

APPENDIX 5: LOCAL CONTEXT

INTRODUCTION

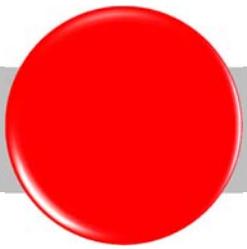
The policy context for this Strategy is summarised in the appendices and tables below. This addresses the planning policy position of each authority, anticipated population growth, the population profile, the relevant strategies and policies, and the current participation profile of both the Fareham Borough Council as well as the cross-boundary issues.

ELMBRIDGE BOROUGH COUNCIL

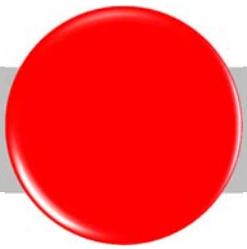
A number of current strategic policies, strategies and other factors influence current and future supply of, and demand for, sport and recreation facilities in the two local authorities, which are summarised in Table 2.1.

Summary of Local Policies, Strategies and other Factors

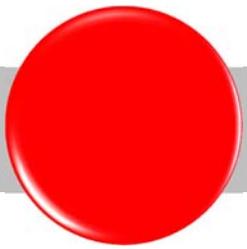
POLICY/ STRATEGY / OTHER RELEVANT FACTORS	ELMBRIDGE BOROUGH COUNCIL
ELMBRIDGE BOROUGH COUNCIL PLAN 2017-2018	<p>The Council agreed a new Vision in December 2017: http://mygov.elmbridge.gov.uk/documents/s16555/Vision%20and%20Priorities%202018%20-%202023.pdf</p> <p>Vision (2018-2023)</p> <p>“A responsive and effective Council, protecting and promoting the interests of residents and businesses and safeguarding our environment, while maintaining a community for all”.</p> <p>Priorities</p> <ul style="list-style-type: none"> • Character and Environment – We will make Elmbridge a sustainable and attractive place. • Quality Services – We will work in partnership to ensure services are efficient, effective and offer value for money. • Economic Development – We will facilitate economic growth, including improved infrastructure and housing. • Community Wellbeing – We will listen to all of our residents and support communities to become healthier, empowered and safe.



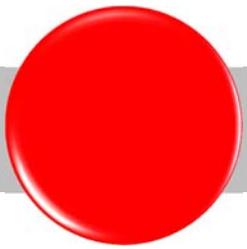
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	<p>The priorities for health and well-being reflect those of the Surrey Heartlands and their priorities: http://surreyheartlands.uk/our-priorities/</p> <p>The new Vision supports the following outcomes:</p> <ul style="list-style-type: none">• A safe, caring and healthy Elmbridge<ul style="list-style-type: none">⇒ Facilitate the delivery of at least 100 affordable and social rented homes⇒ Move at least 50 households off or out of the Benefit Cap through effective and targeted support.⇒ Increase the proportion of temporary accommodation for homeless households within Elmbridge Borough.⇒ Increase the use of our Centres for the Community through enhanced activities, services and facilities and in addition to support the Elmbridge Voluntary Sector.• A vibrant and thriving Elmbridge<ul style="list-style-type: none">⇒ Generate at least £100,000 in external funding and investments into the local economy and support business start-ups.⇒ Deliver our Car Park Strategy to support local communities.⇒ Work with the new operator and sports clubs to launch the new Sports Hub and maximise community use.⇒ Improve Council infrastructure including our car parks, Centres, public conveniences and community facilities through delivery of Year 1 of our Capital Programme.• A green and attractive Elmbridge<ul style="list-style-type: none">⇒ Launch the new joint waste collection and street cleaning service.⇒ Work with our contractor to deliver high quality verges, green spaces and cemeteries.⇒ Engage our community in preparing a new Local Plan for submission to the Secretary of State which supports sustainable development across the Borough.⇒ Operate a high profile proactive planning compliance service.



