

Creating positive outcomes for everyone





The Big Plan
for Ards and North Down

This plan is available in alternative formats
upon request by emailing:
communityplanning@ardsandnorthdown.gov.uk

Second Edition - Reprinted May 2017

Foreword

Creating positive outcomes for everyone by empowering individuals and communities to be more resilient; reducing inequality; promoting good relations and sustainability; while at the same time improving the quality and accessibility of all public services is at the heart of the Big Plan.

We want to work in partnership with each other, as well as the wider community, to make people proud to be from Ards and North Down. We will do this by providing high quality services that give people the best opportunities to aspire to and achieve great things. We believe that the best way to improve the delivery and outcome of public services is to include (and listen to) the people who use these services in their design, implementation and review.

For the Big Plan to be a success we need to work in partnership with a collective vision and share in both the challenges and the achievements. While the Big Plan looks to the future and spans the next 15 years, we will continuously review and improve it to ensure that its implementation makes a positive contribution to the lives of all the people who live, work, visit and do business in Ards and North Down.

In preparing the Big Plan, we carefully considered the things you told us were important to you. We did this via the Big Conversation and by considering the statistical evidence (our baseline). We want to continue to hear from you and we will use the Big Conversation to make this happen.

This is your borough; this is your plan.
Stay part of the conversation
#myvoicemyAND #thebigplanAND

Ards and North Down's
Strategic Community Planning Partnership
March 2017

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The Big Plan

for Ards and North Down

Creating positive outcomes for everyone
2017 - 2032



Our Vision

“Ards and North Down is a vibrant, connected, healthy, safe and prosperous place to be.”

The overarching, cross-cutting ambition of the Big Plan is:

To have empowered, resilient individuals and communities; to reduce inequality; to promote good relations and sustainability; and to improve the accessibility of all public services.

The Big Plan is aspirational and sets out the future we want to achieve for the people of Ards and North Down; explaining how we want to make life better over the next 15 years.



Outcome 1

All people in Ards and North Down fulfil their lifelong potential

The aspirations of the Big Plan:

Ards and North Down is a great place for all people, especially children and young people, to thrive and gain the educational and emotional support they need.

People can grow old in comfort with lots of choices and easy access to services and support.

It is easy for people through all stages of their life to gain the educational and life skills needed for learning, life and work.



Outcome 2

All people in Ards and North Down enjoy good health and wellbeing

The aspirations of the Big Plan:

People are confident and can take control of their own wellbeing.

People make good life choices such as saying no to drugs and being sensible with alcohol.

Exercise and leisure activities are valued as important ways of helping people here to stay healthy and happy.





Outcome 3

All people in Ards and North Down live in communities where they are respected, are safe and feel secure

The aspirations of the Big Plan:

An increased amount of quality shared and neutral space throughout the whole of the borough where everyone feels welcome.

All communities and cultures understand, respect and value each other.

People are safe and feel secure in their homes, in their communities and when they are out in public.



Outcome 4

All people in Ards and North Down benefit from a prosperous economy

The aspirations of the Big Plan:

Everyone in Ards and North Down has enough money to live on and has access to affordable housing, food and utility services.

There are lots of jobs and lots of thriving businesses creating new, well-paying jobs that local people benefit from.

People living in Ards and North Down are well skilled and these skills match the needs of local businesses.

There are lots of different types of businesses, such as tourism, crafts and agri-food, all helping to create jobs and income across the borough.



Outcome 5

All people in Ards and North Down feel pride from having access to a well-managed sustainable environment

The aspirations of the Big Plan:

People in Ards and North Down can access the natural and historical environment and its health and economic benefits are valued.

The quality of the physical environment (natural and built) is managed to ensure natural spaces are protected and infrastructure such as roads, water, coastal defences and housing work in harmony.

People are connected to nature, to businesses, to leisure opportunities and to each other via a highly functioning digital and physical environmental infrastructure.



Part 1

Developing the Big Plan

Community planning in context

We have called our Community Plan “The Big Plan for Ards and North Down”. This is because it is ambitious and takes a holistic approach to what we want to achieve by 2032. It provides a clear long-term vision stating the outcomes we want to achieve within the geographical area of Ards and North Down.

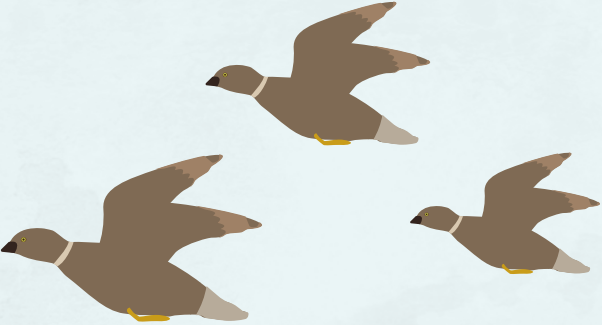
The Big Plan does not focus on the individual remit of each organisation responsible for delivering public services. Instead, it concentrates on the result or outcome we want to achieve by working in partnership with each other and with service users. Implementing the Big Plan will involve creating a series of delivery plans focusing on how to improve the issues identified within the Big Plan as being important to people who live and work in the borough.

Who is involved in the Big Plan?

The Local Government (Northern Ireland) Act 2014 requires Councils to facilitate the development of a Community Plan via a Community Planning Partnership. Members of the Partnership are drawn from across the public, private and third sector in Ards and North Down. The partnership is strategically managed by **Ards and North Down’s Strategic Community Planning Partnership** which is responsible for providing overarching leadership as well as reviewing the implementation of the plan.

The Big Plan provides a commitment from the Strategic Community Planning Partnership to the people of Ards and North Down on what will be a collective initiative over the next 15 years.

It is the umbrella plan that other plans should look to for guidance and direction.



This is the first plan of this nature for Ards and North Down. Its purpose is to look and plan holistically for the area to ensure greater collaboration between statutory agencies and to achieve better outcomes for local people.



Part 1

Developing the Big Plan



Ards and North Down's Community Planning Partnership

People have the right to expect high standards from all agencies delivering public services in Ards and North Down. Through existing plans and strategies, members of Ards and North Down's Community Planning Partnership have already set out details of the specific services they provide and targets they are committed to achieving.

The Big Plan therefore does not seek to replicate these, but it does:

- provide an agreed agenda for Ards and North Down's Community Planning Partnership;
- enable partners to maximise existing and new resources and budgets to plan and deliver key services;
- provide a framework for effective partnership and joint working across the statutory, public and voluntary sectors;
- allow partners to work towards common aims to ensure positive outcomes;
- provide opportunities for partners to engage and involve communities and service users in decisions that affect them.

While Ards and North Down Borough Council facilitates the development of the Big Plan, it is NOT a Council plan. All community planning partners share an equal responsibility for the implementation of the plan.

Ards and North Down's strategic partners include:

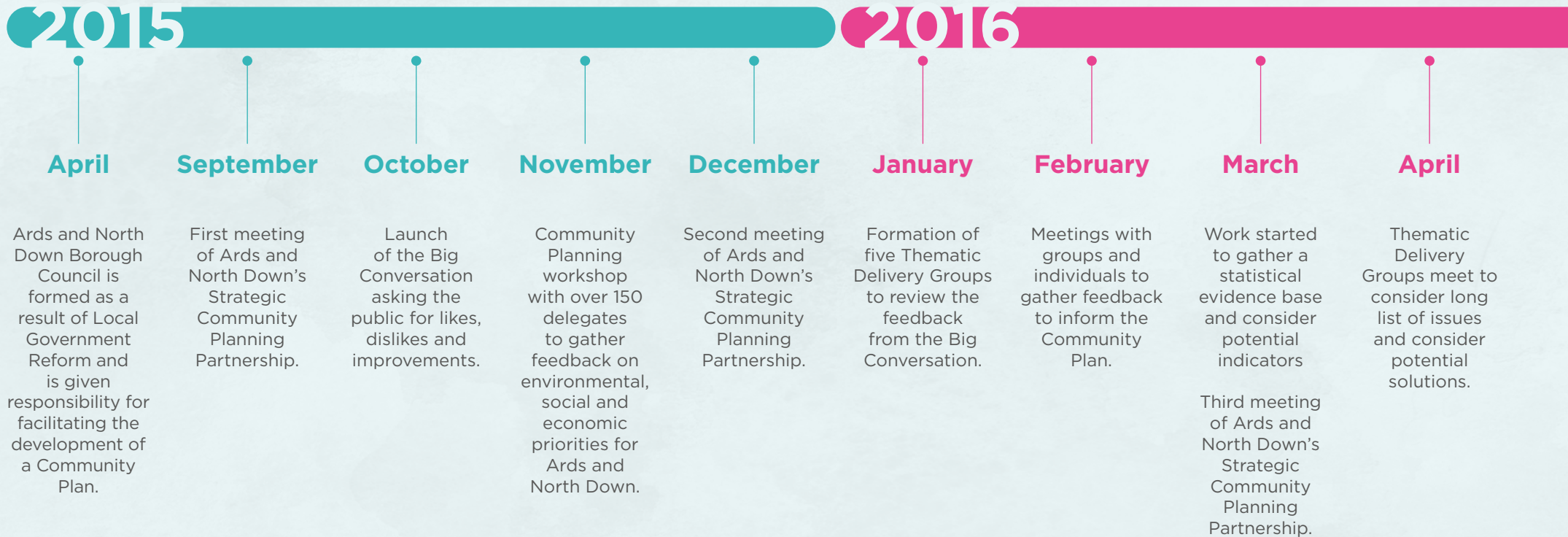


Department for the Economy is represented by Tourism Northern Ireland and Invest NI.
 Department of Health is represented by SEHSCT, PHA and HSCB.

Part 1

Developing the Big Plan

The Big Plan has been two years in development and its content and aspirations are the result of 18 months of extensive engagement and research. Here are the key highlights from the process of developing the Big Plan.



2017

May to June

Animation used to launch phase two of the Big Conversation to gather additional feedback.

June

Thematic Delivery Group considers potential indicators that could be used to monitor implementation of the Plan

Fourth meeting of Ards and North Down's Strategic Community Planning Partnership.

