

The Rochford Sustainable Community Strategy 2009 – 2021

Executive Summary

About the Rochford Local Strategic Partnership

The Rochford Local Strategic Partnership (LSP) was established in 2002 and produced its first Sustainable Community Strategy (SCS) in 2004. The Partnership is made up of an Executive Board and five thematic partnerships that support the delivery of the Community Strategy.

An Introduction to the Rochford Sustainable Community Strategy

The Rochford Sustainable Community Strategy introduces the long term vision, aspirations and objectives for the District of Rochford and its Local Strategic Partnership. The strategy was designed and developed through consultation with the public, private, voluntary and community sectors. It shows regard to national guidance and emerging national policy and provides a focus for all organisations to work together for the benefit of the whole community.

“Working in partnership to make our District a place which provides opportunities for the best possible quality of life for all who live, work and visit here”

We are fortunate within the Rochford District to benefit from beautiful landscapes, good standards of education, health and employment. However, this does not mean that we can be complacent. The District does have areas that do not achieve as well as other areas and we need to tackle this. We are also facing an ever increasing ageing population and whilst this is a good thing we need to ensure that services are available to help people in later life.

Rochford District

Rochford District is situated in South East Essex within a peninsula between the rivers Thames and Crouch and with the North Sea to the east. The south of the District adjoins the urban areas of Southend on Sea and Castle Point. Much of the District's 65 square miles is designated as green belt and there are many miles of attractive coastline and nationally important areas of salt marsh. The population is predicted to grow to 80,300 by 2011(ONS Mid Year). Overall, the residents of Rochford have a similar age profile to the East of England, but there are fewer young children (0-4) and young adults (19-31) and more people aged 52-69. The District is one of the highest life expectancy areas (over 80 years) and has an above average proportion of older residents a projected 25%-30% increase from 2005-2015.

Rochford LSP Priorities 2009 – 2021

The Sustainable Community Strategy process has provided the LSP with the knowledge and understanding of the issues that have been identified in our District as the priorities for consideration and action. The LSP will concentrate on the following seven key areas:

- Supporting the Ageing Population
- Fostering Greater Community Cohesion
- Strengthening the Third Sector
- Increasing Accessibility to Services
- Keeping Rochford Safe
- Encouraging Economic Development
- Promoting a Greener District



Our Priorities 2009-2021:

Supporting the Ageing Population

To ensure that older people in Rochford District are able to live independent lives for as long as possible and receive high quality services when they need them.

Fostering Greater Community Cohesion

To make Rochford District a place where residents have a sense of belonging in their communities. To enable residents to have the opportunity to participate in civic life and to reduce all inequalities within our communities.

Strengthening the Third Sector

To support and encourage the development of a vibrant Third Sector able to provide high quality services, ensuring representation and service provision for the vulnerable and disadvantaged.

Increasing Accessibility to Services

To reduce inequalities in service provision and to add extra value to services through a holistic approach to joint service provision. To ensure that rural communities and those at particular disadvantage have access to public services.

Keeping Rochford Safe

Crime, anti-social behaviour and disorder have an impact on the quality of life of Rochford residents; our aim is to ensure that our communities feel safe and that their fear of crime and their perception of crime decreases.

Encouraging Economic Development

To encourage a thriving and enterprising local economy that has high levels of skills, sustainable businesses and increased employment opportunities.

Promoting a Greener District

To address the causes of climate change at a local level for the benefit of those that live, work in and visit the District

The above are the seven areas the Local Strategic Partnership will focus upon. The Sustainable Community Strategy Action Plan will further demonstrate how the identified priorities will be addressed and will include Specific, Measurable, Achievable, Realistic and Timely (SMART) targets. The process and actions will be regularly reviewed to reflect and adapt to any changing priorities and trends within our communities.

The structure of the Executive Board will be reviewed periodically along with the five thematic partnerships that support the delivery of the Community Strategy to ensure that they remain relevant to the delivery of any changes in priorities that may be identified. The different organisations that support the whole partnership will also be regularly reviewed to ensure that changing priorities continue to be addressed.