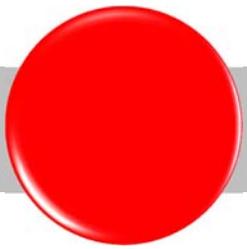
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THE ELMBRIDGE CORE STRATEGY (LOCAL PLAN) JULY 2011	<p>Under Regulation 22 of the Town and Country Planning (Local Planning) (England) Regulations 2012, the Council must submit the Core Strategy to the Secretary of State for Communities and Local Government. The core strategy under the new regulations is not complete with consultation still on going and the new strategy is due for completion in 2018</p> <p>The Local Plan guides planning and development in the Borough and comprises two main documents. Currently the two key policy documents in the Local Plan are the Elmbridge Core Strategy 2011 and the Elmbridge Development Management Plan 2015.</p> <p>The Core Strategy 2011 is the principal planning document that sets out the vision, spatial strategy and core policies that are used for shaping future development in the Borough up to 2026, and the Development Management Plan 2015 contains more detailed “every day” policies that all planning applications are assessed against.</p> <p>The Core Strategy sets out the broad long-term vision, objectives and strategic planning policies for Elmbridge up to 2026.</p> <p>THE ELMBRIDGE CORE STRATEGY VISION BY 2026:</p> <p>“Elmbridge has the best quality of life in the whole of the UK. By 2026 the Borough will have maintained its reputation as one of the most sought after residential locations in the country, accommodating growth in a way that celebrates the rich diversity and distinctiveness of local settlements, whilst continuing to provide an abundance of high quality natural open spaces, unique in a location that lies so close to the heart of London and the international gateways of Heathrow and Gatwick. Through respecting our environment, yet encouraging innovation, Elmbridge will be an even better place to live for current and future generations, delivering benefits to a greater number of people, whilst reducing the impact of modern day living on the local and global environment.”</p> <ul style="list-style-type: none">• Objectives<ol style="list-style-type: none">1. To retain the high quality of life experienced by most Borough residents and share the benefits across all sections of the community, within an overall context of stabilising and ultimately reducing the Borough’s ecological footprint.2. To protect the unique character of the Borough, and to enhance the high quality of the built, historic and natural environment.



POLICY/ STRATEGY / OTHER RELEVANT FACTORS	ELMBRIDGE BOROUGH COUNCIL
	<ol style="list-style-type: none"><li data-bbox="439 448 2123 512">3. To deliver high quality buildings and neighbourhoods that enhance character, improve people’s sense of safety and security and promote healthier lifestyles<li data-bbox="439 552 2123 616">4. To reduce people’s reliance on driving, by directing new development to sustainable locations, promoting attractive and convenient alternatives to using the private car and, in so doing, reducing congestion and pollution caused by traffic.<li data-bbox="439 655 2123 719">5. To promote sustainable lifestyles, and limit the use of natural resources, reducing the need to travel and maximising the use of renewable energy.<li data-bbox="439 759 2123 823">6. To continue to protect the Green Belt, in order to prevent the coalescence of the Borough’s towns and villages and retain the distinctiveness of our local communities.<li data-bbox="439 863 2123 927">7. To take part in a co-ordinated approach to the management of the Borough’s waterways in a way that protects and enhances their distinct role and character and their biodiversity value, improves water quality, and that minimises their potential to flood.<li data-bbox="439 967 2123 1054">8. To enhance the distinctiveness and diversity of the landscapes within the Green Belt, and to promote improvements to our network of strategic and local open land and green corridors, balancing the desire to increase access to the open countryside with the need to protect and enhance biodiversity interests.<li data-bbox="439 1094 2123 1158">9. To provide sufficient housing to meet the local target of 3,375 additional units in the most sustainable locations in the urban area.<li data-bbox="439 1198 2123 1262">10. To address inequalities, promote better integration and increase opportunities for people who live in the less affluent areas of the Borough.<li data-bbox="439 1302 2123 1334">11. To supply homes and land that address local housing needs in terms of mix, size, design and tenure.<li data-bbox="439 1366 2123 1398">12. To adopt a viable approach to contribute to increasing the supply of affordable housing as a key priority.<li data-bbox="439 1430 2123 1493">13. To meet the needs of an increasingly ageing population through a variety of measures, including lifetime homes, specialist accommodation and care and support services that respond to their needs.