July to August

Lots of public engagement activities to inform the development of the Community Plan.

September

Fifth meeting of Ards and North Down's Strategic Community Planning Partnership.

October

Thematic Delivery Group workshop to agree draft outcomes and indicators

November

Writing draft Community Plan, baseline evidence report, Big Conversation report, Strategic Environmental Assessment report, Equality Impact Assessment report and Rural Proofing report.

December

Sixth meeting of Ards and North Down's Strategic Community Planning Partnership where they endorsed the draft Community Plan (now called the Big Plan) for consultation.

January to March

Extensive consultation with special interest groups, the public, statutory partners and community based organisations on the content of the draft version of the Big Plan.

March

Finalising the content of the Big Plan
Seventh meeting of the Strategic Community Planning Partnership and the Big Plan endorsed for publication.

Part 1

Developing the Big Plan

About the Big Plan

The Big Plan does not contain lots of details on what we are going to do to address the issues that have been identified as being important via the Big Conversation. Instead, it sets out a shared vision and ambition that the Strategic Community Planning Partnership has agreed to work towards over the next 15 years.

The format of the Big Plan

The Big Plan contains five outcomes. These are ambitious statements that we aspire to accurately reflect the situation of the people who live in Ards and North Down by the year 2032.

Each of the five outcomes has a story to tell. The story is a summary of a statistical baseline that the Strategic Community Planning Partnership has used to help identify the issues. The story also summarises the key issues raised via the Big Conversation, and with community planning partners, special interest groups and individuals who have all been involved in the development of the Big Plan.

An initial set of indicators has been identified that will measure progress towards each outcome. Indicators we would like to have, but because the data is either unavailable or not robust enough, have been identified for each outcome. We have called these data development indicators and we will explore the potential of these over the early stages of implementing the Big Plan.

The stories and indicators allow us to look at the 'big picture' and consider all the reasons behind whether an issue is getting better or worse.

Delivering the Big Plan

We will create delivery plans that address the issues identified. Indicators will help us to assess whether the programmes and services in our delivery plans are actually making a difference. If they are not, we will reconsider what is in our delivery plans.

Delivery plans (as outlined on page 38) with commitments and actions from the Community Planning Partners will be agreed in an additional document to sit alongside the Big Plan.

Our statistical baseline will be updated and added to as new or different information becomes available. Statistics change and can often be out-of-date as soon as they are published. We will continue to review and update our statistical baseline and use it to inform the delivery plans and work of the Strategic Community Planning Partnership.

Indicators can be confusing.

An indicator does not provide a complete picture of the particular issues relevant to each outcome. It is only a barometer to help determine if an issue is getting better or worse. We have tried to select high-level indicators that will help us monitor important issues rather than specific services or programmes.

Part 2

Collecting the evidence

Ards and North Down is a fantastic area where people value friendly communities, beautiful outdoor spaces and the recent investment in many of the borough's town centres and economic hubs.

Environmental infrastructure

Ards and North Down's geographical area is nearly 228 square miles with approximately 115 miles of coastline. The area is known for its rich diversity of scenic countryside and extends from Hollywood on the shores of Belfast Lough to Portaferry on the southern tip of the Ards Peninsula and Killinchy to the west of Strangford Lough.

Strangford Lough, which is of global environmental importance, forms the central geographical and landscape feature of the area. This island-studded Lough is part of the Strangford and Lecale Area of Outstanding Natural Beauty and was the first Marine Nature Reserve in Northern Ireland. It is also an Area of Special Scientific Interest and a RAMSAR site due to it being a wetland of international importance.

The largest population centres are Bangor and Newtownards followed by Comber, Hollywood and Donaghadee. There is also a vibrant network of villages, each with their own plans and ideas on how they can improve the physical and social attributes of their communities.

Ards and North Down is served by 1,152km of public roads, containing 4.5% of the total Northern Ireland network. Within the borough there are 27km of dual carriage A-roads; 137km of single carriage A-roads; 58km of B-roads; 165km of C-roads; with the remaining unclassified roads totalling 766km.



A sustainable environment is essential for water, food, clean air and provides natural protection against the elements.

Part 2

Collecting the evidence

Social equity

On 23 June 2015, the population of Ards and North Down was estimated to be 158,797 persons, representing 9% of the Northern Ireland total. Between 2001 and 2015 our population increased by 6% (9,238 people), the third lowest increase out of the 11 council areas. It is expected to increase steadily until 2030, then start to gradually decline. It is estimated there will be just over 163,000 residents by 2032. This projected decline is in contrast to the projected population rise predicted for the rest of Northern Ireland.

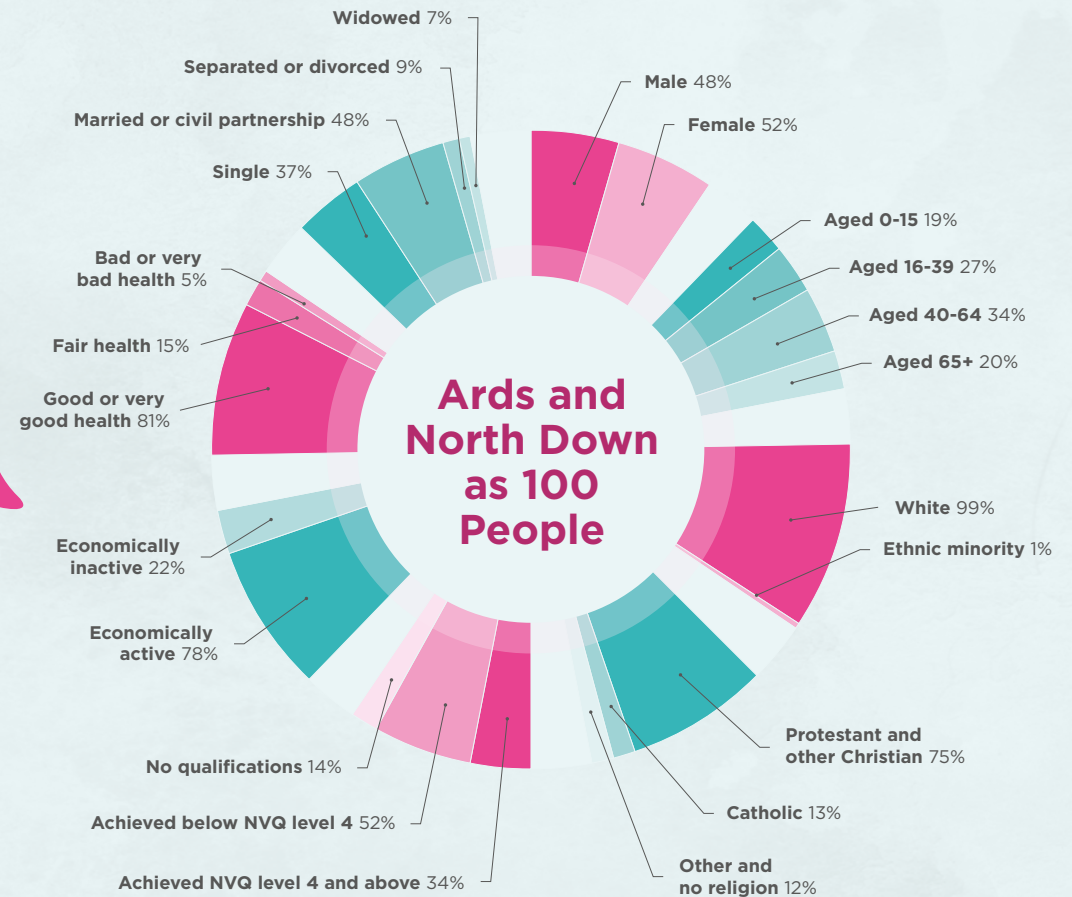
Our population is getting older. In 2015, 20% of people in Ards and North Down were aged 65 and over. By 2032 this is projected to have risen to 28%.

80% of our residents live in the northern 25% of our borough. This can result in some individuals and communities experiencing rural isolation.

In Ards and North Down residents benefit from two community hospitals; 48 primary schools (of which seven are integrated); 12 post-primary schools; three special schools; two further education colleges; two police stations; one juvenile justice centre; five children homes; seven fire stations; two ambulance stations; three RNLi lifeboat stations; six council owned leisure and sports centres; nine recycling centres and 49 managed recycling banks.

Humans are social creatures that require interaction with other humans to function and maintain good health and wellbeing.

Today if Ards and North Down was 100 people then



Part 2

Collecting the evidence

Economic viability

The perception of Ards and North Down is one of affluence where people are well educated, live in large houses and enjoy an excellent quality of life. In comparison to the rest of Northern Ireland, we have the lowest levels of obesity, higher than average levels of economic activity and some of the most majestic scenery, high quality outdoor spaces and accessible leisure facilities for people to participate in physical recreation.

The employment rate of those aged 16 to 64 in Ards and North Down rose from 70% in 2009 to 74% in 2015. This was the highest of any local council area. In 2015, 3% of our population claimed unemployment benefit compared to 5% across Northern Ireland. Youth unemployment (those aged 18 to 24 who claimed unemployment benefits) in the borough (7%) was similar to the Northern Ireland figure (6%).

In 2013, there were 37,043 jobs (excluding self-employment or agricultural labour). These were distributed as follows: 7% production (inc. manufacture), 3% construction, 24% distribution services, 65% other services; and less than 1% other.

