



CITY OF GLOUCESTER

North Warehouse
The Docks
Gloucester
GL1 2EP

Wednesday, 11 January 2012

TO EACH MEMBER OF GLOUCESTER CITY COUNCIL

Dear Councillor

This Addendum contains the following agenda item that, while provided for on the agenda for **Council on Thursday, 19 January 2012 at 7.00 pm**, was not available at the time of publication:

10. **CITY VISION (Pages 1 - 14)**

Report of the Cabinet Member for Communities and Neighbourhoods

Yours sincerely

.....
Julian Wain
Chief Executive

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Bengali

আপনি যদি এগেন্ডা/মিনিটস/রিপোর্ট-এর অনুবাদ চান অথবা বড় ছাপায় বা কানে শোনা যায় এরকম সংস্করণ চান, তাহলে দয়া করে ৩৯৬১৫৮ নম্বরে ডেমোক্রেটিক সার্ভিসেসের ম্যানেজারের সাথে যোগাযোগ করবেন এবং আমরা আপনার প্রয়োজন মিটানোর চেষ্টা করব।

Chinese

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Gujarati

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Urdu

اگر آپ کو ایجنڈوں/منٹس/رپورٹوں کا ترجمہ درکار ہو یا اگر آپ کو یہ دستاویز بڑے حروف کی چھپائی یا سننے والی کسٹ پر چاہئے تو برائے مہربانی 'ڈیمو کریٹک سروسز مینیجر' سے فون نمبر 396158 پر رابطہ کریں۔ ہم آپ کی ضرورتیں پوری کرنے کی کوشش کریں گے

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Polski

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Gloucester City Council

Committee	: GLT Overview and Scrutiny Committee Cabinet Full Council
Date	: 13 th December 2012 9 th January 2012 12 th January 2012 19 th January 2012
Subject	: City Vision Final Document
Decision Type	: Executive
Ward	: All
Report By	: Cabinet Member for Communities & Neighbourhoods
No. Of Appendices	: 1. City Vision 2012-2022 2. Current list of amends for the City Vision Document
Reference No.	: SNR2012_01

Note: The special circumstances for non-compliance with Access to Information Rule 5 and Section 100B (4) of the Local Government Act as amended (items not considered unless the agenda is open to inspection at least five days in advance of the meeting) were that it was necessary for the City Vision to be considered by Gloucester Partnership Strategic Board at their meeting on 12 January 2012.

1.0 Purpose of Report

1.1 This report introduces the new City Vision document for comment, consideration and adoption.

2.0 Recommendations

2.1 It is recommended that:

2.1.1 Comments arising from Overview and Scrutiny Committee will be passed onto the Gloucester Partnership Strategic Board for consideration.

2.1.2 The Gloucester Partnership Strategic Board will make any necessary changes following comments at Overview and Scrutiny Committee and put forward the final City Vision Document for adoption by Cabinet.

2.1.3 Cabinet recommend to Council adoption of the City Vision for Gloucester.

3.0 Background

3.1 At a meeting of the Gloucester Strategic Partnership Board held in August 2010 it was agreed to produce a City Vision to replace the current Sustainable Community Strategy. All Members of the Partnership supported the need for a City Vision, and

Julian Wain, Gloucester City Council CEO, was appointed to sponsor the development of a City Vision.

- 3.2 The development of the draft City Vision was completed in April 2011, after which the Partnership conducted a 3 month period of consultation to seek comments on the identified priorities. As a key partner, the City Council, also submitted a response in July 2011.
- 3.3 The Consultation period ran from May to August 2011. Well over 1,100 detailed responses were submitted from residents, visitors & businesses. 22% of respondents were under 24 years old, 17% were from Black, Minority or Ethnic Communities (BME) and 10% had a disability.
- 3.4 A headline consultation report was produced in October 2011 and was presented to the Gloucester Partnership Strategic Board for consideration. After some deliberation the Board agreed that in response to residents' key comments the focus should be around economy and community issues. These two priority areas have formed the background of the City Vision document and fit with the Council's key aims.
- 3.5 The headline report can be downloaded from the Council website at: www.gloucester.gov.uk/cityvision
- 3.6 The City Plan is a key driver for the City Vision. The City Plan emerged from the City vision and is a Planning Policy Document for the City Council. It will provide the Planning Policy Framework to support the infrastructure changes that will shape the physical environment of the City. The City Council has sought to ensure that the City Vision and City Plan compliment and support each other.