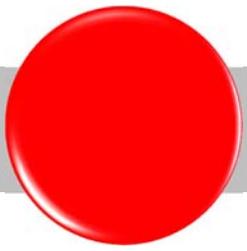
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	<p>14. To provide for the identified pitch requirements of Gypsies, Travellers and Travelling Show people in sustainable locations supported by good quality facilities</p> <p>15. To maintain a thriving economy by providing an adequate supply of land and buildings, in the right places, to support a diverse range of business and commercial activity.</p> <p>16. To continue to support the Borough’s variety of tourist attractions whilst protecting the amenities of those who live close by and provide an adequate supply of visitor accommodation in appropriate and sustainable locations.</p> <p>17. To support and develop the distinctive roles of our town and village centres, in order that they provide a strong focus for commercial and community development</p> <p>18. To respond to the social and physical infrastructure needs arising from new development in a way that delivers sustainable growth.</p> <p>These core objectives will help to deliver the Council's vision for the future of the Borough.</p>
<p>ELMBRIDGE COMMUNITY PARTNERSHIP’S SUSTAINABLE COMMUNITY STRATEGY</p>	<p>The Core Strategy needs to deliver the spatial elements of the Elmbridge Sustainable Community Strategy which has been produced by the Elmbridge Community Partnership.</p> <p>The Strategy is as set out in the incorporated core strategy above.</p> <p>The future vision for the Borough is based on what residents have told the Council. It is of an Elmbridge:</p> <ul style="list-style-type: none"> • With safe and healthy communities, vibrant town centres and a strong local economy; • With better transport connections, plenty of community facilities, affordable housing and efficient public services; • With a thriving and inclusive borough which integrates all sectors of the community; • Where those with extra needs of whatever kind can better access support from their communities; • Where there are reducing inequalities and people are able to make the most of the opportunities open to them.



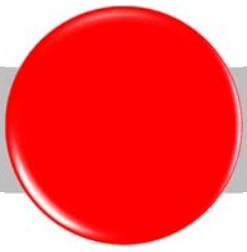
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	<p>Which retains its attractive, green and unique character and where the communities work together to reduce the impact of modern day living on our environment.</p>
KINGSTON AND NORTH SURREY STRATEGIC HOUSING MARKET ASSESSMENT (SHMA) 2016	<p>The Strategic Housing Market Assessment for Kingston Upon Thames and North East Surrey Authorities highlights the following:</p> <ul style="list-style-type: none">• Elmbridge new housing requirement 2015-2035: 9,480 <p>The majority of the additional requirement is for smaller (1-2 bedroom) units.</p>
ELMBRIDGE HEALTH STATEMENT 2015- 2019	<p>The Elmbridge Health Statement has been produced to demonstrate the Borough's continuing commitment to health and wellbeing, and improving the health of residents</p> <p>Surrey Health & Wellbeing Board</p> <p>From April 2013, Surrey County Council became the Public Health Authority, with responsibility for promoting public health across the county and working to protect and improve health and wellbeing and reduce health inequalities in communities.</p> <p>The Surrey Health & Wellbeing Board has published its Joint Health and Wellbeing Strategy, which established the following five priorities for Surrey:</p> <ol style="list-style-type: none">1. Improving children's health and wellbeing2. Developing a preventative approach3. Promoting emotional wellbeing and mental health4. Improving older adults' health and wellbeing



