmere residents agree that they feel safe in their local area when outside in the daytime and 80% agree that they feel safe in their local area when outside after dark.

Hertsmere Community Safety Partnership (CSP) will continue to build on previous success by tackling those problems of greatest concern and responding to changing demands and emerging priorities.

Hertsmere CSP is a strategic partnership, working to reduce crime and offending in accordance with the Crime and Disorder Act 1998, Police Reform and Social Responsibility Act 2011 and the Anti-social Behaviour, Crime and Policing Act 2014. Since the very beginning, the CSP has developed a successful track record of working together to address community safety issues across the borough.

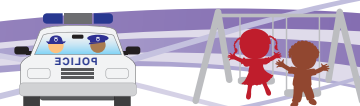
The CSP continues to deliver its priorities through the Partnership Plan 2016–2020, which can be found on our website.

Overarching approach

By working in partnership with our local communities we can tackle crime and make Hertsmere a safer place to live, work and visit.

The responsible authorities of the CSP have worked closely together to:

- Produce a partnership plan that contains the partnership's strategy for tackling crime and disorder. It identifies how the partnership will measure performance and the ways in which it engages with local communities.
- Increase visibility and accountability by holding regular community engagements, awareness raising campaigns and using social media; thereby increasing our ability to communicate with local communities.
- Hold regular operational meetings with local agencies to discuss and tackle emerging crime and disorder.



Safer Communities

77%

of Hertsmere streets are covered by Neighbourhood Watch ⁸

80%

of residents feel safe in their local area when outside after dark (5% increase from 2011) ⁹

20

alcohol-specific hospital stays (under 18's) 2012-2015 per 100,000 population ¹⁰

123

Community Safety Partnership initiatives have taken in 2016/2017 ¹¹

36%

more reports of domestic abuse in 2016/17 (when compared to 2015/16) this indicates that people are becoming more confident to report domestic abuse and are more aware of the signs ⁸

17%

more reports of anti-social behaviour in 2016/17 (when compared to 2015/16) ⁸

76%

of residents agreed that the police and local council are successfully dealing with anti-social behaviour and crime issues in their local area ⁹

⁸ Hertfordshire Constabulary

⁹ Hertsmere Residents Survey 2014

¹⁰ Health Profiles 2016

¹¹ Hertsmere Community Safety Partnership 2017



Thriving Communities

Our priorities are to

- Support and empower people to have a good start in life and age well
- Develop volunteering, social enterprise and business opportunities
- Provide accessible opportunities for skills development and financial advice
- Ensure a healthy standard of living for all and prevent homelessness

Hertsmere is known as a great place to live, work and visit. Hertsmere Together has a track record, over a number of years, of working in partnership to enable people to thrive. Over the next four years this work will continue with added support from Hertsmere Youth Network, Homelessness Forum, Dementia Action Alliance and Forum of Faiths.

Having a good standard of living, feeling empowered, early intervention, volunteering opportunities and skills development all work towards a thriving, healthy community.

Through our partnerships we will strive to give every child the best start in life and enable everyone, young and old to maximise their capabilities and have control over their lives.

This means continuing to; give people the information they need about leading a healthy, happy lifestyle, support people in accessing training and employment and raise awareness of factors that can lead to difficulties such as homelessness and unemployment.

Overarching approach:

Our local Compact shows our commitment to continuing to develop a positive working relationship between the voluntary, community and statutory sectors for the benefit of Hertsmere's communities, importantly building on our principles including empowerment and engagement. We are also keen to promote community-led approaches, developing solutions locally and providing residents and community groups with the support to do so.

Early intervention will be key to our partnership approach, addressing the needs of individuals and the whole family at the earliest opportunity to build resilience and improve outcomes.

To achieve this, it is important that partners work together to support all families to achieve their full potential. By coordinating and joining up how we work together, we will deliver more effective and timely support to the most vulnerable families and individuals in the borough.



Thriving Communities

81%

of people in Hertsmere have a religion or belief. The highest faith group is Christian at 52% followed by Judaism at 14%

61.3%

of Lower Super Output Areas (LSOA's) in Hertsmere find it difficult to access affordable housing. These areas include Aldenham West, Shenley, Borehamwood and parts of Potters Bar ¹³

19%

of all Hertsmere businesses (1,040 enterprises) are in the professional, scientific or technical industry group ¹⁴

5.4%

of residents are moving into the borough from other areas of the UK ¹²

333,000

people give up their time to volunteer in Hertfordshire ¹⁵

26%

of people volunteer once a month for at least 12 months in Hertfordshire compared to a nationwide average of 23% ¹⁵

¹² Office for National Statistics

¹³ Indices of Multiple Deprivation

¹⁴ Hertsmere Connect 2014

¹⁵ Labour Force Survey



Delivering our aims

The objectives within this strategy will be addressed through the Community Safety Partnership, Health and Wellbeing Group and Thriving Communities Partnership which report to the LSP. The LSP board will continue to meet quarterly, receiving regular updates and considering emerging issues.

To ensure we deliver against our priorities, measurable actions will be defined within action plans for each theme. Progress on the strategy will be published annually on Hertsmere Borough Council's website.

Agendas, minutes and membership can also be found on the website www.hertsmere.gov.uk/hertsmeretogether

We welcome feedback on all aspects of the work of Hertsmere Together. If you have any comments or would like to be involved in delivering the Community Strategy please contact Hertsmere Borough Council by emailing partnership.support@hertsmere.gov.uk, telephone 020 8207 7801 or write to Civic Offices, Elstree Way, Borehamwood, Hertfordshire, WD6 1WA.

Our partners

The membership of Hertsmere Together is reviewed regularly to ensure all sectors are represented. Partners have the authority to speak on behalf of their organisations and to commit resources to achieve the aims in this Community Strategy. The partnership is hosted by Hertsmere Borough Council.

- Community Hertsmere
- Citizens Advice
- Department of Work and Pensions
- Forum of Faiths
- Fire and Rescue
- Hertfordshire Constabulary
- Hertfordshire County Council
- Hertsmere Borough Council
- Hertsmere Leisure Trust
- Hertsmere's Town and Parish Council's Representative
- Herts Valley's Clinical Commissioning Group
- Housing Association Representative
- Oaklands College
- Police and Crime Commissioners Office
- Probation Services
- Wenta