4.0 Progress

- 4.1 The City Vision was endorsed by GLT in December 2011 and will be discussed by all Partners at a special Gloucester Partnership Strategic Board meeting on the 12th January 2012.
- 4.2 Prior to this, the City Vision will go to Overview and Scrutiny Committee on 9th January 2012 and Cabinet on the 12th January before being presented to Full Council on the 19th January for approval.
- 4.3 Work with Partners has already started to compile an action plan. This will sit beneath this Strategy and will be monitored and updated annually. Progress will be reported back to Full Council at the end of each financial year.
- 4.4 A launch event for the City Vision is scheduled for the 9th February 2012 at the New County Hotel.

5.0 Conclusions

- 5.1 Following extensive consultation with a wide range of stakeholders the City Vision document sets out clear priorities focusing on 'Prosperity' and 'Community' which were the two main areas of feedback. The Gloucester Partnership Strategic Board will now oversee the delivery of an action plan that will focus on addressing these

priorities through extensive partnership working that will make a real difference to the residents of the City.

6.0 Financial Implications

6.1 There are no financial implications arising from this report.

7.0 Legal Implications

7.1 Gloucester City Council has a statutory duty to produce a Sustainable Community Strategy for its area to promote economic, environmental and social wellbeing and improve local quality of life. This should set the overall strategic direction and long term vision for the area. Local Authorities are expected to work in partnership with others on the development and delivery of the Sustainable Community Strategy through the Local Strategic Partnership. The new City Vision document will replace the previous Sustainable Community Strategy 2008-2018.

8.0 Risk Management Implications *(Authors to complete) Identify all key risks (scoring 8 and above) for the recommendation including the impact and likelihood of the risk occurring and what measures will be taken to mitigate the risk.*

8.1 Delivery of the City Vision is dependent upon all partners delivering against the agreed action plan. Objectives will not be met if commitment to the City Vision wavers.

8.2 Appropriate risk management will be undertaken for each activity to be carried out by the Council as they arise.

9.0 People Impact Assessment (PIA):

Please ensure you complete this section even if a PIA is not required.

Is a PIA required?	Yes	No	Explanation: The Partnership has completed its own PIA of the City Vision and will ensure that a PIA of the associated Action Plans are completed
		x	

Any Further Relevant Information: N/A

10.0 Other Corporate Implications (this may include Community Safety, Environmental, Staffing, Trade Union)

10.1 Implications relating to community safety and environmental issues feature within the City Vision document. There are no staffing or trade union implications.

Background Papers : City Vision Consultation Response, Council July 2011.

Published Papers : City Vision 2012-22

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Gloucester CITY VISION

‘A city ambitious for its
future and proud of its past’
2012-2022



Gloucester CITY VISION

Page 6
'A city ambitious for its
future & proud of its past'
2012-2022

The Gloucester City Vision 2012-2022 document sets out what we want to achieve for the City over the next ten years.

The City Vision lays out our key strategic priorities for the City which all public, private and voluntary sector partners will aspire to deliver. The City Vision will provide an overarching framework for important Council documents such as the Joint Core Strategy and the Gloucester City Plan as well as partners' strategic plans, to align with.

The priorities set out in the City Vision are based on numerous conversations with, and comments received from, more than 1,000 residents and partner organisations during the three month consultation held in Summer 2011 and are supported by statistical evidence about the City. If you want to read the full consultation report, this is available at www.gloucester.gov.uk/cityvision

Partners in the City have achieved a great deal in recent years, including getting 1000 people back into work, reducing crime, attracting over £500 million of investment in regeneration, supporting 200 new and expanding businesses in the City in 2010/11 alone and delivering numerous activities for our children and young people. Furthermore, through working in partnership, we have levered in significant external funding which has directly benefited our communities and we will continue to do so.

I believe we can be proud of our achievements, but I know that we still have much to do to deliver the City's Vision. But I know that by working together we can achieve it.

Paul James

Chair of the Gloucester Partnership
Strategic Group and Leader of
Gloucester City Council



The Damned - Christmas 2010



St Oswald's SOTA Retirement Village



Westgate Street - Gloucester City Centre



The Quays Shopping Centre



Special Exhibitions & events at City Museums



The Candle light sculpture - Gloucester Marina



Your VISION & OBJECTIVES



The Vision for the future of Gloucester, as chosen by our residents is:

Gloucester will be a Flourishing, modern and ambitious City, which all residents can enjoy.