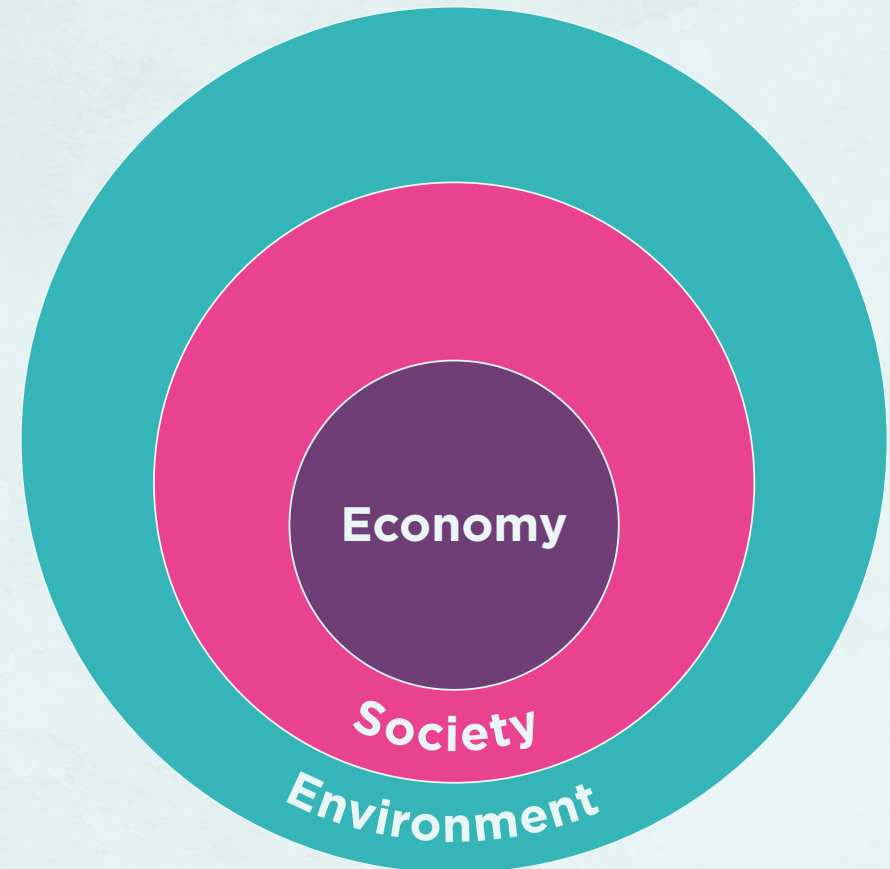
12% of all jobs in Ards and North Down are in the tourism industry. This is higher than the Northern Ireland average of 8%. This area is served by approximately seven hotels, 36 B&Bs, nine guesthouses, two guest accommodation providers and 103 self-catering facilities. There were over 1.5 million trips to visitor attractions during 2015.

For many people these statistics provide an accurate reflection of what life is like for people in Ards and North Down, but, social complexities mean that it is not the case for everyone. The positive statistics mask the conditions of life for many people who live here. Pockets of inequalities exist and the gap between rich and poor continues to grow. Local food banks are reporting an increase in people accessing their services, and fuel poverty is high.

Without a strong economy people would not have jobs and would not be able to enjoy social interactions or high levels of environmental protection.

The Big Plan and Sustainable Development

A viable economy depends on a healthy society, both of which rely on a sustainable environment. Sustainability (one of the overarching ambitions of this plan) occurs when all three work in balance with each other and are thriving.



Part 2

Collecting the evidence

The Big Conversation: what you told us is important to you

To help the Community Planning Partnership understand what is important, we started a Big Conversation to encourage individuals, communities and other stakeholders to engage with us and tell us about the issues they want addressed in Ards and North Down. We met with groups and individuals, ran postcard campaigns, launched an animation to explain community planning and carried out an online survey. In total 1,400 people filled in postcards and completed online surveys. We met and spoke directly with many more. We also consulted with groups and individuals on a draft version of the plan and this feedback has been incorporated into the Big Plan for Ards and North Down.



During the Big Conversation

You told us you want Ards and North Down to be a place where:

- children are nurtured and have opportunities for play and education;
- older people are valued and supported to live full and positive lives;
- all people have the resources to meet their everyday needs;
- everyone feels empowered and able to take control of their own wellbeing;
- people are safe, feel safe and are not affected by anti-social behaviour;
- everyone has the opportunity to acquire skills for learning, life and employment;
- the economy is attractive, nurturing, competitive and sustainable meaning people want to do business here;
- services are high quality and supported by a highly connected infrastructure;
- the natural environment and built heritage is accessible, while at the same time being protected, enhanced and aesthetically pleasing;
- infrastructure is designed around the needs of everyone – ages, abilities, social and physical needs;
- society is inclusive and welcoming to all people and groups, particularly those protected by anti-discrimination legislation;
- it is easy for people to socially interact with each other and social isolation among the elderly, rural communities and people with caring responsibilities is reduced.

Part 3

The Big Plan for Ards and North Down

An aspirational vision for 2032

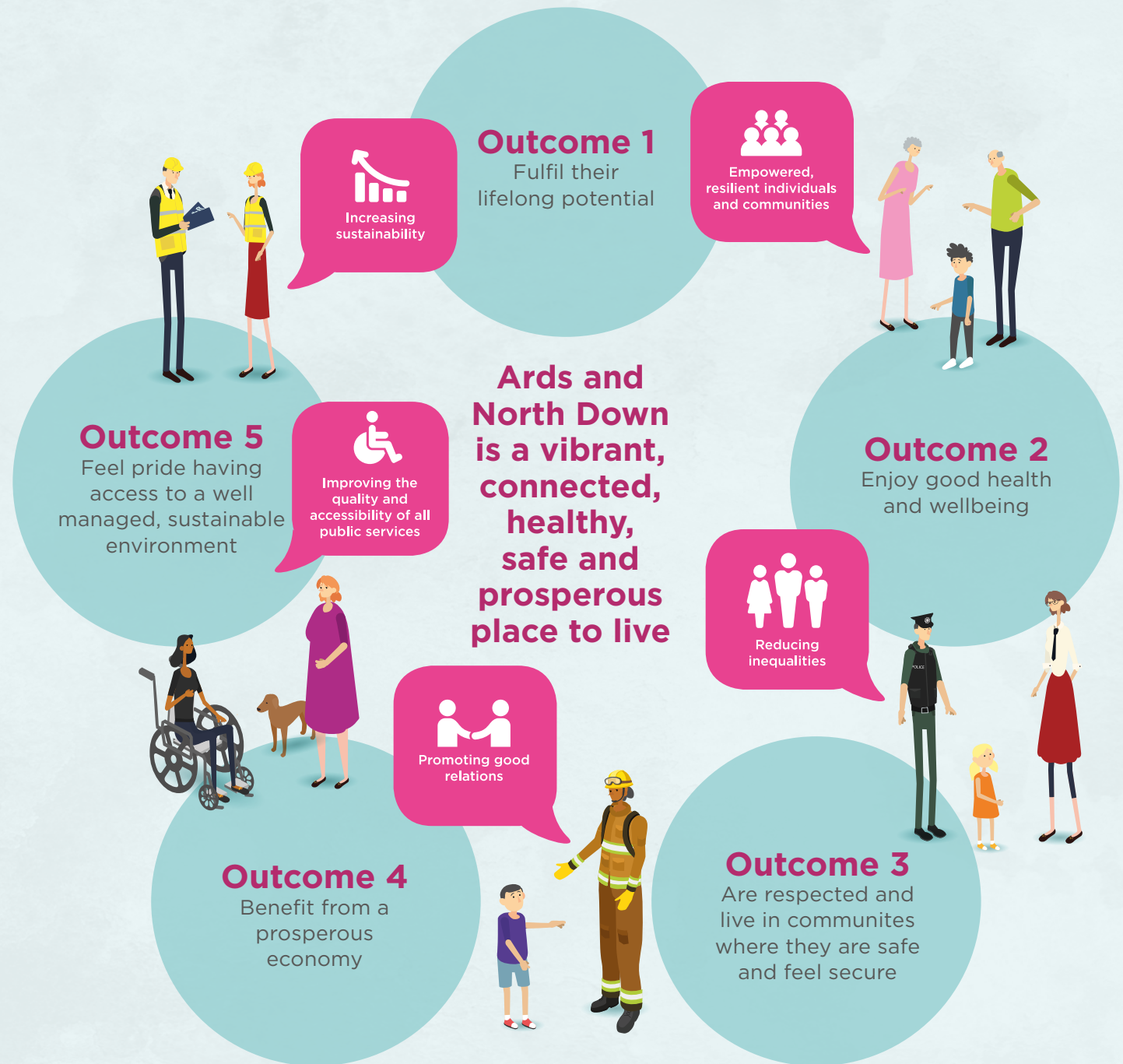
“Ards and North Down is a vibrant, connected, healthy, safe and prosperous place to live.”

The framework of the Big Plan centres on a vision of what Ards and North Down will be in 2032.

An overarching ambition for 2032

For the Big Plan to make a difference where it is most needed, actions will be developed that focus on creating more empowered, resilient individuals and communities, reducing inequality, promoting good relations and sustainability and improving the quality and accessibility of all public services.

The five outcomes of the Big Plan will be integrated with the overarching ambition within the delivery plans.



Part 3

The Big Plan for Ards and North Down

Linkages between the Big Plan's outcomes and indicators

The five outcomes of the Big Plan work together like pieces of a jigsaw. Crossovers between the outcomes and the actions needed to improve the issues is inevitable. While indicators have been allocated to specific outcomes, collectively they work as part of a set and will be considered both separately and together when reviewing the effectiveness of the delivery of the Big Plan.

Limitations of the Big Plan

The Big Plan provides a framework and commitment from the Strategic Community Planning Partnership on the priority issues for the next 15 years.

It is not a definitive document outlining the problems in detail. Some important concerns may have only be referenced with one word while others are supported with a longer narrative. This does not make issues more or less important.

The complexity of the data that goes into identifying indicators means that during the first two years of the plan these will be reviewed, as will the implementation of the Big Plan.

Equality versus equity

The Big Plan is not about ensuring that everyone has equal access to services and facilities whether they need them or not. Equality, or equity, is about making sure that people have the support that they need to maintain their own wellbeing. Over time the Big Plan will help Community Planning Partners to identify improvements to how and where services should be delivered based on need.

Prevention, early intervention and strengthening community engagement are likely to be recurring themes within the delivery plans developed to implement the Big Plan.



