

10.3 Developing the Strategy

External Factors

<p>Political</p> <ul style="list-style-type: none"> • Local elections • General elections • National leadership changes • Government White Papers <ul style="list-style-type: none"> - Local Government White Paper - Our Health, Our Care, Our Say - Choosing Health • Attitudes of politicians • Profile and future of multiculturalism • Not inclusive • Activism/Extremism/Terrorist threat • Citizenship debate • Local leadership – Community Cohesion Champion 	<p>Environmental</p> <ul style="list-style-type: none"> • High quality environment valued by the public • Traffic • Lowest levels of congestion in the South East • Global economy • Town Centre • No evidence of much graffiti/vandalism • Climate Change Strategy / Waste management • Carbon neutral buildings • Travel/public transport • Excessive development • Public health • Pandemics
<p>Social</p> <ul style="list-style-type: none"> • Low crime • No night time economy • Increase in people from Eastern Europe and BME communities • Communities within communities • Aging population • Social differences • Provision of affordable housing • Under developed voluntary sector • Lack of established community groups • Lack of engagement • Higher earners working outside Bracknell Forest • Isolated families – some don't want to engage • Lack of places of worship • Distinction between new town and more established communities • Change in ethnic dynamic • Understanding different cultures • Supporting ethnic and voluntary groups • Capacity building • High and increasing levels of homelessness/residents in temporary accommodation • Tensions between young people and local communities • Increasing levels of mental health problems • Town Centre Regeneration would provide more opportunities for evening activities • Transportation • Family break ups 	
<p>Technological</p> <ul style="list-style-type: none"> • Digital divide <ul style="list-style-type: none"> - Poorer people lack access to technology 	<p>Legal</p> <ul style="list-style-type: none"> • Increased legislation – some of it disjointed • People more aware of their rights

<ul style="list-style-type: none"> - Older people reluctant to use the internet • Wireless technology • Mobile working • Telecare • Lack of employment opportunities for the lower skilled • Lack of training opportunities for the lower skilled • Hi tech area; home to the head quarters of many IT companies • RFID Technology – Smartcards • Information management • Bracknell Forest’s high tech image 	<ul style="list-style-type: none"> • New Commission for Equalities and Human rights • More litigious society • Equalities legislation • Statutory obligations • Performance Indicator culture • Potential conflict between EU procurement , equalities legislation and local issues • Pragmatic approach to legislation needed
<p>Economic</p> <ul style="list-style-type: none"> • Full employment • Rising number of NEET (not in education, employment or training) young people • High employment levels reduce the number of people available for volunatry activities • High earners • High profile companies • House prices • Income needed for shared ownership • Wealth gaps locally • Ageing population • Changing demographics • High mobility in the Borough <ul style="list-style-type: none"> - Local industry - Sandhurst Military Academy - Migrant workers • Black market labour economy – migrant workers undercutting of local pay rates • Traveller community • Town Centre regeneration – influx of workers 	

Strengths, Weaknesses, Opportunities and Threats

Strengths	Weaknesses
<ul style="list-style-type: none"> • Encouraging people to use and value the environment • Lots of data on young people • Local buy in for the Strategy by the Bracknell Forest Partnership • Local improvements • Accessibility of the current town centre • Partnership working • Improvement in political awareness • Good educational achievements • Inclusion in schools • Council as a community leader • Neighbourhood working base • Community based facilities • Workforce monitoring • Good projects for young people • Voluntary sector links • Current Strategy used as an example of good practice by others • Equality Impact Assessments • Change in employee attitudes • Dispersed Black & Minority Ethnic communities • Actions in Strategy achieved • Some obvious delivery e.g. taxi services are now more accessible 	<ul style="list-style-type: none"> • Lack of knowledge about the different communities within the Borough • Lack of up to date information • More sophisticated analysis of data is needed • Lack of joined up thinking • Continuity of support to the voluntary sector • Need to expand the voluntary sector • Lack of understanding and awareness about diversity issues • Engagement <ul style="list-style-type: none"> - With members - With partnerships - With the community • Training for new employees • Lack of knowledge of BME statistics • Lack of knowledge about the economic situation of BME groups • Lots of people are using Council services but we have no knowledge about who is using them • Service provision does not reflect the Borough's population as a whole • Profit e.g. Leisure Services has to balance the conflict of social provision against the profit agenda • No regular reviews of strategy • No promotion of good relationships between groups • Lack of publicity about Council successes • Not monitoring well – actions are not obvious on the ground • No lead resource – corporately or departmentally • Don't know who to consult

Opportunities	Threats
<ul style="list-style-type: none"> • Providing for an ageing population • New council following forthcoming local elections • Improve Service Level Agreements with voluntary sector • More neighbourhoods in control (Parish councils) • More diverse population • Adopt a more welcoming approach to new people • Opportunity to be more creative about our use of resources • Opportunity to build on neighbourhood work • Recent Local Government White Paper focused on community cohesion • Reconfiguration of services • Better services for everybody • Better exploitation of technology • Civic Hub – better access to Council facilities • Smartcard – for information management of services • Improvement of data management • New town centre giving greater opportunities for improved access • National changes – opportunities for new actions • Immigration • Work with partners – especially GPs, shared resources and knowledge • Introduction of proper competence based job descriptions and person specifications • Making use of community based developments e.g. extended schools provision • Neighbourhood profiling – strategic needs analysis • Self determined services • Choice based lettings • Chance to produce a new strategy and review it regularly • Set up systems to monitor changing community • Technology – home visits etc • Older People's Commissioning Strategy 	<ul style="list-style-type: none"> • Lack of resources • Speed of reaction to events is often slow • Political fragmentation • Extremist activity • Resource prioritisation (our own and partners) • New town centre • Health • Entrenched attitudes in community and amongst members • Immigration – especially from EU countries • Rise of British National Party • Lack of affordable housing for the younger/less wealthy • Council's financial position to us and voluntary sector • Prescriptive legislation • No non Christian places of worship so no obvious groups to engage with

Mapping the Sustainable Community Strategy to the objectives of the Community Cohesion Strategy

Everybody has similar life opportunities

- (local communities will be strengthened) So that everyone has similar opportunities
- everyone will have the opportunities they need to be successful in all aspects of life
- everyone will be able to get the information they need – the right information at the right time in an accessible form
- everyone will have choice and the same opportunities in life

The diversity of people, their circumstances and their communities is respected and valued

- support will be delivered in a smarter way – through.....being aware of changing demographics.....
- promote and enable social inclusion of all vulnerable people including those who traditionally might find it hardest to integrate
- there will be a listening culture in BF, where the community in all its varied voices is heard and understood
- individual communities will have a better understanding of each other and will value and respect a vibrant mix of people

There are positive relationships between people

- children and young people will be supported in forming positive relationships with each other and the wider community
- children and young people will be taught about respect, tolerance and understanding and will be encouraged to share responsibility for the well-being of their community
- people will respect one another
- there will be positive relationships between people
- children and young people.....will respect and support each other in their communities

Work with people and partners to assist with building and strengthening communities

- there will be many different neighbourhoods each with their own identity
- local communities will be strengthened
- caring communities where people feel safe, able to contribute and integrate with one another
- there will be opportunities for vulnerable people to get involved in their communities
- communities will be caring
- communities will feel included and involved in shaping local services
- people will feel a sense of belonging and social responsibility