The Partnership Board supports focus on the economy and our communities expressed by our residents. We will work to encourage sustainable economic growth for the City's expanding population by driving forward its regeneration programme. This will strengthen the City, particularly its centre and make the most of our infrastructure.

The five key aims will be delivered through two strands **Your Prosperity** and **Your Community**.



Key aims chosen by our residents are:

- 1 A flourishing economy and City Centre which meets the needs of our residents, businesses and visitors.
- 2 A vibrant evening economy.
- 3 A City which improves through regeneration and development.
- 4 A City where people feel safe and happy in their community.
- 5 A healthy City with opportunities available to all.

How we got here

The City Vision and its aims are based on what residents of the City have told us.

In preparation for writing the draft City Vision we re-visited all previous Council and partner consultations to build a picture of what you have been telling us. This information was then matched against statistical evidence in order to enhance our understanding of what the City needs.

This draft document was taken out for consultation for three months during summer 2011 for the biggest, most inclusive and robust consultation exercise Gloucester has seen. More than 1,100 residents completed formal responses and many more took part informally at community gatherings and other events around the City.

This new City Vision document has been created by collating all of this information and we are confident we have reflected the true opinions of our residents and partners.



Liz Allen - Gloucester Guildhall



Pirates! Festival - Gloucester Docks



Gloucester's KEY FACTS &



Gloucester Works computer training



Population, growth & housing

Gloucester City has a population of 119,700 (2008), which is set to grow to 154,300 by 2033.

The age profile of Gloucester is varied, having a considerably higher proportion of young people and working-age people than the rest of the County.

Gloucester is also set to have a sharp population rise in those aged 65 and over, which has serious implications for housing provision, health and adult care services across the City.

The black and minority ethnic population (BME) stands at 9.8% with approximately 100 languages and dialects spoken. Some of the most translated languages are Czech, Polish, Urdu and Chinese.

Emerging predictions from the Joint Core Strategy suggest the City will generate 7,600 new households from 2011 to 2020. To provide for this the current target is to build 325 new dwellings in the City every year, with additional housing being supplied through urban extensions on the City's edge.

The Housing Needs Assessment has suggested 60% of new housing in Gloucester should be private housing and 40% affordable.

House prices in Gloucester are the lowest in the County. Although there is still a high demand for rental properties and affordable housing.

The delivery of new housing developments could mean building on green belt land on the periphery of the City's boundaries, working alongside neighbouring authorities.

Creating place, reducing crime & climate change

61% of residents we spoke to were proud of the City and 51% of our young people agreed.

By April 2011, crimes of local concern had been reduced by 29.3% over the previous three years and during the last two years the number of arson incidents in the City has decreased by 14.6%.

In July 2011, 57.1% of residents in Gloucester surveyed, said they agreed or strongly agreed that the police and local Council were dealing with anti social behaviour and crime issues that mattered in their local area.

During the Safer Gloucester 'Have your say' events which took place in six areas across the City, 91.8% of residents surveyed felt safe when walking alone in their neighbourhood in daylight and 49.8% of those asked felt safe after dark.

From our consultation, we found 88% of people feel safe or very safe in the City Centre during the day, but this dropped to 44% in the evening.

Gloucester's natural environment includes 17 parks and 141 smaller parks, garden areas and public open spaces. There are seven designated Local Nature Reserves and two Sites of Significant Interest; however these are not distributed evenly over the City.

Air quality in the City is generally good, although traffic congestion raises pollution levels particularly at peak times. 2.5 tonnes of carbon dioxide, per resident per year in Gloucester is being emitted (excluding road transport).

Climate change will have an influence on all our lives; it could increase the likelihood of flooding, storm damage and alter our biodiversity.

There are 707 listed buildings in Gloucester.

68% of people we spoke to use public transport regularly, levels of commuting outside of the County are low compared to neighbouring counties.

ISSUES

Health, deprivation & communities

Gloucester has a number of strong neighbourhood and residents' groups. 52% of the people we spoke to volunteered in their local community.

64% of people we spoke to were proud of their local community.

The City has strong community cohesion with 87% of respondents agreeing people in their area get on well together (Place survey 2008).

Gloucester is ranked 118 out of 354 in the deprivation index for local authority areas in England. Four of its wards (Podsmead, Kingsholm and Wotton, Matson and Robinswood and Westgate) have areas which are amongst the 10% most deprived in the country.