Equality doesn't mean treating everyone the same



Same Treatment

Equity

Outcome 1

All people in Ards and North Down fulfil their lifelong potential

We will work towards this outcome by making Ards and North Down a great place for children and young people to thrive, people to grow old, and where it is easy to acquire the skills for learning, life and work.



51% of mothers breastfeeding on discharge from hospital

Source: NISRA, DoH, 2014



16% of children ages 0-15 live in low income families

Source: Child Poverty Unit, Department for Work and Pensions, 2013



96% primary school attendance, 93% post-primary school attendance

Source: NISRA, DoE, 2014



Highest life satisfaction in NI

Source: NISRA, TEO, 2014-16



13% of people provide unpaid care

(Source: NISRA, Census 2011)

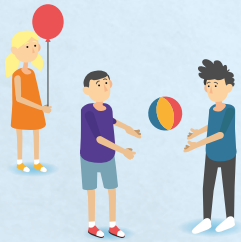


16% enrolled in full-time further education courses

Source: NISRA, DfE, 2014

The story behind the first outcome

The ability for someone to fulfil their potential starts before they are born and continues throughout their whole life. Within this outcome there are a number of key areas and issues that the delivery of the Big Plan will focus on.



Children and young people

Improving the early years' experience for children and their families is key to addressing some of the most challenging problems such as poverty, poor health, social interaction issues, poor attainment and anti-social behaviour. If tackled this will help to prevent future problems arising. Children and young people should have access to appropriate pathways via a sustainable network of quality schools. Within our community, looked after children are increasingly vulnerable and more must be done to improve their life chances. There is a perception that homelessness among young people is increasing resulting in growing levels of 'sofa surfing'.



Older people

In Ards and North Down we are not just experiencing an 'ageing population'; we are also seeing more people living into adulthood and older age with disabilities and long-term health conditions. We need to take steps as a community to ensure that everyone can remain active and independent for as long as possible. We need to make our borough age-friendly; this should also help make it disability and dementia friendly which will help people of all ages.



Empowering communities and individuals

While lots of services are there to respond to people's needs, especially in the event of an emergency, there are times when individuals and communities need to be equipped to look after themselves. The benefits people gain from volunteering, as well as the value they give through supporting others, is something the Big Plan should build on. There is evidence of an association between social capital (such as volunteering, community trust and local safety) and health, including links between social participation and community empowerment and their positive impact on dementia and reducing cognitive decline.



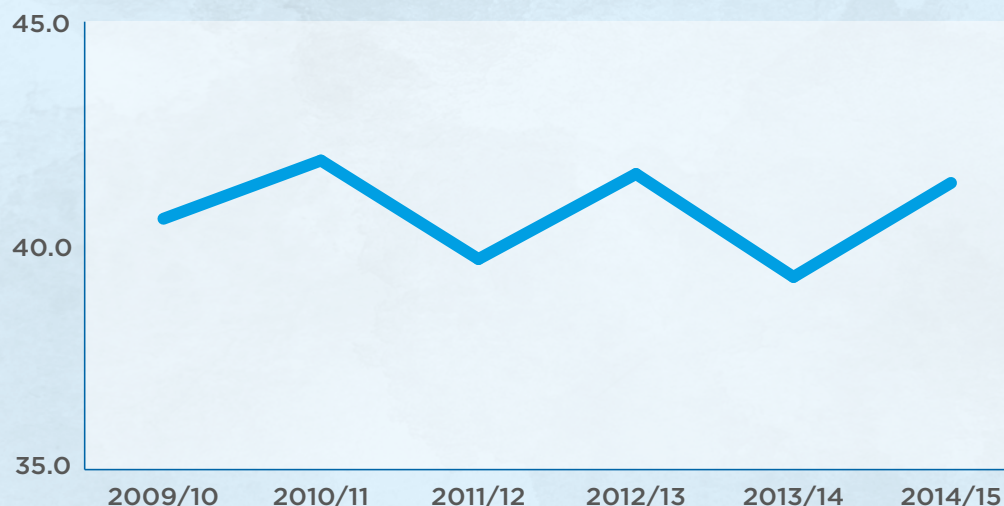
Skills and support for learning, life and employment

Everyone has the right to a good education and it should be an important aspiration for everyone, young and old. Educational attainment has a strong impact on wellbeing and opportunities that people have to fulfil their potential. Education is not just about schools; communities need hubs such as libraries that serve as shared or neutral spaces for health and wellbeing, access to digital skills, learning and information as well as reading.

How will we know we are making a difference when delivering the first outcome?

Gap between % of non-free school meal entitlement school leavers and % FSME school leavers achieving level 2 or above (In English and Maths)

Source: NISRA, Department of Education

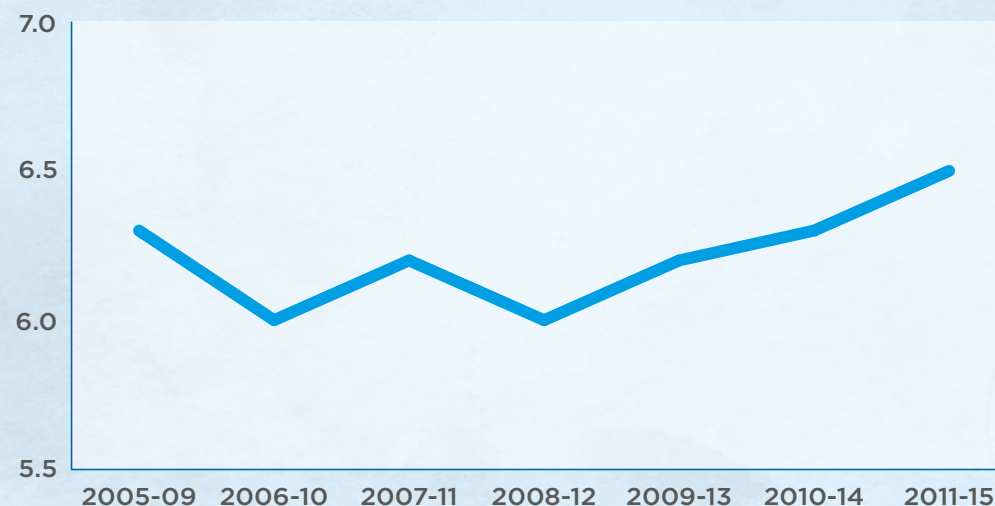


This indicates the difference in educational achievement between children experiencing social deprivation and those that are not.

This will help us measure educational underachievement and inequality.

Percentage of babies born at low birth weight

Source: NISRA, Department of Health

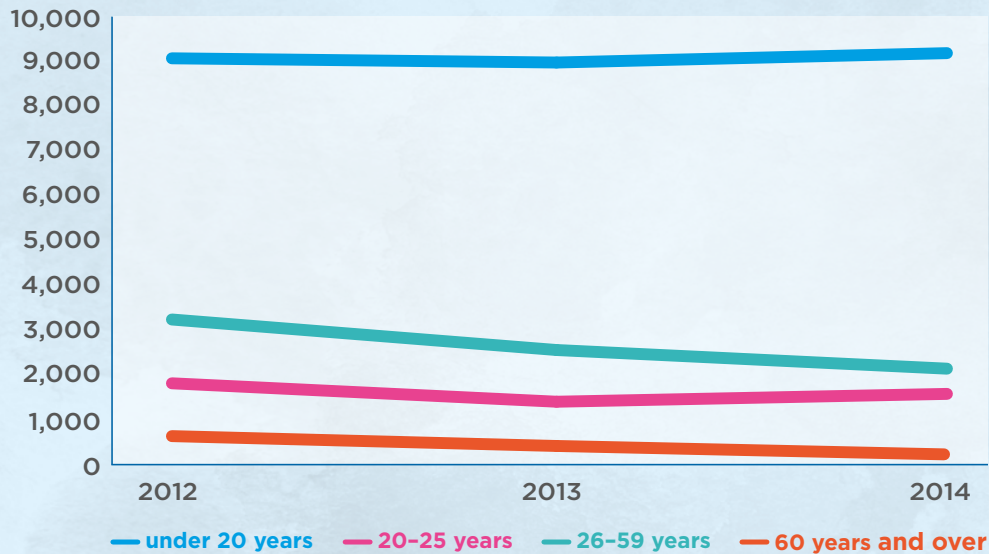


This indicates foetal and neonatal health. There is evidence that shows correlation between birth weight and maternal health and social circumstances. Low birth weights are associated with mothers who smoked during pregnancy which can lead to poor health outcomes in infancy and childhood and then across the whole of someone's life. For example, diabetes, coronary health disease.

It should be noted that some babies can have low birth weights in spite of the mother having had a healthy pregnancy, but it is recognised that low birth weight is still a good indication of issues that may need to be addressed.

Number of further education regulated enrolments by age

Source: NISRA, Department for the Economy



This indicates an interest in further education and people wanting to better their potential in life by accessing extra educational achievement. It shows that regardless of age people want access to a wide range of skills.

Skills don't have to be academic. As our population ages further education, hobby and lifestyle courses help reduce increasing levels of social isolation.



Data development indicators

- Number of older people living independently or in care i.e. having the correct support to allow them to live as they wish.
- Breakdown of types of skills and different demographics who are engaged in further education.
- % of children at appropriate stage of development in the immediate preschool year.
- % of schools found to be good or better.
- Number of people formally and informally volunteering.

Delivering outcome one

Strategic partners including government departments and **NICVA, Public Health Agency, South Eastern Health and Social Care Trust, Libraries NI, SERC, Education Authority, Council for Catholic Maintained Schools** and **Ards and North Down Borough Council**.

Actions under consideration for delivery of the Big Plan

Volunteering programmes, achieving borough-wide Age Friendly Status, family support initiatives, early years support, raising educational attainment, community resilience activities, caring communities safe and well programme to reduce isolation, expanding on libraries as community hubs.

Outcome 2

All people in Ards and North Down enjoy good health and wellbeing

We will work towards this outcome by empowering people to take control of their personal wellbeing and make better life choices by increasing opportunities for people to adopt more active lifestyles.



