

Sevenoaks District Community Plan 2016-2019



Appendix B - -Sevenoaks District Community Plan 2016-19

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Introduction

The Community Plan creates a long-term vision for the Sevenoaks District and sets out the community's priorities for action.

We are pleased to present the priorities for the three years 2016-2019. This is based on widespread consultation with local people and our partners.

The Community Plan is delivered by the Sevenoaks District Local Strategic Partnership. This is made up of public sector organisations together with voluntary, community and faith sector representatives. It is co-ordinated by Sevenoaks District Council.

The priorities set out in this document help us to deliver our 15 year vision:

Safe Communities

A safer place to live, work and travel

Caring Communities

Children are enabled to have the best start and people can be supported to live independent lives

Green Environment

People can enjoy high quality urban and rural environments

Healthy Environment

People have healthy lifestyles, access to quality healthcare and health inequalities are reduced

Dynamic Economy

A thriving local economy where businesses flourish, where people have skills for employment and tourism is supported

Sustainable Economy

People can live, work and travel more easily and are empowered to shaped their community

About the Sevenoaks District



- **93%** of the District is designated Green Belt
- **60%** of the District is in the Kent Downs or High Weald Area of Outstanding Natural Beauty
- **6** main settlements - Sevenoaks, Swanley and Edenbridge, Westerham, New Ash Green and Otford
- **17** nationally designated historic parks and gardens

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- According to the Office for National Statistics population projections, the population of Sevenoaks District is forecast to grow by **8.2% (9,500)** over the 10 year period from 2012 to 2022
- According to Kent County Council the number of people over 85 is forecast to rise by **22.1% (600)** from 3,100 in 2015 to 3,700 by 2020.
- The 2011 Census data shows that Sevenoaks District has a population of 114,893 residents, of which 95.8% are white (110,029) the next largest groups are, Asian/Asian British: 2085 or 1.8% of the population and mixed/multiple ethnic groups: 1675 or 1.5% of the population, the district has other ethnic groups all who fall below 1% of the population



- Train services to London take just under **30** minutes from Swanley and just over **30** minutes from Sevenoaks
- **1** hour by car to Dover port
- **40** minutes by car to London airports
- **9** miles from Swanley to Ebbsfleet International station

Sevenoaks District is perceived to be affluent but this masks local pockets of urban and rural deprivation.

The five most deprived wards in Sevenoaks District are:

- 1 - Swanley St Mary's, also within the 20% most deprived wards in Kent
- 2 - Swanley White Oak within 24% of the most deprived wards in Kent
- 3 - Edenbridge South and West
- 4 - Farningham, Horton Kirby and South Darent
- 5 - Edenbridge North and East

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Who have we consulted?

To help identify our priorities for the District over the next three years, we consulted a wide range of residents, community representatives, statutory groups and voluntary and community groups at events and forums across the District.

Insert Picture

- 350 people responded to the consultation survey
- 650+ people seen at forums and events
- 200 people asked additional questions through telephone interviews

Shape Your Local Services

Tell us your views to help shape your local services
Complete the survey for a chance to win £50 shopping vouchers
at www.sevenoaks.gov.uk/communityplan
(Closing date 30th Sept 2015, terms and conditions apply)

Who have we consulted?

Insert picture

- All residents though District-wide survey and InShape magazine;
- Consultation with people visiting Swanley Gateway;
- Families at Dunton Green Family Summer Days of Fun event;
- Knitters and Natters, a social knitting group at Sevenoaks Library;
- Families at the Family Centre Fun Event in Seal;
- Families at the Penshurst Family Summer Days of Fun event;
- Families and young people at the West Kent Extra Edenbridge Sports Day;
- Residents at the Sevenoaks Wildlife Festival;
- Families at the Swanley Family Centre consultation event;
- Families at the Edenbridge Family Summer Days of Fun event;
- Young People at Imago's (Voluntary Group) Shadow Youth Board;
- Families at the Eynsford Family Fun Day;
- Sevenoaks District Council Members' Workshop;
- Young people, young carers and young people with disabilities at 'House in the Basement' 'drop-in in Sevenoaks Town Centre;
- People attending Age UK's Hollybush Day Centre;
- Workshops for elected Members of Sevenoaks District Council;
- Residents at the 'Village on the Hill Celebration' in New Ash Green
- Partners who attend the Sevenoaks District Community Safety Partnership;
- Partners at the Local Strategic Partnership Supporting Young People into Employment meeting;
- Partners at the Sevenoaks Health Action Team;
- Partners at the Local Strategic Partnership Older People Group
- Talk of the Town Event - Westerham;
- Mencap Hall Listening Event with Learning Disability Service Users;
- Members of the Edenbridge Rotary Club;
- GPs in West Kent;
- Head Teachers in the Sevenoaks District;
- Members of the Westerham Town Partnership;
- Residents who attend West Kent Extra's Emerald Forum;
- Staff and Service Managers at Sevenoaks District Council

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The Sevenoaks District Local Strategic Partnership (LSP)

Who are we?