Alternatively, there are a number of areas in Gloucester which feature in the most affluent 10%; these include Longlevens and Hucclecote.

Health outcomes are worse in some areas and, amongst other things, this can be linked to levels of deprivation.

The 2011 Health Profiles (Association of Public Health Observatories) showed Gloucester was one of the areas with the largest gap in life expectancy for females in the South West.

Women living in the least deprived areas had a life expectancy at birth of just over 86 years compared to just under 79 years for those living in the most deprived areas. For males in the least deprived areas, life expectancy was 9 years higher than in the most deprived areas.

The 2009-10 Director of Public Health's Annual report showed the City to have the highest early death rate from coronary heart disease in the County and higher levels of diabetes and pregnancy in under 18 year olds than the County average. It also showed Gloucester has a higher rate of respiratory diseases, cancer, anxiety and depression compared to both the County and England rates.

81% of people we spoke to felt the City had enough opportunities to keep them healthy with parks, sports groups and great facilities like GL1 being mentioned.

National studies suggest that there may be 1,560 households within the City which have no access to banking and 4,690 have no current account.

Economy, skills & unemployment

The City's key employment sectors are public sector, finance and business services, manufacturing, care and distribution, retail and wholesale.

Gloucester attracts 5.9 million visitor trips each year. Annually, visitor spend is £207 million. However our consultation found that 59% of visitors said the City didn't meet their expectations, with many stating that it needs to improve as a shopping destination and there is a lack of high quality places to eat.

45% of people shopped in the City rather than visiting other locations.

52% of people didn't visit Gloucester in the evening.

Unemployment (claimant rate) in Gloucester City stands at 3.9% (Oct 2011), which is level with the national average. Westgate is the highest claiming ward at 7.8%.

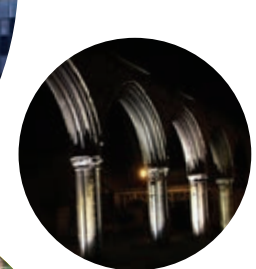
Educational attainment in Gloucester City is below the County average at all ages. Despite high performance in the four grammar schools there is a wide gap in achievement for vulnerable groups.

50% of young people we spoke to said they needed more support with employment advice especially CV writing and interview skills.

The UK Business Activity, Size and Location 2011 (ONS) estimates in 2010 there were 4,200 businesses in Gloucester equating to approximately 64,000 employees (Business Register and Employment Survey 2010). 53% of people live and work within the City (Annual Population Survey 2008).

The majority of business units are small employers with almost 70% of businesses in Gloucester employing fewer than four employees in 2010.

Key employment opportunities in the City are the City Centre, Kingsway and Waterwells Business Park in the south and Gloucester Business Park on the outskirts of Gloucester in the East.



Your PRIORITIES



New pedestrian links through the city



Stonemason in Gloucester Cathedral



Your Prosperity

To deliver:

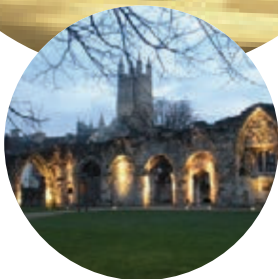
- **A flourishing economy and City Centre.**
- **A vibrant evening economy.**
- **A City which improves through regeneration and development.**

The Vision will achieve this by:

- Creating a City centre which has a strong retail offer and meets the needs of residents, businesses and visitors.
- Encouraging a vibrant and diverse evening economy where people feel safe.
- Creating new affordable housing, as well as a good mix of property types across the City, to accommodate our growing population.
- Growing the City's tourism business through promotion and marketing of the City's existing assets, as well as encouraging new attractions within the City.
- Working with businesses, schools and higher education organisations to provide work experiences and apprenticeships to help keep our talented young people in the City.
- Working with Colleges and the University to ensure our young people have the skills needed to work within Gloucester.
- Continuing the physical regeneration of the City attracting new employment opportunities for local people.
- Designing out crime from new developments to reduce fear of crime.
- Celebrating the City's historic buildings and working to bring older buildings back into use, using them as a cornerstone of the City's visitor economy.
- Promoting green transport options to our residents and lobbying for better and more regular train links and road routes.
- Promoting inward investment opportunities and employment land for both new and existing businesses, selling Gloucester as a great place to do business.