30% of those aged 16 and above say they have a health issue

Source: NISRA, DfE, 2015



10 people per 100,000 committed suicide

Source: NISRA, DoH, 2011-13



7mins 19secs median ambulance response time

Source: NISRA, DoH, 2013



13,840 of people are claiming disability living allowance

Source: NISRA, DfC, 2016



74% of people have leisure time outdoors once a week or more

Source: NISRA, CSU, 2014/15



The story behind the second outcome

The ability for someone to enjoy good health and wellbeing is dependent on a number of factors including genetics, lifestyle choices and access to services. Within this outcome there are a number of key areas and issues that the delivery of the Big Plan will focus on.



Early intervention

Health and wellbeing is about much more than having access to a doctor or health service building. Healthy people do not need expensive treatments and much of the expenditure within the Health Service could be avoided if we directed funding towards early intervention initiatives. We could significantly improve the health outcomes for people in Ards and North Down through early intervention work that focuses on both physical and mental wellbeing.

Mental health is becoming more of a challenge, significantly affecting a wide range of people across all age groups and within the LGBT community. A person's mental health can affect their life chances as well as the health and wellbeing of those around them. There is still a perceived stigma around mental health issues, despite the increasing number of people who are affected. Health conditions such as dementia and Alzheimer's are increasing and we need earlier diagnoses and to consider the support people affected by these conditions require.

We have an ageing population and one of the most effective means of improving the quality of life of older people is to encourage physical activity and healthy lifestyles in middle age. An active lifestyle should be encouraged at all ages.



Health inequalities

People most at risk of poor health need additional support. This includes enabling them to make healthier choices for diet and nutrition, as well as increasing their physical activity. While most people in Ards and North Down enjoy good health, outcomes for those with a lower standard of living are significantly worse than those living in more affluent parts of the borough. This is particularly true for those affected by drugs, alcohol and mental health problems.



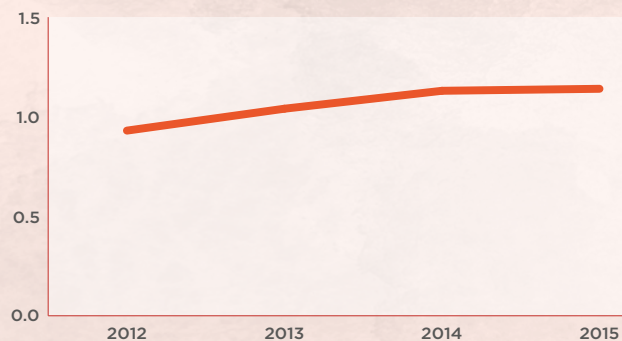
Support for people caring for people

It is not just paid health professionals who look after people in our communities. We need to identify and support carers of all ages looking after loved ones living with a long-term illness, disability or frailty due to old age. Carers can be any age as can the person they are looking after. We need to ensure carers are supported, do not feel isolated and that their own physical and emotional wellbeing is protected.

How will we know we are making a difference when delivering the second outcome?

Number of anti-depressant drug items dispensed per head of registered population

Source: NISRA, Business Services Organisation



This indicates that mental health troubles are increasing as more people are being prescribed anti-depressant drugs to deal with the stresses of modern life. It does not tell us how many people are affected by mental health issues but it does help assess whether things are getting better or worse.

Number of admissions to hospital per 100,000 for drugs or alcohol-related causes

Source: NISRA, Public Health and Research Branch

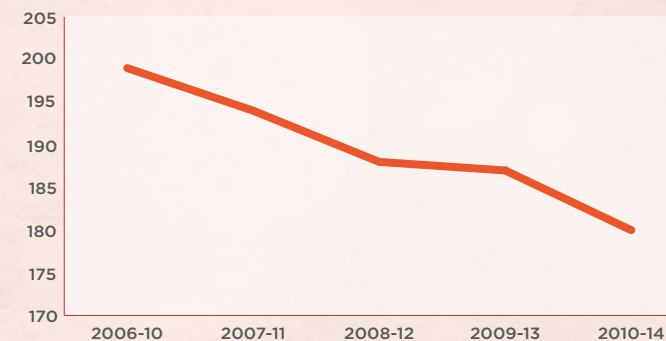


This indicates the severity of alcohol and drug misuse across the borough. Attendance or admission to hospital for drugs or alcohol-related causes give an indication of the problems in Ards and North Down.

The data behind the indicator will provide additional information on health inequalities as those in areas of higher deprivation are twice as likely to need help for alcohol and drug abuse.

Number of preventable deaths per 100,000 population

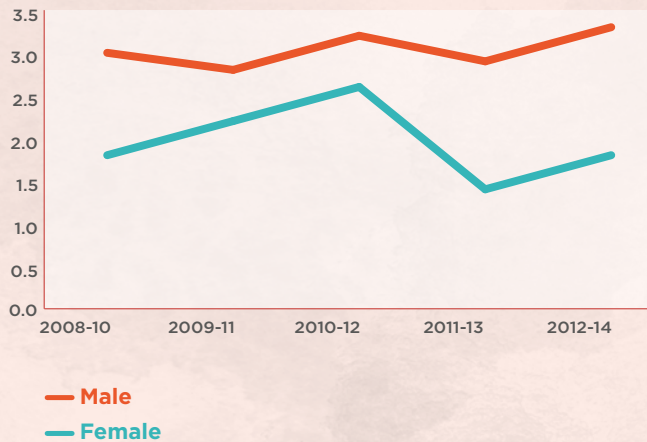
Source: NISRA, Public Health and Research Branch



This indicates the number of deaths that could have been prevented with lifestyle changes or earlier medical intervention. The indicator shows the number of deaths that could have been prevented if, in the light of other determinants such as age or causes, could be avoided by public health interventions. Preventable death can be due to smoking, unhealthy diet, sexual behaviour and reckless driving.

Gap in life expectancy between most and least deprived areas

Source: NISRA, Public Health and Research Branch



This indicates the level of health inequalities across the borough. Life expectancy should be the same for all people from birth, however in areas of greater deprivation people currently live for two to three years less than those living in more affluent areas.



Data development indicators

- % of the population participating in exercise (sports and physical activity) one, three or five times per week.
- Monitoring of extent of long-term health conditions such as diabetes.
- GHQ12 scores as a measure of mental health.

Delivering outcome two

Strategic partners including government departments and **Public Health Agency, South Eastern Health and Social Care Trust, Health and Social Care Board, Sport NI, SERC, Education Authority, Council for Catholic Maintained Schools** and **Ards and North Down Borough Council**.

Actions under consideration for delivery of the Big Plan

Green prescriptions for people with physical and mental health issues, active ageing programme, caring communities safe and well programmes, outdoor gyms and fit trails, increasing walking routes and cycle paths, mapping of mental health provision.

Outcome 3

All people in Ards and North Down live in communities where they are respected, safe and feel secure

We will work towards this outcome by increasing the amount of quality shared spaces, developing greater respect among communities and cultures, and ensuring people are safe in their homes, within their community and in all public spaces.



90% feel a sense of belonging to their neighbourhood

Source: NI Life and Times Survey, 2013-15



83 young people involved with the Youth Justice Agency

Source: NISRA, Youth Justice Agency, 2014



1,160 primary school children in integrated schools

Source: NISRA, DoE, 2016/17



93% of adults engaged in culture, arts and leisure

Source: NISRA, DfC, 2011-14



In 2015-2016 the three largest crime types were theft (29%), violence without injury (22%) and criminal damage (21%)

Source PSNI, 2016



67% people who believe their cultural identity is respected by society

Source: NI Life and Times Survey, 2014-15



The story behind the third outcome

The ability for someone to feel respected and safe is often impacted by external factors and past experiences. Within this outcome there are a number of key areas and issues that the delivery of the Big Plan will focus on.



Respectful and shared communities

Everywhere in Ards and North Down (public buildings and open spaces) should be viewed as either a quality shared or neutral space. People should be comfortable and feel welcome no matter where they go. Yet, we know this is not always the case. Many people told us via the Big Conversation that they do not feel that some of the cultural icons that appear throughout the year present the area in a positive light for the people who live, work and visit here. Respect also includes welcoming people with different religious beliefs, political opinion, racial backgrounds, marital status, gender, ability and sexual orientation.



People at risk

People at risk should be prioritised within the delivery of the Big Plan. People at risk are from all walks of life and are geographically spread across Ards and North Down. They tend to be those over 65 years, people with a disability or people with other health-related issues, such as mental health issues, sensory impairment etc.

As our population lives longer, there is a need for greater emphasis on providing support and care in the community to allow people to remain independent for as long as possible. The number of people falling into the 'at risk' category across Ards and North Down will increase over time. As a partnership, we need to identify people at risk and then work together to reduce those risks to the lowest possible level.



Personal safety

Fire safety in the home, falls prevention, cyber safety, home accident prevention, farm safety, and reducing road traffic collisions are equally important. Accidents can occur anywhere and to anyone, but by increasing the emphasis on prevention we can help develop community-led approaches to safety as well as increasing community confidence.

Personal security is a core element of wellbeing for individuals and communities. People can fear crime due to misconceptions about individuals, groups or from media stories. Whether crime is real or perceived, it can have an extremely negative impact on a person's health and wellbeing. Research undertaken through the Policing and Community Safety Partnership (PCSP) highlighted specific issues relating to people being and feeling safe that need addressed such as domestic abuse and sexual violence, anti-social behaviour and the perception of crime.

How will we know we are making a difference when delivering the third outcome?

26% people feel they have an influence when it comes to local decisions.

(Source: Northern Ireland Life and Times Survey, 2013-15)

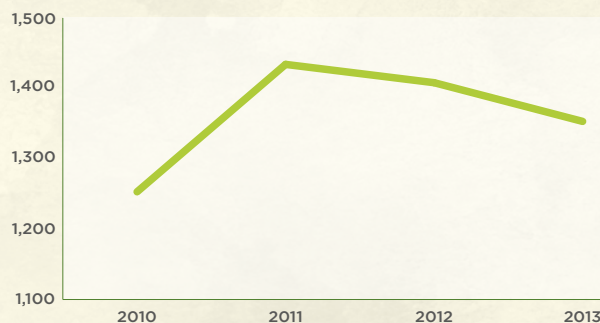
This indicates how people living in Ards and North Down feel they can influence decisions. If someone feels respected they believe that their decisions or voice matters.

