

Future Cornwall 2010 – 2030

A joint strategy
Vision and Objectives

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Introduction

Cornwall is in a period of unprecedented change.

This strategy is about Cornwall. Cornwall now and Cornwall in the future. This strategy:

- Sets the direction for change so that Cornwall emerges stronger and more resilient;
- Provides a framework for working together to get through the difficult times ahead.

This strategy has been developed to guide the core strategy of the local development framework and the new local transport plan, both covering the same period (2010 – 2030). This means that for the first time in one document we have set out a single approach to people and place covering what we want to achieve and how we will do it.

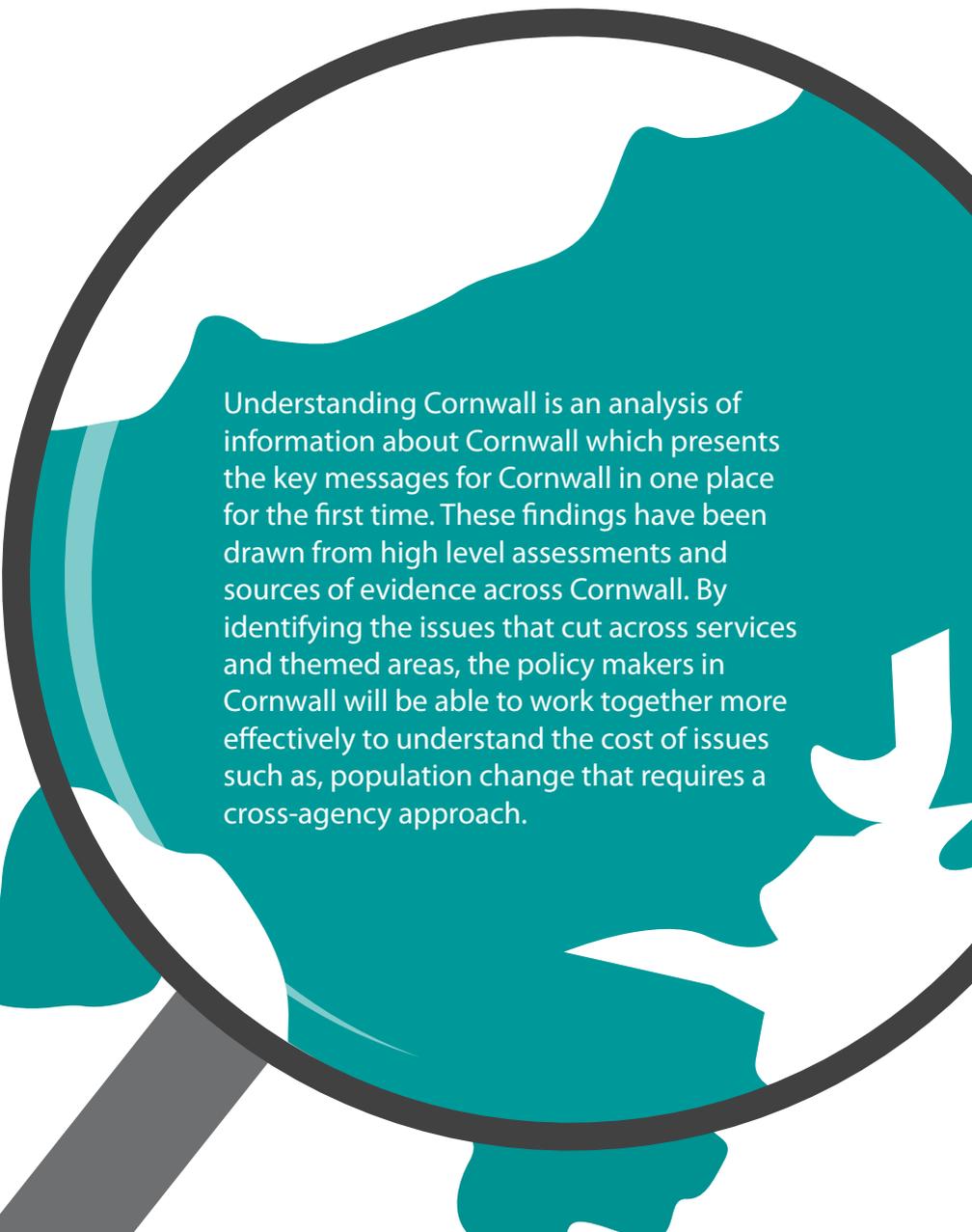
All the agencies and partners involved in developing and agreeing this strategy share a consistent long term goal to 2030 and have agreed a focus for the next 5 years to 2015.

