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LOCAL AGENDA

21.

STRATEGY



A STRATEGY FOR SUSTAINABLE DEVELOPMENT FOR THE TENDRING DISTRICT



Tendring
District Council

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FOREWORD

This document is a recognition of the importance of sustainability within today's global and local environment.



The concept of sustainability is sometimes misunderstood and has been associated with such notions as solely keeping the environment safe through to having less economic development. Neither of these are the whole story for sustainability as economic growth is vital for a better quality of life. Sustainable development is concerned with the future and the future for generations as yet unborn. It is about achieving economic development through a healthy economy that complements the environment whilst at the same time ensuring higher standards of living. The economic, social and environmental issues are all matters which have to be addressed in seeking to promote a sustainable area.

Everyone of us has concerns about our local and global environment and those seen by the residents of Tendring are expressed within this strategy. What is important is what we as a Council as well as others in the area are doing to address these concerns. This strategy tells you what the Council is doing and seeks your comments on these actions which we will take into account in future strategies.

The role of the Council as Community Leader has gained greater significance over recent years. Led by its Members, the Council works in partnership to deliver its services. The Council seeks through your support a Local Agenda 21 strategy for the district.

Together we can work towards a more sustainable area and for that reason we urge everyone to **THINK GLOBAL, ACT LOCAL.**

Cllr T Allen
Leader of the
Conservative Group

Cllr P Patrick
Leader of the
Independent Group

Cllr R Taylor
Leader of the
Liberal Democrat Group

Cllr L Double
Leader of the
Labour Group

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LOCAL AGENDA

STRATEGY

Introduction

DEFINITION OF SUSTAINABLE DEVELOPMENT

The Rio Earth Summit in 1992 challenged local authorities to develop a local sustainable development plan in the form of a Local Agenda 21, - a framework for sustainability into the 21st century and beyond. One requirement laid down for the development of a Local Agenda 21 strategy was that local authorities must 'enter into a dialogue with its citizens, local organisations and private enterprises' and thereby ensuring that through consultation and consensus building, each would learn from the other and thereby agreement could be reached for developing the best strategy.



WHY DO WE NEED TO CONSIDER SUSTAINABLE DEVELOPMENT?

Unprecedented population growth coupled with the ever increasing use of the earth's non-renewable resources and the resulting high levels of pollution has led to increased awareness over the state of the environment and raised concern over the earth's ability to cope with such demand. Such concerns were the focus of discussion by world leaders at the Rio Earth Summit and resulted in a global agreement to address these issues through the concept of sustainable development. This would be achieved through the implementation of an Agenda 21 plan. It was agreed that local authorities were in the best position to implement Agenda 21 and sustainability as they possessed the necessary resources and were well placed to consult the local community. This led to the development of Local Agenda 21.

It was recognised that the greatest demand placed on the earth's natural ecosystems resulted from individuals' demands for an increasing quality of life even if in many cases this had little or no regard for the future of the planet. Consequently, the success of Local Agenda 21 depends on the ACTION OF THE INDIVIDUAL to consider the sustainability of their own choices and only make those which contribute towards making sustainability happen in practice.

WHAT IS SUSTAINABLE DEVELOPMENT?

The most commonly accepted definition is the one proposed by the Brundtland Commission in 1987, which states that sustainable development is:-

"Development that meets the needs of the present without compromising the ability of future generations to meet their needs"



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How will this affect Tendring?

It is often said that embracing sustainable development is seeking to turn back the clock and that the ideal would be to revert to a more traditional way of life. However, nothing could be further from the truth. The challenge of Local Agenda 21 is to identify local people's priorities and to ensure that they are achieved in a sustainable manner. Reversion to traditional ways will in many instances not work because the changes required in people's present quality of life would be unacceptable.

The success of Local Agenda 21 within Tendring will be based upon the identification of local needs and the success of meeting those needs within a sustainable framework. This is the challenge to us all. New technology and developments in economic activity have to be harnessed to fulfil local needs. This is in sharp contrast to the past, whereby new innovation had led to enforced changes which have not always served local wishes. What emerges from this is the concept of 'quality of life'. The challenge of the introduction of new technologies into our lives in a sustainable way means that whilst we enjoy an improved quality of life and higher standards of living, we can at the same time conserve scarce resources and ensure such activities are not detrimental to the world in which we live, contributing towards an all round improvement in our environment.