278 dwelling fires April 2012 - March 2015

This indicates the level of fire prevention initiatives people have implemented in their own homes. All dwelling fires are home accidents that could have been avoided. This indicator helps monitor the impact of Home Fire Safety Checks which have helped reduce the number of accidental dwelling fires and in the number of deaths and injuries from fires in the home. Our ambition is to have zero fire deaths.

Number of hospital admissions due to accidents

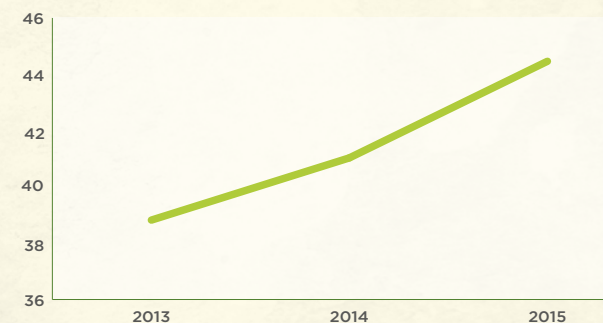
Source: NISRA, Department of Health



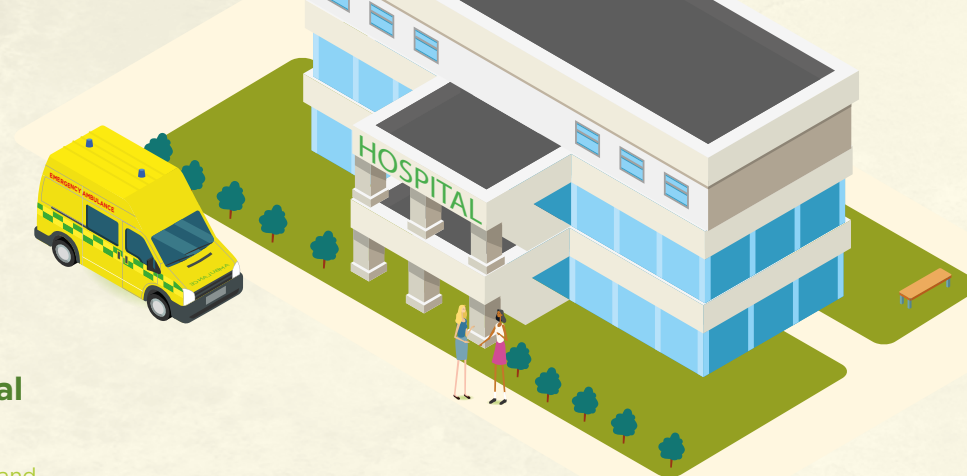
This indicates the level of personal safety within people's homes. The data behind the indicator can be analysed to identify the main causes and demographics of people affected. While this indicator is already showing a slight improvement since 2011, a lot more needs to be done to reduce this figure to zero.

Number of road traffic casualties per 10,000

Source: NISRA, Police Service of Northern Ireland

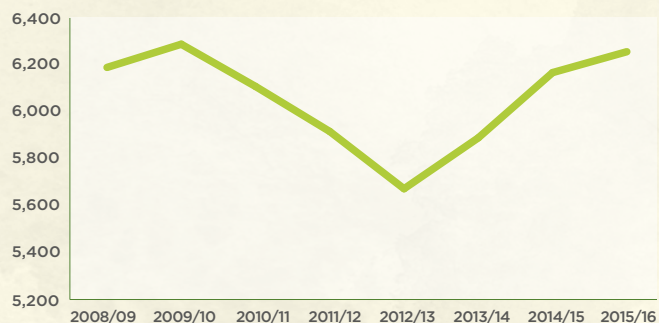


This indicates the level of road safety within Ards and North Down. If the figures can be broken down it will help identify collision hot spots, who is most at risk and the locations where people tend to take the greatest risk. Examination of these figures also provides information on fatalities and serious injuries.



Number of recorded crime offences

Source: NISRA

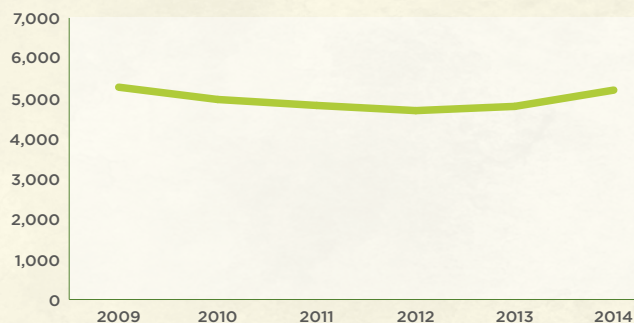


This indicates the level of overall crime within the borough and is made up of information from lots of different types of crimes. Overall recorded crime trends and trends in individual crime types e.g. hate crime (including homophobic hate crime), domestic abuse, sexual violence and abuse and domestic burglary, can be monitored and emerging issues identified.

It is important to note that some increase in crime can be the result of increased awareness and better reporting.

Number of recorded anti-social behaviour crime offences

Source: NISRA, Police Service of Northern Ireland



This indicates the amount of anti-social behaviour (ASB) being experienced across the borough. ASB can be further broken down into the categories of nuisance, personal and environmental. Levels are very high and can have an adverse impact on the mental wellbeing of those affected by such behaviour. This indicator will help monitor the success of diversionary initiatives as well as education and enforcement activities.

Data development indicators

- % of the population who feel safe in their community.
- Opportunities for children to be involved in shared education.

Delivering outcome three

Strategic partners including government departments and **PSNI, NIFRS, Ards and North Down Borough Council, Education Authority, CCMS, Libraries NI, SERC.**

Actions under consideration for delivery of the Big Plan

Implementation of the PCSP, Good Relations and Peace IV Strategies and Action Plans, Anti-Social Behaviour Forum, Intercultural Forum, respect education and working with the LGBT community to reduce homophobic bullying, '20's Plenty' campaigns, home safety initiatives, fire safety checks, in home multiagency approach to risk prevention, and increasing the number of integrated school places available.

Outcome 4

All people in Ards and North Down benefit from a prosperous economy

We will work towards this outcome by addressing deprivation and ensuring people have the financial resources to meet their everyday needs by growing a sustainable economy with a skilled workforce, access to employment and effective economic investment.



74% working age who are employed / self employed

Source: NISRA, Labour Force Survey, 2015



£2,187m turnover of businesses

Source: NISRA, Annual Business Inquiry, 2014



44% household in fuel poverty

Source: NIHE, 2006-09



61% hotel room occupancy

Source: NISRA, Tourism Statistics, 2016



Over 10,000 housing benefit claimants

Source: NISRA, DfC, 2016



41% of earnings used on monthly rent

Source: Ulster University, 2016



The story behind the fourth outcome

There is little point in having a highly functioning local economy if the people who live here are not the beneficiaries. Within this outcome there are a number of key areas and issues that the delivery of the Big Plan will focus on.



Deprivation, employment and skills

Many jobs based in Ards and North Down attract lower pay which can result in benefit dependency. Yet our close proximity to Belfast means that people can take advantage of having access to higher paying jobs. To promote local employment we need to increase the availability of good jobs, particularly within rural areas. We need to ensure that the skills of the available workforce match the needs of local businesses today and in the future. We also need to work with schools, further education institutes and the business community to join up the dots locally.

The implications of Welfare Reform, particularly on lower income households, will have cross-cutting impacts on health, employment and housing. Delivery of the Big Plan will need to ensure support is provided to those affected but ultimately the cycle of reliance on welfare and benefits is reduced by increasing the skills base and encouraging people to have higher aspirations, potentially leading to better employment opportunities.

Entrepreneurs, social enterprises, diversification, rural opportunities and innovation

We want to develop a stronger business base by encouraging start-ups and existing businesses to be more innovative and to develop opportunities within traditional and growth sectors by exploiting our local skills and resources. Businesses in Ards and North Down will benefit from improvements to local infrastructure, including better transport links and more reliable digital communications. This in turn will support new business development and employment opportunities across the borough, including in our remotest communities.

There is a need to expand and diversify our business base. Ards and North Down has a growing arts and craft sector as well as a diverse agri-food sector. Future economies will need to focus on innovation and enterprise, where the latest technology and e-commerce can help provide new employment opportunities.

Aesthetics of our business hubs and tourism infrastructure

Attractive town and village centres, well conserved historic buildings and sites, alongside safe, vibrant and accessible leisure and tourist facilities, serving local need and visitors alike, are important assets in which to develop a strong economic base. Natural, built and archaeological heritage should be promoted as part of Ards and North Down's tourism asset. Tourism will help develop a long-term sustainable economy in both urban and rural areas.

How will we know we are making a difference when delivering the fourth outcome?

4,285 VAT and PAYE registered businesses.

Source: NISRA, Inter-departmental Business Register, 2014

This indicates the level of business stability and over time will demonstrate the viability of the businesses located in Ards and North Down. This can be used to assess business start-ups and survival rates.

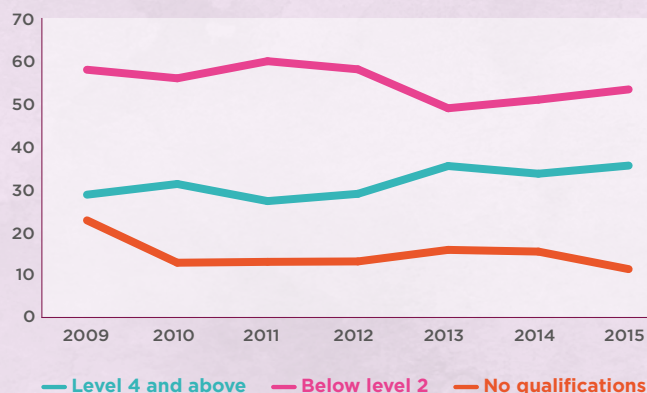
£405.5 median weekly earnings of AND residents, £310.09 median weekly earnings of jobs located in Ards and North Down.