It is a framework for sustainable development, which means making improvements for people, our local economy and our local environment in a way that is mutually reinforcing.

Integrating strategy will give the best results for communities to make it easier to target investment, achieve more for less and make it possible to join up services.

The first step in developing this strategy...

...was to understand Cornwall.



Understanding Cornwall is an analysis of information about Cornwall which presents the key messages for Cornwall in one place for the first time. These findings have been drawn from high level assessments and sources of evidence across Cornwall. By identifying the issues that cut across services and themed areas, the policy makers in Cornwall will be able to work together more effectively to understand the cost of issues such as, population change that requires a cross-agency approach.



Understanding Cornwall is made up of an overarching “big messages report” and four individual papers structured around the areas: **people, place, views and themes**. These papers can be accessed at www.cornwall.gov.uk/understandingcornwall

Geographical variations are significant and have an impact on services **Demographic change** will have a profound effect on the public sector and the services it delivers

Prevention and early intervention can make a difference and save money

Deprivation is a persistent problem **Transition between services and life stages** is a risk area

We need to make the most of our **strengths and opportunities**



This document sets out the vision and objectives and...

...highlights immediate areas of focus for the next five years. Concentrating activity in this way will help achieve the longer term objectives.

1

Understanding Cornwall

Key messages from Cornwall's evidence bases, strategic assessments and consultation and engagement