The impact of Local Agenda 21 on the area will not be immediately obvious. The strategies developed for our services will have to include consideration of sustainable development. In some cases the change may well take decades to be seen. The first thing which will be noticeable will be that people will become more considerate of others needs as well as the needs of the planet. In some cases the effects may not even be noticed by the public at large, although the Council may, for example, become aware of a more sustainable attitude through improvements in the level of recycling. It has to be remembered however that to be successful requires local organisations and individuals to want to make a difference. That is why it is important for Local Agenda 21 to be developed at the local level.

The quality of each individual life has to be improved whilst at the same time ensuring that individual demands to achieve this are sustainable and more importantly do not prevent others from achieving their improved quality of life. Quality of life obviously varies for each individual, however the overall goal is to ensure that the demands made on the earth by each of us leave intact natural resources for future generations.

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The Objectives of the Strategy

There are four main aims of the strategy for Tendring:-

- effective protection of the environment
- prudent use of natural resources
- maintenance of high and stable levels of economic growth and employment
- social progress which recognises the needs of everyone



EFFECTIVE PROTECTION OF THE ENVIRONMENT

Our demands for goods and services can have a global effect which could eventually cause irreversible environmental damage. The demands of the individual can only be changed by them and them alone. Therefore, each one of us has to consider the global effects of our demands on the environment. The matters that highlight the threat from inconsiderate demands on the environment are global warming, exposure to toxic chemicals, air quality and the loss of wildlife, landscapes and historic buildings.

PRUDENT USE OF NATURAL RESOURCES

This is not to suggest that finite resources should not be used but, having regard to the needs of future generations, we have a duty to ensure that we use such resources in the most efficient and effective ways possible. The renewable resources such as water have also to be cared for and we have to ensure that our actions do not turn into irrecoverably polluted assets. The technological challenges involved with this work will continue to present many new economic development opportunities which we can embrace.

MAINTENANCE OF HIGH AND STABLE LEVELS OF ECONOMIC GROWTH AND EMPLOYMENT

As a trading nation we have to ensure that the country has a workforce which is equal to the best in the world. In addition, there has to be a recognition that the new challenges opened up as a result of considerations in respect of sustainability, provide economic and employment opportunities which Tendring as a community must help develop for the good of all. By being an active participant in this, everyone within the area will be able to share in high living standards and greater employment opportunities.

SOCIAL PROGRESS WHICH MEETS THE NEEDS OF EVERYONE

Everyone should share in the benefits of increased prosperity and just as importantly in the creation of a safe and clean environment. It is essential for access to services to be made for everyone and to ensure that by virtue of restrictions in the essentials of housing, health and employment, no one is socially excluded. It is not possible for us to exist as a community by treating others outside the community unfairly and this applies especially to future generations.

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How will Local Agenda 21 operate in Tendring?

Local Agenda 21 is concerned with sustainability issues and how the local authority through its functions can deliver the services people want in a sustainable way.



The Council has published a Community Plan. A requirement of the plan is that the views of the local community have to be considered and reflected in the Plan. The Community Planning process has provided an opportunity to establish a meaningful dialogue between Tendring District Council and the local community regarding economic, social and environmental issues.

A Community Plan process has led to the identification of a number of community themes. The Council is in the process of addressing these issues and through the Best Value Performance Plan will report on its progress on a yearly basis.

The Local Agenda 21 strategy is designed to encourage the delivery of the Council's contribution to the Community Plan in a sustainable way. The strategy could be described as the 'sustainable conscience' of the Community Plan and will ensure that sustainability is an integral part of our decision making process.