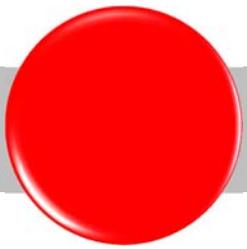
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	<p>5. Safeguarding the population</p> <p>Whilst much work is going on within the CCGs and Public Health Surrey it is clear that there is much work taking place at a Borough and District level that can help to contribute to the wider Surrey Health and Well Being objectives.</p>
<p>THE 2015 ELMBRIDGE HEALTH PROFILE</p>	<p>Produced by Public Health England states:</p> <ul style="list-style-type: none"> • Overall 24 out of the 32 indicators were significantly better than the England average. • 9.6% of children in Year 6 are classified as obese, which is better than the national average. • Levels of teenage pregnancy, GCSE attainment, breastfeeding and smoking at time of delivery are better than the England average. • Hospital stays for alcohol related harm came to 418 a year, better than the national average. • The incidence of malignant melanoma at 27.1 is significantly worse than the England average (18.4). • 5 Indicators highlight areas where Elmbridge is not significantly different from the England average: Obese adults (20.8) Hip Fractures in people aged 65 and over (504), Excess winter deaths (3 year) - (17.8); infant mortality (3.4) and killed and seriously injured on roads (40.8) • It is recognised that the population across Surrey is projected to increase by 8.5% by 2022 (ONS, Population Projections 2012) or 3,375 dwellings in Elmbridge. As can be seen from both census and local health profile information, Elmbridge as a Borough demonstrates relatively good health outcomes, however there are also pockets where Elmbridge residents need further support. <p>Elmbridge is provided for by two Clinical Commissioning Groups -North West Surrey CCG (Weybridge, Walton on Thames, St Georges Hill, Oatlands, Hersham).</p>



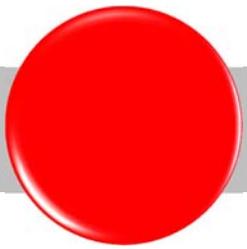
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	<p>This area represents 45% of the Elmbridge population. Surrey Downs CCG (Esher, Molesey, Claygate, Cobham, Oxshott, Thames Ditton, Hinchley Wood). This represents 55% of the Elmbridge population. The local priorities identified for these areas are highlighted below:</p>
<p>THE SURREY DOWNS INTEGRATED COMMISSIONING PLANS (2014-19) SURREY DOWNS CLINICAL COMMISSIONING GROUP</p>	<p>The Surrey Downs Integrated Commissioning Plan (2014-19) identifies that it's local priorities in contributing to the overall Surrey Health and Wellbeing Strategy area:</p> <ul style="list-style-type: none"> • Integrated and urgent care • Elective care • Children's services <p>In terms of the Commissioning Strategy it was agreed that the high level Clinical Commissioning priorities for 2014 – 2016 were:</p> <ol style="list-style-type: none"> 1. MaximiSe integration of community and primary care based services with a focus on frail older people and those with long term conditions 2. Provide elective and non-urgent care, specifically primary care, closer to home and with improved patient choice 3. Ensure access to a wide range of urgent care services 4. Enhance support for those patients who require end of life care 5. Improve access to patient experience of children and maternity services 6. Improve patient experience, outcomes and parity of esteem of people with mental health and learning disabilities (including dementia)



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<p>THE SURREY DOWNS INTEGRATED COMMISSIONING PLANS (2014-19)</p> <p>NORTH WEST SURREY CLINICAL COMMISSIONING GROUP</p>	<p>North West Surrey Clinical Commissioning Group</p> <p>The North West Surrey Integrated Commissioning Plan (2014-19) identifies that its strategic objectives in contributing to the overall Surrey Health and Wellbeing Strategy are-</p> <p>To enable all North West Surrey people to enjoy the best possible health:</p> <ol style="list-style-type: none"> 1. Increase length of life and prevent people from dying prematurely 2. Improve quality of life and promote independence 3. Optimize the integration, quality and effectiveness of services. 4. Help people recover from ill health 5. Target spending for greatest gain and eliminate waste. <p>The North West Surrey CCG will work to the commissioning principles:</p> <ul style="list-style-type: none"> • Prevent ill health in targeted areas • Enable patients to ‘self-care’ where appropriate and encourage a sense of patient responsibility • Deliver as much care as appropriate in primary care settings and provide the necessary support to enable this • Get people with urgent care needs to the right place/ person as quickly as possible 24x7 • Get people with elective care needs to the right place/ person at the right time as appropriate • Shift activity and funding from hospital care to timely and proactive care in the community • Invest in rehabilitation services. <p>As a local Council working with the Surrey Health and Well-being board, it is clear that many of the services that the Council provides for its local community are also seeking to deliver against the same priorities of the two local CCG’s.</p>



