

Introduction to Workshop Sessions

Sustainability Wheel

'Working towards Sustainable Communities'.

The Sustainability Wheel featured below was developed by the Government to illustrate different elements that contribute to improving quality of life for everyone, both now and for generations to come. Developing and implementing our North Somerset Community Strategy is one of the ways that we can work towards sustainable communities.

The wheel shows how all the elements fit together. For a community to be truly sustainable all the elements must be considered equally. At the NSP stakeholder event each workshop considered two elements of the wheel as they relate to the themes of the Community Strategy. Workshop participants worked together to identify what working towards sustainable communities could mean when developing and implementing the Community Strategy for North Somerset.



Introduction to Workshop Sessions

Each participant selected two workshop sessions in the morning. Ten workshops were run reflecting the nine themes of the Community Strategy plus one workshop introducing the 'Compact' for North Somerset.

During session one each thematic workshop worked on a sustainability component to explore in relation to their theme, as follows:

- Communities and People – **'Well Run'**
- Community Safety – **'Active, Inclusive and Safe'**
- Culture, Leisure & Recreation – **'Active, Inclusive and Safe'**
- Economy and Employment – **'Thriving'**
- Environment – **'Environmentally Sensitive'**
- Health and Wellbeing – **'Well Served'**
- Housing – **'Well Designed and Built'**
- Learning and Skills – **'Well Served'**
- Transport – **'Well Connected'**

During session two all thematic workshops were asked to develop work undertaken in the first session by looking at how the 'Fair for Everyone' sustainability component could be applied to the work documented so far. Workshops also considered how local people and communities might be engaged in shaping these areas of work further.

A sustainable community that worked towards being **Fair for Everyone** would include the following aspects:

- a) recognise individuals' rights and responsibilities
- b) respect the rights and aspirations of others (both neighbouring communities, and across the wider world) also to be sustainable
- c) have due regard for the needs of future generations in current decisions and actions.

Workshop 4 – Economy & Employment

Session 1

The Economy & Employment workshop considered how the sustainability component 'thriving' applied to this theme.

A **thriving** community would include the following aspects:

- a) A wide range of jobs and training opportunities.
- b) Sufficient suitable land and buildings to support economic prosperity and change.
- c) Dynamic job and business creation, with benefits for the local community.
- d) A strong business community with links into the wider economy.
- e) Economically viable and attractive town centres.

All aspects would contribute to developing sustainable communities that have a flourishing and diverse local economy.

Economy workshop notes

Identifying issues to be addressed to ensure that we are all working towards a thriving community

- There is little or no information regarding new companies.
- A lot going on in Weston-super-Mare.
- North Area – housing not employment (presumably meaning that housing development is out pacing employment).
- Lack of information about the proportion of people out-commuting.
- Need to understand how the economy is measured - businesses failing?

Identifying key issues to be addressed through a partnership approach

- Attract business.
- Nucleus of skills.
- Lobby government.
- Marketing.
- Stronger leadership.
- Appropriate employment sites.

Consider potential solutions to key issues identified.

Attracting business/marketing

- businesses need to work together to promote the area as a place to do business.
- North Somerset Council should set example for local procurement. What is procurement policy?
- put North Somerset on map – promote a positive image.
- does outsourcing support local business?
- North Somerset can't stand alone – needs to be sub regional – West Of England – if government to be involved.
- unique selling points – why North Somerset? The airport/ port – gateways.
- local people and LSP developing the strategy.
- can't wait for others to come to us – need to go and find the employers/support new developments.
- need clear objectives focussed with realistic time scales to take to government.
- publicise existing skills.
- publicise availability – potential employees, sites and grants / funds:
 1. Create a package.
 2. Publicity for success.

3. Leadership.

Skills Nucleus

- identify and address training and skills gaps.
- access opportunities needs to be promoted.
- encourage employers 'buy in' on work based training and learning .
- major employers – public and private and Small & Medium sized enterprises/employers – need more support networking and support mechanisms.