Sustainability so far

Many of the actions associated with the concept of sustainable development are not new. In fact the Council has for many years been contributing towards making the environment more sustainable. Actions to date which contribute in a significant way towards all aspects of this include:

- The six local secondary schools in the area have been invited to embark on a joint environmental venture with the Council. It is envisaged that the project will commence in the new September school term.
- 100% of Council houses with cavity wall insulation
- All lofts in Council houses are insulated
- 3407 tonnes of material recycled in 1998/99
- 50 recycling sites are located around the district
- 113,600 meals supplied through the Meals on Wheels service in 1998/99

EXAMPLES OF OUR PROGRESS

- Implementing an Environmental Monitoring Scheme within the Council.

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Local Agenda 21 in the future

The development of Tendring District Council's Local Agenda 21 Strategy will assist in guiding the way forward for existing policies and practices to be delivered in line with sustainable objectives.

Our performance will need to be assessed through the use of sustainability indicators. The indicators shown in this document will measure progress. This will allow the Council to review its sustainable performance.

In addition, the Council is implementing an Environmental Monitoring Scheme, with the aim of improving the Council's own environmental performance through integrating sustainable measures into everyday activity and existing programmes.

Due to the wide range of issues covered by Local Agenda 21 the Council will need to work with others in order to achieve all the aims and objectives. It is therefore anticipated that after the launch of the Council's own LA21 Strategy, local organisations will be invited to work in partnership with us to assist in the delivery of sustainable development. It is intended to hold discussions with the following groups:

Essex County Council

Training and Enterprise Council

Tendring Primary Care Group

Essex Police

Friends of the Earth

North Essex Health Authority

Tendring Business Club

Tendring Community Volunteer Service

Environment Agency

Go East

Commission for the Protection of Rural England

As Local Agenda 21 is a continuing process, the strategy will need to be reviewed and updated yearly. Further consultation will take place with both the local community and various businesses and organisations shown above. This initial Local Agenda 21 Strategy will be updated and improved incorporating local views and suggestions. A second edition is anticipated in 2001/2 which will include a review of the sustainability indicators. The use of sustainability indicators will help measure the extent to which the Council's sustainable development objectives are being achieved by measuring, monitoring and reporting on progress made.



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Community Plan Themes

The following section of the Strategy details the 'Community Themes' which have been developed as a result of a series of visioning events, meetings, focus groups and an attitude survey.

An attitude survey was undertaken on behalf of the Council by MORI Social Research, whilst the other works have been carried out by Council staff and have involved members of the public, Council Members and Council Officers. The result of this work is that many groups expressed the same concerns and this section reflects these in the hierarchical order of public importance as determined by the MORI survey.

For each of the nine Community Themes the strategy shows the current action which the Council is taking together with the Council Service which has responsibility for the delivery of that action.

Also listed is a series of sustainability indicators which it is intended to publish to indicate the level of sustainable progress of each Community Theme. They have been based where possible on the proposed national indicators of Quality of Life as well as the indicators published in 1999 by the Association of Essex Councils.



THE COMMUNITY THEMES

No.	DETAILS	PAGE No.
1)	Regeneration	9
2)	Transportation	10
3)	Environmental Sustainability	11
4)	Community Health	12
5)	Community Safety	13
6)	Investing in Young People	14
7)	Improving Services for Older People	15
8)	Lifetime Learning	16
9)	Community Development	17

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Community Theme 1 - REGENERATION

The Vision: For Tendring to become an area providing an environment for investment with employment and enterprise opportunities.

1.1 THE ACTIONS WE ARE TAKING

Current Contributions	Lead Service
Encourage improvement in the quality of tourist accommodation and attractions.	Economic Development Services
Through the Structure Plan encourage the provision of employment opportunities within the area.	Planning and Building Services
Development of joint regeneration initiatives with both public and private sector partners.	Economic Development Services
Development of local action partnerships in order to determine local regeneration needs .	Economic Development Services
Maximisation of the redevelopment of brown field sites.	Planning and Building Services
Regeneration and improvements to the total housing stock both public and private sector.	Environmental Services and Housing Services
Ensure that all those who are entitled to receipt of Council Tax Benefit receive that to which they are entitled.	Benefits and Revenue Services and Housing Services
Ensuring that affordable homes are provided in both the public and private sectors.	Housing Services and Environmental Services
Ensuring that access to Council Services is not denied and that inequality is not fostered through lack of financial ability. Including all services co-ordination and development of Economic Regeneration Strategy for the district.	Economic Development Services

1.2 SUSTAINABILITY INDICATORS

- Number of local action partnerships in operation
- Percentage of new homes built on previously developed land
- Number of homes judged unfit to live in as a percentage of the total housing stock
- Proportion of people of working age who are in work

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Community Theme 2 - TRANSPORTATION

The Vision: To enable the provision of transport facilities at the time and place people want them.