2

Vision and objectives

Responding to the challenges and the opportunities facing Cornwall

The Cornwall strategy – **Future Cornwall**

3

Delivery activities

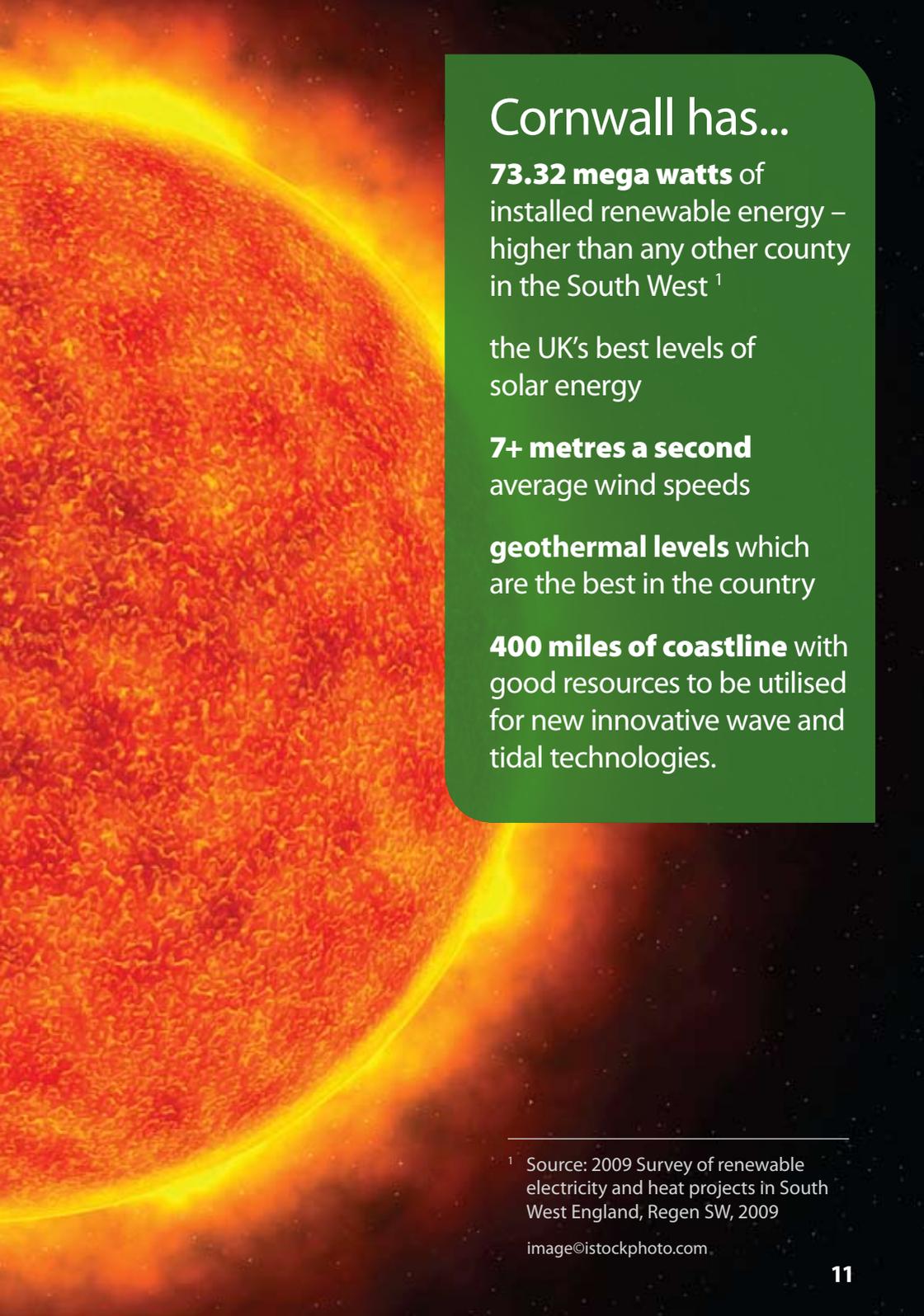
To be developed and delivered through a joint business plan and individual partner business plans

Cornwall in 2030 – We will...

achieve a leading position in sustainable living.

Cornwall has a fantastic opportunity right now to take a lead on the green agenda. A strong knowledge base and entrepreneurs, natural resources for renewable energies (sea, wind, sun, geothermal); a place with a world class brand, a high quality environment; access to appropriate housing and a culture of creativity, invention and innovation.

Sustainable living means changing our behaviour as a society for example, how or when we travel, how we use and produce energy and what we eat. It is the careful use of natural resources that support survival so that they are still there for future generations. We will also depend less on fuel and food supplies that we do not control. Producers and consumers must take responsibility to save natural resources, reduce waste, and reduce greenhouse gas emissions that affect our climate.



Cornwall has...

73.32 mega watts of installed renewable energy – higher than any other county in the South West ¹

the UK's best levels of solar energy

7+ metres a second average wind speeds

geothermal levels which are the best in the country

400 miles of coastline with good resources to be utilised for new innovative wave and tidal technologies.

¹ Source: 2009 Survey of renewable electricity and heat projects in South West England, Regen SW, 2009

Did you know?

The Davidstow plant in Cornwall is the **largest producer of mature cheddar in Europe** and Dairy Crest's most advanced cheese making creamery ²



² Wehrle Environmental UK, 'Dairy Effluent Treatment Case Study: Dairy Crest, Davidstow Creamery, UK'

image@istockphoto.com

Cornwall in 2030 will be an industry leader in environmental technologies (land and marine) and at the centre of a global network of businesses. It will combine internationally recognised research with skills in environmental technologies across the workforce.