Source: NISRA, Annual Survey of Hours and Earnings, 2016

This indicates the level of quality jobs available within the borough. It shows that while Ards and North Down residents largely have well paid jobs, these tend to be located outside the area. Jobs located in Ards and North Down tend to be lower paid.

Working age population – skill levels

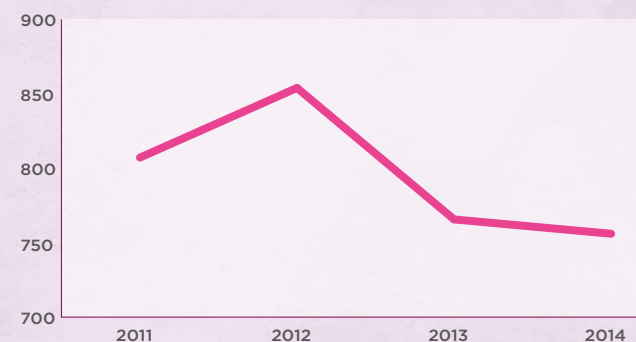
Source: NISRA, Department for the Economy



This indicates the general skills level of people living in Ards and North Down. It can be used to assess if the level of skills people have match the level of skills needed by local businesses. It can also provide an indicator of educational aspiration.

GVA – Value of Estimate (£m) – Ards and North Down

Source: NISRA, Department for the Economy

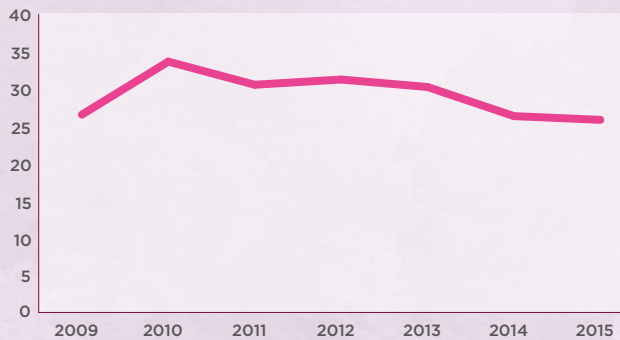


This indicates the level of local business success and the strength or weakness of the local economy. Gross Value Added (GVA) is the value of goods and services produced in an area or industry sector. This indicator shows the estimated value of businesses in Ards and North Down.



Proportion of working age population who are economically inactive (%)

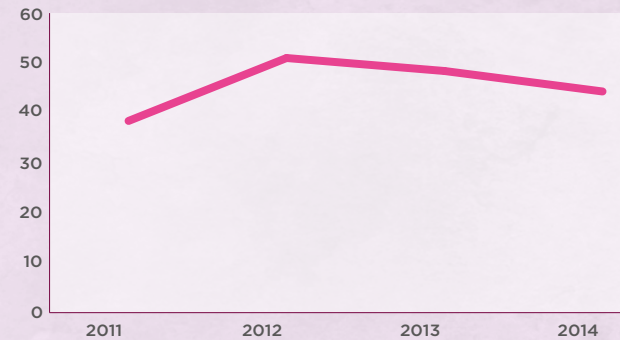
Source: NISRA, Department for the Economy



This indicates the number of people who are of working age but are not currently employed and are not seeking employment. This figure includes people who are at home looking after family members or are retired and content to be economically inactive.

Total spend (£m) during overnight trips

Source: NISRA, Department of Finance



This indicates the importance of tourism to the area. Overnight stays can be used to measure growth in this industry as well as the economic benefits that can be generated.

Data development indicator

- Breakdown of visitors to local tourism facilities, public parks, nature and historic sites.
- Breakdown of wages by sector e.g. tourism, arts and crafts, agri-food, technology etc.
- A skills barometer – matching skills of people to businesses and a better jobs index.
- Breakdown of people who are economically inactive and proportions of those who don't want to work.

Delivering outcome four

Strategic partners including government departments and **Invest NI, Libraries NI, Tourism NI, SERC, Ards and North Down Borough Council.**

Actions under consideration for delivery of the Big Plan

Integrated strategy for economic development, tourism, regeneration and planning, reskilling initiatives, entrepreneur training programmes, innovation and product development, one-to-one support for businesses, promoting libraries as learning hubs.

Outcome 5

All people in Ards and North Down feel pride from having access to a well-managed sustainable environment

We will work towards this outcome by improving the quality of the physical and digital environment by increasing connectivity, meeting people's housing and transport needs and enriching people's access to and enjoyment of natural and historical spaces.



15 Areas of Special Scientific Interest, 3 RAMSAR sites (wetlands of international importance), 1 Marine Nature Reserve and 2 green flag parks (Kiltonga Nature Reserve and Castle Park)

Source: Ards and North Down's Biodiversity Action Plan (2013-2017)



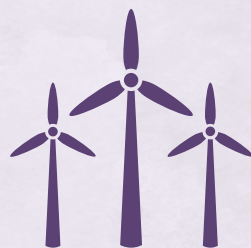
81% households in Ards and North Down with home broadband access

Source: NISRA, Continuous Household Survey, 2013-2015



There are approximately 652 archaeological sites/monuments and 675 listed buildings

Source: Northern Ireland Environment Agency



88 wind turbines approved

Source: Ards and North Down Borough Council



7 e-car public charge points

Source: NINIS, 2016



82% travel to work by car, van or motorcycle

NISRA, DfI, 2013-15

The story behind the fifth outcome

The ability for someone to feel pride from having access to a high quality sustainability environment assumes that natural spaces in the borough are well kept, free of litter and have high levels of biodiversity. Within this outcome there are a number of key issues and competing interactions for physical space that the Big Plan will focus on.



Understanding the environment

Public services are dependent on a stable environment where the effects of climate change, flooding, coastal erosion, and changes in biodiversity are kept in check by mitigation and adaptation measures. Without planned resilience to these changes, delivery of services and personal wellbeing is at risk. Delivery of the Big Plan needs to consider the implications of changes to the environment and factor these in to the design and delivery of future services and infrastructure.

The value of quality open and heritage spaces

Open spaces can provide platforms for community activities, social interaction and physical recreation, as well as reducing social isolation, improving community relations and positively affecting the wider determinants of health. During the Big Conversation, people told us they want to be able to interact with their environment. There are lots of opportunities across Ards and North Down to create a connected green infrastructure that protects and enhances biodiversity while also enabling people to benefit from exposure to well-kept green shared spaces.

People benefit from having access to a well preserved historic environment, the benefits of which are often overlooked. The historic environment provides interesting ways to learn about the complexity of our past; it has proven positive impacts on health and wellbeing and has a key economic role to play through encouraging tourism and increasing quality of life. It is a finite resource that should be nurtured and promoted.

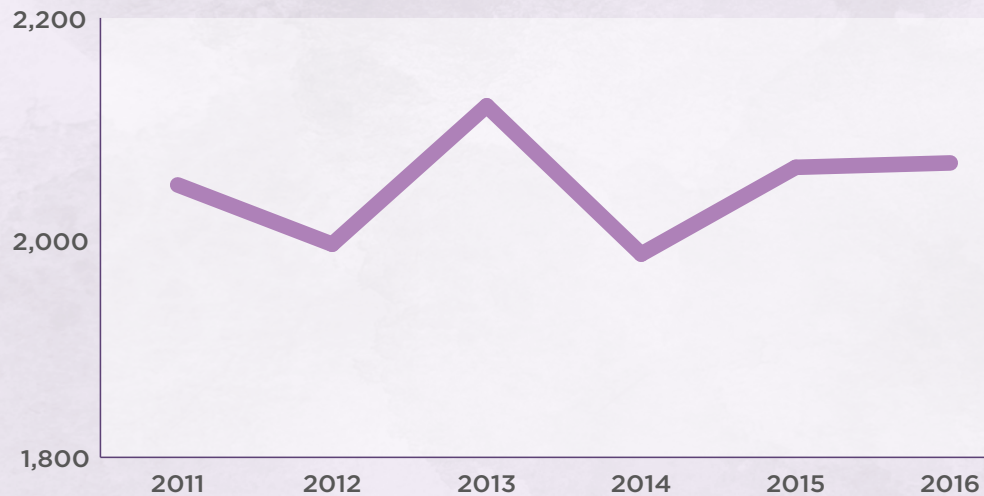
Physical and digital infrastructure

People feel safe and are less anxious if their neighbourhoods are clean and pleasant places with no evidence of graffiti, dog fouling, littering or anti-social behaviour. People also need access to good quality housing but we need to consider the type and location of housing in the future. Emphasis should be placed on mixed tenure, low carbon homes. Transport (roads, public transport and active travel) for access to jobs, education, health that take account of our ageing population and disability requirements should be considered during delivery of the Big Plan. Our digital infrastructure connects our physical environment with people and we need to ensure that everyone has access to the benefits of good mobile and broadband connectivity.

How will we know we are making a difference when delivering the fifth outcome?

Number of applicants on Social Housing Stress list

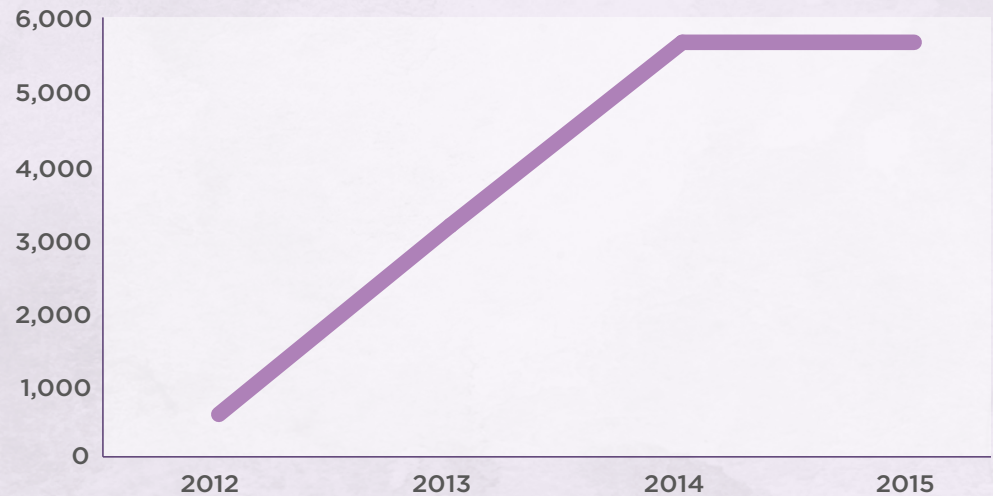
Source: NIHE



The figures show the numbers of applicants on a social housing waiting list who are considered to be in housing stress. This indicates the level of social housing need in settlements across Ards and North Down Borough. Housing need can be driven by demographic trends such as migration rates and population age structures and also economic factors which can have both a direct and indirect impact on housing need.