2.1 THE ACTIONS WE ARE TAKING

Current Contributions	Lead Service
<p>Continue active input into the development of the Local Transport Plan in order to ensure sustainability issues are taken into account in transport development.</p>	<p>Technical and Procurement Services</p>
<p>Support for Tendring Community Transport.</p>	<p>Community Services</p>
<p>Actively enforce the legislative provisions in relation to air quality and continue to monitor the local air quality.</p>	<p>Environmental Services</p>
<p>Work together with Essex County Council in the formulation of road planning and maintenance to reduce road traffic accidents.</p>	<p>Technical and Procurement Services</p>

2.2 SUSTAINABILITY INDICATORS

- Investment in pedestrian and cycle facilities
- Percentage of population who travel to work by different transport modes
- Percentage of population living within 400 metres of bus route/rail station in Tendring area

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Community Theme 3 - ENVIRONMENTAL SUSTAINABILITY

The Vision - To better protect the environment for the benefit of present and future generations.

3.1 THE ACTIONS WE ARE TAKING

Current Contributions	Lead Service
Reduce the Council’s own adverse impact on the environment in respect of water and energy use.	Personnel and Management Services
The production of Tendring District Local Agenda 21 plan and to monitor the level of sustainability in community priority areas.	Environmental Services
The promotion and implementation of recycling and waste reduction initiatives throughout the area.	Environmental Services
Ensure all policies within the District Local Plan take into account environmental and sustainability issues.	Planning and Building Services
The promotion and installation of energy efficiency measures in local authority and private housing accommodation.	Environmental Services and Housing Services
Development of an Open Space Policy to provide for appropriate public open space.	Leisure Services

3.2 SUSTAINABILITY INDICATORS

- Number of days when air pollution is moderate or high
- Amount of household waste arising and amount recycled
- Percentage of population living within 1km of recycling bank
- Energy use (gas and electricity) per household
- Household water use

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Community Theme 4 - COMMUNITY HEALTH

The Vision: To save lives, promote healthier living and narrow the health gap.

4.1 THE ACTIONS WE ARE TAKING

Current Contributions

Provide a greater range of leisure courses for all age groups to increase activity levels.

Fulfilment of the role defined for the Council within the Tendring Health Improvement Plan.

Determination and action in respect of major environmental factors affecting the health of all within the area.

To seek to reduce the inequalities causing poor health.

Lead Service

Leisure Services

Community Services and Environmental Services

Environmental Services

Benefits and Revenue Services and Community Services

4.2 SUSTAINABILITY INDICATORS

- Number of courses at the leisure centres promoting health and number of people attending such courses
- Incidence and mortality of coronary heart disease, cancer and circulatory illness within the area
- Mortality with cause

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Community Theme 5 - COMMUNITY SAFETY

The Vision - To reduce both the incidence and fear of crime and disorder.

5.1 THE ACTIONS WE ARE TAKING

Current Contributions

Increase the coverage of CCTV in Council car parks.

Identify community safety initiatives to help combat anti-social behaviour on Council housing estates in co-operation with tenant Groups.

Implementation of Tendring Crime and Disorder Partnership.

Lead Service

Contract Services

Housing Services

Community Services

5.2 SUSTAINABILITY INDICATORS

- Number of car parks covered by CCTV
- Publication of all recorded crimes at the parish level when compared to the figures in the Essex Sustainability Report
- Property crime/burglaries as a percentage of all crime reported
- Percentage of population who feel safe to go out at night (perception of crime)

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Community Theme 6 - INVESTING IN YOUNG PEOPLE

The Vision: To increase the range of facilities and opportunities available to young people.

6.1 THE ACTIONS WE ARE TAKING

Current Contributions

Work with the Youth Forum to obtain the views of young people about their needs and requirements.