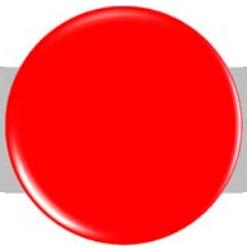
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	<p>Elmbridge Officers continue to work collaboratively through an internal Health and Well-being Group, supported by Public Health at Surrey County Council. The group meets regularly exploring joint working opportunities to improve the health and well-being of the Borough and supporting promotional campaigns such as Dry January, Change4 Life and Mental Health awareness week.</p>
SURREY JOINT STRATEGIC NEEDS ASSESSMENT (JSNA) 2017	<p>The Joint Strategic Needs Assessment (JSNA) is an assessment of the current and future health and social care needs of the local community. The JSNA informs the Joint Health and Wellbeing Strategy (JHWS) which is a strategy for meeting the needs identified in the JSNA. These are needs that could be met by the local authority, Clinical Commissioning Groups or NHS England.</p> <p>This refreshed JSNA follows a ‘life course approach’ which recognises that the conditions in which people are born, grow, live, work and age can lead to health inequalities. Chapters are more concise and include a more visual way to look at the data which allows users to explore it in detail by selecting geographies or indicators of interest.</p> <p>The following provides detail on relevant sections of the JSNA relevant to this strategy:</p> <p>DEVELOPING HEALTHY LIFESTYLES</p> <ol style="list-style-type: none"> 1. Healthy schools is continued to be commissioned as a priority 2. Funding will also be needed for 2019 to carry out the Health Related Behaviour Questionnaire, this should also be a priority, to ensure that the views and needs of children and young people are at the heart of commissioning processes 3. Ensure development and Implementation of Healthy Weight Action Plan 4. Embed a whole systems approach to improving uptake of immunisations – for example, health visitors, school nurses, teachers, children’s centre staff, prisons services, voluntary sector etc could play a pivotal role in explaining the importance of vaccinations to parents and young people, challenging myths, signposting effectively, and where appropriate, offering opportunistic vaccination 5. Engage health in unintentional injury prevention e.g. primary and secondary care (including GP practices and A&E), antenatal clinics, Clinical Commissioning Groups (CCGs), school nursing, health visitors, and other community providers



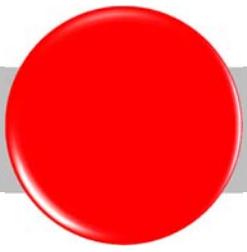
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	<p>6. Develop key messages for frontline staff in order to develop skills in relation to unintentional injury prevention, such as for those working in educational settings</p> <p>7. Ensure schools have access to appropriate resources for PSHE and RSE</p> <p>8. Encourage schools to include work on homophobic bullying and positive relationships within their PSHE work</p> <p>9. Ensure sexual health is included in school nurse remit in the recommissioning of community services</p> <p>10. Provide Surrey Universities with links to accurate and current sexual health information and services via the Healthy Surrey website</p> <p>11. Look at the opportunities for University-based, dedicated sexual health services as part of future service commissioning.</p> <p>LIFESTYLE BEHAVIOURS AND PHYSICAL HEALTH</p> <p>Mental health providers to embed physical health improvement across the pathway: (97, 98)</p> <ul style="list-style-type: none"> • Use the Wheel of Wellbeing to raise client awareness of how to improve their wellbeing. • Staff to raise clients’ awareness of the negative impact on mental health of smoking, alcohol/substance misuse, poor diet and inactivity and offer brief advice. • Refer clients to relevant services e.g. smoking cessation, alcohol/substance misuse and weight management and advise them of the benefits of these for mental health/wellbeing. • Encourage and where possible make mandatory for their frontline staff/physical health champions to attend Making Every Contact Count (99) and brief advice training in these areas. • Use published toolkits to improve the physical health of people with mental health problems <p>All mental health service providers to work to help increase numbers of people with mental health problems accessing/being supported by Surrey Smoking Cessation Service.</p>