Area of pollinator friendly plants by Ards and North Down Borough Council (m²)

Source: Ards and North Down Borough Council



This indicates improvements to the quality of the local environment. Pollinators are essential contributors to the health and productivity of the natural and farmed environment. This indicator will show the value that public sector land owners place on nature and wildlife as well as providing a measure of the improvements to our natural spaces.

41% municipal waste preparing for reuse, dry recycling and composting rate.

Source: NISRA, Statistics and Analytical Services Branch, Department of Agriculture, Environment and Rural Affairs (DAERA, 2015)

This indicates the level of buy-in and compliance from the public in relation to waste management and environmental stewardship. The figures within this indicator help demonstrate the impact of waste reduction schemes and trends over time. Figures are currently only available for the first year of the newly formed Ards and North Down Borough Council but this provides a reliable baseline.

Data development indicators

Outcome five of the Big Plan has a large number of data development requirements.

- Availability of good broadband and mobile phone coverage.
- Number of people in urban areas who live within 1km of quality green space.
- Number of designated sites in favourable condition and number of buildings at risk.
- Number of biodiversity audits (habitat and species surveys) undertaken on publically owned land
- Length of greenways, walking routes, canoe trails and cycle paths.
- Extent of coastal changes and the economic social and environmental impacts.
- Reporting of invasive species on publically owned/managed land.
- % of energy from renewable sources (generated or used within Ards and North Down).
- Investment in and use of transport infrastructure (private and public).

Delivering outcome five

Strategic partners including government departments and **Tourism NI, Libraries NI, NIHE, Sport NI, Ards and North Down Borough Council.**

Actions under consideration for delivery of the Big Plan

Coastal/Shoreline Management Plan, implementation of village plans, expansion of greenways, proactive and planned maintenance of all public buildings and facilities, restoring and improving connectivity of habitats, implementation of Strangford Lough Management Scheme, increase the amount of renewable energy generated and stored, community led initiatives focusing on the stewardship of environmental and heritage sites.

Part 4

Implementation of the Big Plan

The Big Plan sets out what we want to achieve – it doesn't specify how we are going to do it.

Delivery plans will provide information on specific work initiatives and programmes focusing on each of the five outcomes under the themes of environmental, social and economic wellbeing. The delivery plans will be 'living documents' meaning that specific actions can be added or removed throughout their timespan to reflect what the evidence tells us about their effectiveness.

The delivery plans will be developed and implemented by an operational tier of the Strategic Community Planning Partnership with co-opted specialised, businesses and community and voluntary sector representatives as required.



The delivery plan for the Big Plan will focus on:

- creating strong, shared communities by reducing inequality and ensuring that people have the skills and support to take control of their own wellbeing;
- increasing the 'up-stream' allocation of resources to prevent illness (mental and physical), reducing accidents and creating partnerships that address the wider determinants of health;
- maximising our economic potential by increasing business prospects (traditional and diverse) and creating an educational environment to ensure a locally skilled workforce that can avail of all opportunities;
- improving connectivity across the borough by recognising how areas and communities connect with each other through transport links, housing provision, tourism routes and quality outdoor green, blue and brown spaces;
- stabilising environmental systems and increasing our understanding of the environment as a resource through increased knowledge of local environmental processes thus improving people's interaction with it.

In line with the Local Government Act (NI) 2014, Ards and North Down Borough Council will act as lead agency with the legal duty to coordinate the implementation of the Big Plan. The Strategic Community Planning Partnership, made up of statutory partners, government departments and other specially selected partners, is collectively responsible for the implementation and monitoring of the Big Plan. Partners will be named within the delivery plans for overseeing the implementation of relevant actions. The Strategic Community Planning Partnership members will ensure that their own strategies and programmes help contribute to the achievement of the outcomes committed to in the Big Plan.

A Community Planning Structure for Ards and North Down

Ards and North Down's Strategic Community Planning Partnership (SCPP)

The remit of the SCPP is to provide overarching commitment to the implementation (including aligning budgets) and monitoring of the Big Plan on behalf of the organisations they represent.

Governance and Scrutiny Group
(s.75 and sustainability focus)

Environmental Wellbeing Thematic Group

Social Wellbeing Thematic Group

Economic Wellbeing Thematic Group

The remit of the Thematic Wellbeing Groups is to agree delivery plans and appropriate methods for implementation as well as monitoring and reporting on the performance of actions and programmes via the appropriate delivery vehicles.

Delivery Vehicle (Age Friendly)

Delivery Vehicle (Anti-Social Behaviour Forum)

Delivery Vehicle (Children and Young People's Strategic Partnership)

Performance and Monitoring Group
(Indicators, evidence and research)

Delivery Vehicle (PCSP)

Delivery Vehicle (Local Biodiversity Action Group)

Delivery Vehicle (Village and Town Centre Steering Groups)

Delivery vehicles may be new or existing groups or could refer to specific partner organisations. Delivery vehicles are responsible for implementing the actions within the delivery plans produced by the Thematic Wellbeing Groups. Examples of potential delivery vehicles are set out above.

Part 4

Implementation of the Big Plan



The Big Plan and other key strategies

The Big Plan is the key plan for Ards and North Down. All of the public sector organisations that deliver services in Ards and North Down need to consider what they can do to help implement the Big Plan. Central government departments must have regard for the Big Plan and consider how their local policies and actions will complement its implementation.


The Local Development Plan

People in Ards and North Down have stated that they want the area to be aesthetically pleasing and functional. Planning policy and implementation can help with this. In April 2015, as well as taking on responsibility for community planning, Ards and North Down Borough Council also took on responsibilities for a range of planning functions that were previously delivered by central government. This includes being responsible for creating a new Local Development Plan (LDP). The LDP will take into account the issues and priorities identified in the Big Plan. It will support the delivery of the five outcomes of the Big Plan through complimentary land use planning.

The Programme for Government

Northern Ireland's Programme for Government (PFG) will also work around an outcomes framework. Monitoring the impact of the Big Plan should demonstrate how actions at a local level contribute to the regional outcomes and indicators of the PFG. While the priorities of the PFG change with each election cycle, the 15 year span of the Big Plan helps ensure consistency of priorities at a local level.





Neighbouring council areas

All 11 councils have been facilitating the creation of community plans. While these plans have been developed to address local evidence based need, a number of similarities have been identified. This is particularly relevant as some of the Strategic Partners work across council boundaries. Where this is the case, councils will endeavour to work together to adopt coherent approaches benefiting both residents and community planning partners.

Updating of the Big Plan

The Big Plan is not a done deal. It will be reviewed within two years and a progress report published. It is also likely that additional supporting papers may be published that demonstrate how the Big Plan contributes to the national commitment in the PfG and how the Local Development Plan will work to support the five outcomes.

Continuing the Big Conversation

The Big Plan provides a direction of travel and a framework for the next 15 years. It is not a document to be followed blindly without regard for new and emerging evidence and the changing needs and issues of the people who live in Ards and North Down.

We need your help to make sure that how we are implementing the plan is making a difference in your life. We would like to be able to ask you relevant questions so we can gather first-hand evidence to measure progress and inform the delivery plans.

We also might need updates on the list of issues affecting you throughout the 15 years of the plan.

Please stay part of the conversation by registering your details at:

**communityplanning@ardsandnorthdown.gov.uk
[@myvoicemyAND](https://twitter.com/myvoicemyAND) [#thebigplanAND](https://twitter.com/thebigplanAND)**

Part 4

Implementation of the Big Plan

Participation in the five Thematic Delivery Groups

Action Mental Health
Age NI
AGEnda
Alzheimer's Society
Ards and North Down Borough Council
Ards Community Network
Arts Council NI
Barnardo's
Business in the Community
Children and Young People's Strategic Partnership
Citizens Advice Bureau
Co Down Rural Community Network
Council for Catholic Maintained Schools
Council for Nature Conservation and the Countryside
Dementia NI

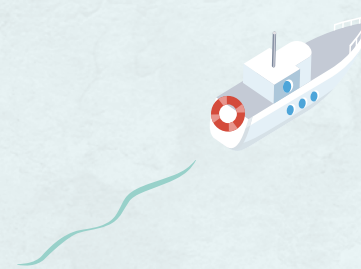
Department for Social Development*
Department for the Environment*
Department of Education
Department of Regional Development*
Down Community Transport
Extern
Federation of Small Businesses
Guide Dogs
Holywood Shared Towns
Institute for Conflict Research
Invest NI
Keep Northern Ireland Beautiful
Libraries NI
Linking Generations NI
Millisle Community Association
National Trust
Newtownards Chamber of Trade

NI Council for Integrated Education
NI Environment Link
NI Fire and Rescue Service
NI Housing Executive
North Down & Ards Women's Aid
North Down CFC
North Down Community Network
Peninsula Healthy Living
Police Service of NI
Public Health Agency
Reed in Partnership
RNIB
RSPB
SERC
SERCO
South Eastern Health and Social Care Trust

Sport NI
Strangford Lough and Lecale Partnership
Sustrans
The Orchardville Society
Tourism NI
Translink
Ulster Wildlife
Volunteer Now

***Departments that reorganised in April 2016.**

Organisations have been involved in one or more Thematic Delivery Group meetings.





The Big Plan

for Ards and North Down

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