Lobby Government

- infrastructure e.g. transport.
- make North Somerset a priority.
- leadership.
- needs to be sub regional.
- needs a common vision.
- should there be a stronger link between NSP and West of England Strategic Partnership?
- share community strategies across region/sub-region and pick out regional shared issues.

Workshop Outcomes

The Economy & Employment workshop suggested issues and potential solutions to help develop 'well run communities' in North Somerset. This work was presented as part of the sustainability wheel built by all participants at the Stakeholders event.



ECONOMY AND EMPLOYMENT

Key Issues

1. No overall package to sell North Somerset.
2. Local people not aware of developments in this sector – better publicity.
3. Feeling of a lack of strong leadership – who leads?
4. Infrastructure poor so a barrier. Better integration – especially regarding transport.
5. Lack of suitable employment (also in terms of land).
6. Not in tune with business – both existing and incoming business.

Key Solutions

1. Lobby government to make North Somerset a priority (put NS on the map).
2. Businesses need to work together to promote the area.
3. The Council!
4. Capacity of J21. Banwell; south Bristol ring Road – improve links; bus package in & out; railway – joint funding bidding with other UAs.
5. RAF Locking – better working with RDA; develop positive attitude towards planning applications.
6. Marketing.

Economy & Employment Session 2 – Considering the Sustainability Component: Fair for Everyone

Views on what applying the principle of Fair for Everyone means in relation to the key issues and solutions identified in session 1.

- Consider perspectives of different users.
- Engage with stakeholders, businesses, user groups (cyclists, walkers etc).

Who else should be involved

- Airport.
- Port.
- Regional Development Agency.
- Government Office South West.
- West of England Strategic Partnership.
- Office of the Deputy Prime Minister.
- Government Departments - Transport, Health, DTI, DFES.
- Business West.
- Voluntary and community organisations.
- Learning & Skills Council.
- Weston College / North Somerset Council – Children & Young Peoples Services/Community Learning.
- Connexions.
- Learn Direct and other providers.
- Parish councils.
- North Somerset Partnership.

Issues

- Weston College – 2nd site.
- M5 – Crawler lanes.
- Carlton Street.
- Civic Pride.
- Town centre Partnership – 3 year plan.
- Portishead / Portbury – BIA master plan.
- Weston Area Development Framework.
- Knightstone / Tropicana.
- Rental Issue – Town Centre vs out of town.
- Transport.
- Quality of employment opportunities?
- Lack of land for suitable industrial development.
- 3 Key Issues –
 - Infrastructure – ease of movement.
 - Lack of land for suitable employment led development.
 - Deliver businesses focus – ADF.

Solutions identified by participants

- Infrastructure.
 - Capacity of Junction 21.
 - Banwell – by pass – Bristol International Airport / South Bristol.
 - South Bristol Ring Road.
 - Junction 19 – up capacity.

- Bus Packages – Weston - inter and intra.
 - Railways – Worle Parkway - joint bid – Transport funding – UA's.
 - Develop a positive attitude toward planning applications.
 - Work with Highways Agency, Strategic Rail Authority, Environment Agency, Bristol Airport.
 - Green travel plan. People and employers to take more responsibility in this area. More emphasis on sustainable travel – lessen/restrict use of cars.
- Development
 - RDA – RAF Locking – build on working relationship with RDA, now.
 - Positive about planning applications.
 - Employment land is being used for housing – conflicting priorities between local and central government regarding housing.
 - Increased housing will bring with it more pressure.
 - A need to actually deliver – growth also needs to benefit existing local communities.
 - Better quality jobs – such as media.
 - Effective Marketing
 - Marketing plan / positive PR.
 - Deliver business focus.
 - Area Development Framework needs to be better promoted.

Issues and solutions identified by the group when applying the sustainability principle of 'Fair for Everyone' to the Economy & Employment theme. The work below was included in the sustainability wheel produced at the event.

FAIR FOR EVERYONE

1. Key Partners – clear objectives based on NSP Economic & Regeneration Strategy.
2. Training & Skills – matching work opportunities.
3. Infrastructure – perspective of users.
4. RAF Locking – need to be linked to business & infrastructure.
5. Marketing – need a product, 'good news'.