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SURREY CHILDREN AND YOUNG PEOPLE'S PARTNERSHIP PLAN 2014-2017	<p>The partnership agreed a number of priorities for the Surrey Children and Young People's Partnership Plan 2014-2017 . The partnership refreshed these priorities in its action plan for 2015-16 . This identified six key priorities:</p> <ul style="list-style-type: none">• Healthy Behaviours and Universal Prevention• Early Help and Targeted Prevention• Special Educational Needs and Disabilities (SEND)• Emotional wellbeing and mental health• Safeguarding• Shared Insight
SURREY LOCAL TRAVEL PLAN – ELMBRIDGE LOCAL TRANSPORT STRATEGY	<p>Vision and objectives of the Local Transport Plan LTP3</p> <p>Vision:</p> <ul style="list-style-type: none">⇒ “To help people to meet their transport and travel needs effectively, reliably, safely and sustainably within Surrey; in order to promote economic vibrancy, protect and enhance the environment and improve the quality of life”. <p>• Objectives:</p> <ul style="list-style-type: none">⇒ Effective transport: To facilitate end-to-end journeys for residents, business and visitors by maintaining the road network, delivering public transport services and, where appropriate, providing enhancements.⇒ Reliable transport: To improve the journey time reliability of travel in Surrey.⇒ Safe transport: To improve road safety and the security of the travelling public in Surrey. <p>Sustainable transport: To provide an integrated transport system that protects the environment, keeps people healthy and provides for lower carbon transport choices.</p>



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SUSTAINABILITY AND TRANSFORMATION PARTNERSHIP (STP) SURREY HEARTLANDS PLAN	<p>The sustainability and transformation partnership is made up of 11 organisations.</p> <p>The plan is ambitious and if achieved will deliver a number of key benefits:</p> <ul style="list-style-type: none">• Improving the quality of services with better outcomes – lower mortality rates, reducing the impact of long-term disease on people’s lives and improving patient experience of health and care services;• Enhanced well-being – local people experiencing better physical and mental health;• Improved access to healthcare – shorter waiting times and services closer to home. <p>This will mean:</p> <ul style="list-style-type: none">• An additional £30 million invested in primary care services over the next five years.• By 2021, new teams made up of family doctors, nurses, social care practitioners, psychologists and other specialists will mean more patients being seen in one place, with their needs met by health and care professionals working together.• More focus on disease prevention;• Investing an additional £8 million in cancer services to support earlier diagnosis and increasing cancer survival rates;• Investing an additional £3 million in mental health services making it easier for patients to access services. <p>The Surrey Digital Roadmap is the strategy plan for the Surrey Heartlands digital workstream to deliver against three core objectives:</p> <ul style="list-style-type: none">• Establishing the governance and resources that will support and deliver this roadmap• Driving digital transformation• Optimising IM&T (information management and technology) across Surrey Heartlands.



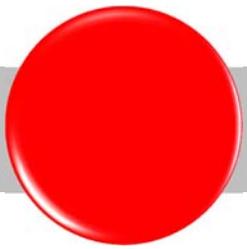
SPORT ENGLAND MARKET SEGMENTATION

Sport England has developed nineteen sporting segments to provide a better understanding of people’s attitudes to sport, their motivations and barriers. The key data sources were the Department of Culture, Media and Sport (DCMS), ‘Taking Part’ survey and Active People. Further data was added from Experian Mosaic databases. Population data is used for people aged 18 and over.