Provision of sports activities and opportunities for 4-18 year olds, through development of "after school" clubs at Council sports facilities to complement central government aims.

Maximise employment take up from the New Deal Scheme.

To encourage emphasis on education as a means of enabling the young to achieve their full development potential.

Continue to develop and promote schools Environmental Award Scheme.

Lead Service

Leisure Services

Leisure Services

Economic Development Services

Personnel and Management Services

Community Services

6.2 SUSTAINABILITY INDICATORS

- Number of young persons attending various sports facilities
- Number of training places on New Deal Schemes within the Council
- Percentage of youth employment for the Tendring area
- Number of GCSE passes at Grades A* - C within Tendring schools

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Community Theme 7 - IMPROVING SERVICES FOR OLDER PEOPLE

The Vision - To improve the access to services for older people to enable them to live more independently.

7.1 THE ACTIONS WE ARE TAKING

<i>Current Contributions</i>	<i>Lead Service</i>
Seek to provide a 7 day Meals on Wheels district wide service.	Community Services
Development and provision of more leisure, cultural and sports facilities at sports centres (Club Active for Life).	Leisure Services
Provision of Careline Service.	Community Services
Provision of choices in the forms of residential accommodation.	Housing Services

7.2 SUSTAINABILITY INDICATORS

- Increase in the demand for Meals on Wheels service and number of meals supplied
- Number of people in the 60+ age group using the leisure facilities provided
- Number of calls to Careline by elderly people
- Number of responses to elderly people in relation to Careline services
- Number of people attending Council run luncheon clubs

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Community Theme 8 - LIFETIME LEARNING

The Vision: To ensure that everyone's potential is realised through education and the development of their talents and skills.

8.1 THE ACTIONS WE ARE TAKING

<i>Current Contributions</i>	<i>Lead Service</i>
<p>Work with partners of the Life Long Learning group to contribute to a baseline audit of need and provision in the district.</p>	<p>Economic Development Services</p>
<p>To encourage access and development of Library usage and to promote easy access to information held by the Council.</p>	<p>Legal and Administration Services</p>
<p>Development of the Career Track Programme for individuals between the ages 16-25 years old.</p>	<p>Personnel and Management Services</p>
<p>Participation by the Council in the placement of work experience opportunities for children from local schools.</p>	<p>Personnel and Management Services</p>

8.2 SUSTAINABILITY INDICATORS

- Percentage of population who are members of a public library within Tendring area
- Number of individuals on Career Track programme
- Number of school children on work experience within the Council in any year
- Percentage of adult population in full/part-time education/training courses

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Community Theme 9 - COMMUNITY DEVELOPMENT

The Vision: To improve the capacity of local communities to solve their own problems.

9.1 THE ACTIONS WE ARE TAKING

Current Contributions	Lead Service
<p>Improve the access of the public to the Council's decision making process.</p>	<p>Legal and Administration Services</p>
<p>Development and maintenance of Citizens' Panel.</p>	<p>Community Services</p>
<p>Development of School's Local Agenda 21 plan.</p>	<p>Environmental Services</p>
<p>To encourage community consultation in the development of Tendring LA21 plan and Community Plan.</p>	<p>Environmental Services and Community Services</p>
<p>Improve voter participation.</p>	<p>Legal and Administrative Services</p>

9.2 SUSTAINABILITY INDICATORS

- Number of schools actively involved in Local Agenda 21 process
- Number of consultations with the Citizens' Panel
- Percentage of electorate voting in local elections

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C o n t a c t i n g t h e C o u n c i l

This is the first Local Agenda 21

Strategy for Tendring.

We are aware that improvements can be made and we would welcome everyone's views and suggestions on how to achieve this. Your comments on the 'Community Themes' or improved indicators are welcomed. To make comments or to request further information on the work Tendring District Council is involved with, Local Agenda 21 and sustainable development issues, please contact the Council at:-

Environmental Services (LA21 Officer)

Council Offices

Weeley

CLACTON-ON-SEA

Essex

CO16 9AJ

Telephone: 01255 256185

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*‘Think global,
act local’*