It will be a green peninsula, this means:

- resilient to rising costs of energy
- economic growth within environmental limits
- low carbon and energy efficient homes
- less need to travel with an excellent transport and less reliant on fossil fuels
- local generation of renewable energy
- careful use of resources, minimum waste and re-use of waste products
- consumption of locally produced food.

Culturally distinctive, its people creative, active and highly productive; Cornwall will have strong inclusive communities with character and purpose. Its main towns will have a key role and will have been regenerated. Individual places and clusters of smaller settlements will be viable centres for employment and services. Each community will contribute to Cornwall's common goals in its own way.

At the heart of sustainable living is Cornwall's unique and extraordinary natural and historic environment, highly valued by its residents and visitors and contributing to a resilient local economy and self-sufficient communities. By 2030 everyone in Cornwall will have the chance of a quality of life equal to or better than anywhere in the UK.

To deliver the vision by 2030,
we have identified **four** long
term objectives...

Long Term Objectives

The economy

To become a market leader in innovative business and low carbon technologies ; increase productivity and raise quality across the economy

To enhance and build a robust network of small and medium businesses to secure Cornwall's economic stability

Why?

There are clear opportunities to continue to refocus and reshape Cornwall's economy to be more productive with a more diverse base. This needs to build on recent momentum. Current challenges to the public sector and threats to the fragile recovery from recession are an opportunity to create stronger and more sustainable long term economic foundations.

Self sufficient and resilient communities

To improve our communities through quality building, using housing development to meet local need and drive the regeneration and sustainability of communities, promoting smaller settlements to be centres of employment and services and set an example in design for sustainable living

To promote equality of opportunity and well-being, improve access to quality services, increase participation in influencing local decision making and encouraging individuals to engage in shaping and delivering services in their communities

Why?

There is a growing emphasis on greater individual and community responsibility. There remains consistent demand on facilities and services resulting from both population growth and change and seasonal increases in Cornwall's population. There are still areas that require investment and physical regeneration and throughout Cornwall there remains a need for affordable housing to meet local needs. Connectivity will play a key role in how our communities respond to both challenges and future opportunities.

Good health and wellbeing for everyone

To make it easier for people to lead healthy, active lifestyles and to get involved in their local community

Why?

There is clear evidence that links healthier lifestyles with reduced levels of illness, fewer people dying early and lower health care costs

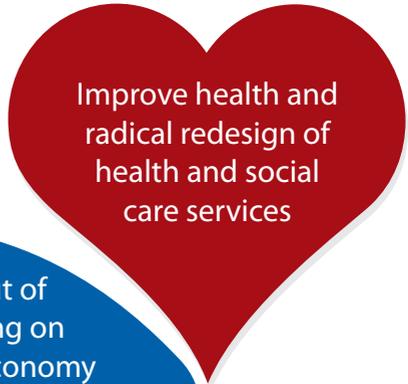
The Environment

To make the most of our environment, reduce greenhouse gas emissions and invest in and promote sustainable use of natural resources.

Why?

Cornwall's extraordinary environment, maritime and marine resources underpin quality of life and are fundamental drivers of the local economy. There are immediate challenges about waste issues, some exciting opportunities about the pursuit of renewable energy and the potential to position Cornwall as a leader in low carbon technologies; this offers clear opportunities that need to be balanced against maintaining our high quality coast and environment.

5 year priorities 2010 – 2015



These priorities will help us to achieve our long term objectives

Making it happen

Future Cornwall provides a framework for organisations to link their own strategies and plans and to combine investment and resources for common goals. It can only be delivered by working in partnership. It is about solving problems, realising opportunities, and refocusing service provision together.