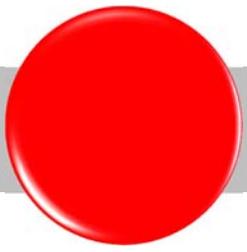
The segmentation model consists of 19 segments – each has a distinct sporting behaviour and attitude. A summary of each market segment is provided below.

Sport England Market Segmentations (19 Segments)

NAME	TITLE	DESCRIPTION	TOP THREE PARTICIPATING SPORTS NATIONALLY
BEN	Competitive Male Urbanites	Male (aged 18-25), recent graduates, with a ‘work-hard, play-hard’ attitude. Most sporty of 19 segments.	Football, Cricket Keep fit/gym, Cycling
JAMIE	Sports Team Drinkers	Young blokes (aged 18-25) enjoying football, pints and pool.	Football, Cricket Keep fit/gym, Athletics
CHLOE	Fitness Class Friends	Young (aged 18-25) image-conscious females keeping fit and trim.	Keep fit/gym, Swimming, Athletics
LEANNE	Supportive Singles	Young (aged 18-25) busy mums and their supportive college mates. Least active segment of her age group.	Keep fit/gym, Swimming, Athletics
HELENA	Career Focused Females	Single professional women, enjoying life in the fast lane (aged 26-45).	Keep fit/gym, Swimming, Cycling



NAME	TITLE	DESCRIPTION	TOP THREE PARTICIPATING SPORTS NATIONALLY
TIM	Settling Down Males	Sporty male professionals (aged 26-45), buying a house and settling down with partner.	Cycling, keep fit/ gym, swimming, football, athletics and golf. Club member and competitive sport. Cycling, keep fit/ gym, swimming, football, golf.
ALISON	Stay at Home Mums	Mums with a comfortable, but busy, lifestyle (aged 36-45).	Keep fit/gym, Swimming, Cycling
JACKIE	Middle England Mums	Mums (aged 36-45) juggling work, family and finance.	Keep fit/gym, Swimming, Cycling
KEV	Pub League Team Mates	Blokes (aged 36-45) who enjoy pub league games and watching live sport.	Keep fit/gym, Football, Cycling
PAULA	Stretched Single Mums	Single mum (aged 26-45) with financial pressures, childcare issues and little time for pleasure.	Keep fit/gym, Swimming, Cycling
PHILIP	Comfortable Mid Life Males	Mid-life professional (aged 46-55), sporty males with older children and more time for themselves.	Cycling, keep fit/ gym, swimming, football, golf.
ELAINE	Empty Nest Career Ladies	Mid-life professionals who have more time for themselves since their children left home (aged 46-55).	Keep fit/gym, swimming, cycling, athletics or running, tennis and badminton.
ROGER & JOY	Early Retirement Couples	Free-time couples nearing the end of their careers (aged 56-65).	Keep fit/gym, swimming, cycling, golf and angling



NAME	TITLE	DESCRIPTION	TOP THREE PARTICIPATING SPORTS NATIONALLY
BRENDA	Older Working Women	Middle aged ladies (aged 46-65), working to make ends meet.	Keep fit/gym, Swimming, Cycling
TERRY	Local 'Old Boys'	Generally inactive older men (aged 56-65), low income and little provision for retirement.	Keep fit/gym, Swimming, Cycling
NORMA	Later Life Ladies	Older ladies (aged 56-65), recently retired, with a basic income to enjoy their lifestyles.	Keep fit/gym, Swimming, Cycling
RALPH & PHYLLIS	Comfortable Retired Couples	Retired couples (aged 66+), enjoying active and comfortable lifestyles.	Keep fit/gym, Swimming, Golf
FRANK	Twilight Year Gents	Retired men (aged 66+) with some pension provision and limited sporting opportunities.	Golf, Keep fit/gym, Bowls
ELSIE & ARNOLD	Retirement Home Singles	Retired singles or widowers (aged 66+), predominantly female, living in sheltered accommodation.	Keep fit/gym, Swimming, Bowls