Gloucester City Museum regeneration



Baker's Quay



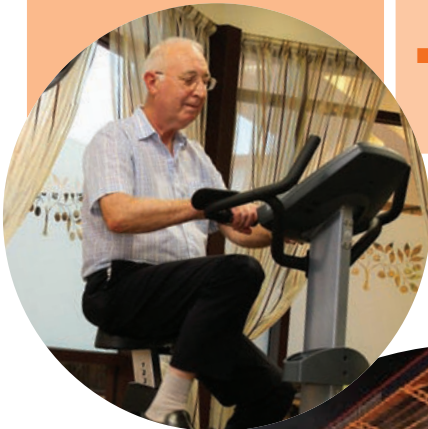
Your Community

To deliver:

- A City where people feel safe and happy in their community.
- A healthy City with opportunities available to all.

We will support our residents by:

- Empowering communities to work alongside public bodies and make decisions about their areas, for themselves.
- Building pride in our neighbourhoods and in the City, by building on our past and working together to improve the present and the future.
- Celebrating our rich and diverse heritage and culture.
- Tackling the City's deprivation and inequalities in a co-ordinated way.
- Working with communities and organisations to support and empower local people to lead healthy lifestyles
- Working with communities and voluntary sector organisations to provide activities for children and young people.
- Working alongside schools and educational bodies to increase educational attainment for young people across Gloucester.
- Encouraging better use of the City's numerous parks and open spaces and work with communities to continuously improve and develop them.
- Working to ensure people feel the City is a safe place to live, work and visit.
- Striving to prevent crime and tackle criminals who cause most harm to the life of the City.
- Confronting crime which disproportionately affects areas of social deprivation, and targeting crime and anti-social behaviour hotspots.



Detailed action plans will be drawn up with partner's in early 2012 with projects to tackle these issues being underway by mid 2012. The action plans will be updated annually and will be viewable online at www.gloucesterpartnership.org.uk.



Hempsted market events

gloucester partnership

www.gloucesterpartnership.org.uk

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the city of
gloucester
YOUR CITY



Full Council 19th January 2012

Current list of amends for the City Vision Document

Overview and Scrutiny Committee 9th January 2012:

- Page 2, paragraph 4, Change order of wording re: jobs and crime.
- Key Facts & Issues (pages 4 & 5):
 - **Creating place, reducing crime & climate change:**
 - Paragraph 6, green space reference to be re worded.
 - **Health, deprivation and communities:**
 - Paragraph 1, regarding volunteering, to be expanded to reflect informal and formal volunteering arrangements.
 - Paragraph 8, change wording from males to men and use consistent wording of women and men throughout the document.
 - Paragraph 11, explain banking fact better.
 - **Economy, skills & unemployment:**
 - Paragraph 4, explain why people do not visit Gloucester in the evening.
 - Paragraph 6, requires rewording. Suggested alternative was; Educational attainment in Gloucester is below the County average at all ages. However there is high performance in a number of schools around the city.
- There is a typing error on page 7 in the text in bold in the bottom right hand corner. The apostrophe will be removed from the word 'partner's'.
- The list of partners on the back page will be reviewed to ensure all are represented.

LSP Board Amends:

- Change URC name on back and add Aspire
- Amend: **Your Prosperity**, page 6, priority 1: to reflect diversification of the high street.

Other comments received from Partners:

GL Communities – mentions of voluntary sector should read voluntary and community sector.

PCT – All comments relate to the **Health, deprivation & communities** section on page 5 of the City Vision document. Changes requested are highlighted in bold:

- Paragraph 6; Health outcomes are worse in **some parts of the City** and, amongst other things, this can be linked to levels of deprivation.
- Paragraph 8; Women living in **the more affluent areas** had a life expectancy at birth of just over... For males in **the more affluent areas**, life expectancy... It is also suggested that this section is linked to paragraph 7 as they flow naturally together.
- Paragraph 9; The 2009-10 Director of Public Health's Annual **Report showed the City to have higher levels of smoking, obesity and rates of alcohol related hospital admissions than the county average. It also showed that Gloucester has the highest early death rate from coronary heart disease in the county and a higher rate of respiratory diseases, cancer, anxiety and depression compared to both the County and England rates.**
- It is suggested that paragraph 6 is moved up to being the first paragraph in this section and the paragraph currently first moves to being second. This will ensure that there is a direct link to the title in the first bullet point followed by some very positive statements.
- It is recommended that the final paragraph in this section; The 'national studies suggest...' would be better placed under '**Economy, skills and employment**'.

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