Roles

- Local citizens and neighbourhood groups leading projects and participating in the governance, design and delivery of services in their communities
- Social, private and public providers collaborating in the design and delivery of complementary services and initiatives
- Government (national and local) protecting the vulnerable, commissioning essential services, and facilitating the design and delivery of other services and initiatives
- Enabling increased private sector delivery of infrastructure and building appropriate for a sustainable future
- Encouraging and supporting Town and Parish Councils to deliver more on behalf of their communities

A balanced approach

Partners will set measurable objectives within their business and service plans for:

1. Impact: the experience of target population groups resulting from implementation of the strategy, for example children and young people, vulnerable adults

2. Finance and investment: working together to reduce costs, avoid additional expenditure in the future and re-prioritise use of remaining resources
3. Changes to processes: new models of delivery that enable greater community participation, are lower cost and low carbon
4. Learning and development: encouraging innovation and joint workforce development

Partners and communities working together to improve the quality of life and prosperity for all the people of Cornwall will show our success.

Impact

Success will be as a result of partners and communities working together to improve the quality of life and prosperity for all the people of Cornwall.

Finance and investment

Planning policy will underpin the objectives so that investment by anyone developing land (individuals or businesses) will be guided by planning policies that contribute to Cornwall leading the country in sustainable living.

Implementation through a programme of capital investment in infrastructure

- Rationalisation of the use of assets
- Investment through the local transport plan; connecting people, communities, businesses and services in a way that is reliable, efficient, safe, inclusive and enjoyable and is less reliant on fossil fuels.
- The roll-out of reliable, affordable high bandwidth broadband infrastructure together with investment in business and skills programmes for individuals.

Big Cornwall

In light of the financial crisis, now is the time to **face the big issues for Cornwall** and Government is looking for greater local leadership. To make this possible, Cornwall Council will work with partners across the whole public sector and beyond to become **more of a regional authority for Cornwall.**

As well as taking on more powers itself it would also devolve more powers and responsibilities and ask town and parish councils to take over some assets and activities. It will also look more to civil society organisations to assist in service delivery. This is **true double devolution.** This is making **Big Society real.**

Value for money

Big Cornwall is based on an investment programme created from efficiencies across the public sector in Cornwall. A place based budget with significant capital resources identified for future investment in Cornwall's communities can be created to safeguard Cornwall's future.

For Cornwall this means that service providers will avoid overlap and duplication leading to an improvement in efficiency, better local services tailored to local need resulting in better value for money.

Public Services Transformation Programme

Organisations across Cornwall will pool resources and work together to commission major changes in the design and delivery of services. This will start with a focus on maximising property held by the public sector, integrating health and care services, a collective approach to workforce development and an integrated approach to frontline services.

enhanced role for the private
and voluntary sectors

Maximise existing skills **stimulate new skills**

Processes – changing the way we do things

Joint commissioning of re-designed services for target population groups.

Future Cornwall will be implemented through commissioning (the process of deciding what public services are needed, what priorities they are accorded and choosing what, why, how and where to allocate resources to provide services) and procurement (the method of purchasing services which results in contracts) policies.

New models of delivery

The coalition Government has stated that citizens, communities and public services will have the opportunity to work together to solve local issues that affect our everyday lives. This is the idea behind the 'Big Society' and this strategy fully supports that principle.

- More meaningful community participation
- An enhanced role for the private and voluntary sectors

Learning and development

Workforce development

New models of delivery will need the development of the workforce and Future Cornwall will be implemented through workforce development plans and human resources policies.

- Developing the workforce to work across traditional professional boundaries
- Strengthening research capacity and knowledge-exchange networks/clusters
- Creating economic conditions to maximise existing skills and stimulate new skills that support new ways of working

Future Cornwall business plan

The activities identified as part of the engagement work undertaken so far with community networks and partners as part of the development of this strategy, together with planning and transport policy development, will subsequently form the basis of a 5-year joint delivery programme.

It is anticipated that new projects within a new delivery programme will be designed in partnership with our public, private, and civil society organisations, utilising investment and resources that are allocated as part of their respective annual business and budget planning processes.

community participation
working
together

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