The Sevenoaks District Local Strategic Partnership co-ordinates the monitoring and delivery of the Action Plan. It is made up of representatives from the following organisations:



Dartford, Gravesham and Swanley
Clinical Commissioning Group



West Kent
Clinical Commissioning Group



Kent Fire &
Rescue Service



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Equality and inclusion statement for the Local Strategic Partnership

We recognise that everyone has a contribution to make to our society and a right to access services without being discriminated against or disadvantaged because of their:

- Race
- Disability
- Gender
- Age
- Religion/ belief
- Sexual orientation
- Pregnancy or maternity
- Marital or civil partnership status
- Transgender
- Caring responsibility
- Employment status

We will work to ensure that all services provided by partners or funding offered will conform to these standards and expectations.



Safe Communities

A safer place to live, work and travel

Insert Picture

What you said

“Recognise the difference between actual crime/ASB and people’s perception”

Reducing victim-based recorded crimes should be about intervening early”

“More enforcement of poor parking and driving”



Safe Communities

The Sevenoaks District Community Safety Partnership brings together all the key agencies in the District who have an impact on crime, anti-social behaviour and perception of crime. The Community Safety Unit (CSU) is based in Sevenoaks District Council Offices and responds daily to anti-social behaviour and other community safety priorities in the District. The CSU have access to a local Community Policing Team which can be deployed to tackle local issues within the District.

What you said

Despite consistently being one of the safest Districts in Kent, from our consultations we know residents are most concerned about:

- More visible policing - seeing and being more aware of Police and Community Safety activity in local communities
- Reducing anti-social behaviour and supporting young people, particularly by providing activities and focusing on support and prevention
- Continuing to provide youth work and fun activities, and to support and develop youth facilities in the District
- Dealing with the threat of extremism and radicalisation -“it can happen anywhere!”
- Helping young people stay safe online and safe from bullying and cyber-bullying
- Using partnership data and information to focus on the District’s crime issues and deal with the fear of crime
- Making more links with health on key community safety issues, for example road safety, substance misuse and mental health
- Providing support for and take action to prevent people from becoming repeat victims of crime, including people who suffer domestic abuse
- Speeding vehicles, particularly in rural areas and dealing with poor parking and congestion in busy town/village centres and near schools
- People who responded to our 2015 Residents’ survey said their most perceived problems were:
 - Vandalism and graffiti: 22%
 - Groups hanging out: 19%
 - People using or dealing drugs: 12%
 - Noisy neighbours /loud parties: 11%

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Safe Communities - Your Priorities

Priority 1

Make the work of the Police and partners more visible in communities

We will:

- Deliver targeted community safety campaigns and make more people aware of Police and community safety activity in their local communities
- Continue to facilitate Partners and Communities Together Panels (PACTs)
- Deliver “Prevent” training to partners, businesses and local groups

Priority 2

Work to keep crime at a low level and to respond to perception of crime

We will:

- Produce an annual assessment of crime and reduce all victim based crime
- Target particular concerns and take action to reduce vandalism and graffiti as issues of local concern
- Coordinate partnership work to tackle and prevent risk-taking behaviour relating to substance misuse and alcohol
- Maximise safety through “safer by design” principles in new developments

Priority 3

Support vulnerable and repeat victims of crime and anti-social behaviour

We will:

- Identify repeat criminal and anti-social behaviour and provide early intervention
- Review cases and take action through the Community Safety Unit
- Continue to fund and evaluate domestic abuse support projects
- Review domestic abuse support and partnership working arrangement

Did you know?

There were **2,066** incidents of anti-social behaviour recorded during 2014/15. This is the lowest level of anti-social incidents recorded in Kent during that period

Sevenoaks Community Safety Unit (CSU)

The Anti-Social Behaviour (ASB) Crime and Policing Act, 2014 introduces simpler, more effective powers to tackle ASB and better protection for victims and communities

Sevenoaks CSU

During 2014/15, there was a **91%** growth in referrals to the Domestic Abuse Victim Support Service and other services

Sevenoaks CSU

Safe Communities - Your Priorities

Priority 4

Tackle anti-social behaviour

We will:

- Provide support through the anti-social behaviour task group
- Continue to commission and provide positive activities for children and young people, including Family Fun Days
- Promote and encourage existing youth facilities and identify improvements required in youth infrastructure
- Commission and provide youth work and youth outreach support and respond to service feedback from partners
- Influence voluntary and community provision through the Community Grant scheme
- Work with the Sevenoaks Children's Partnership to promote online safety campaigns, target initiatives to prevent bullying and cyber-bullying and review mental health support available to victims
- Take action to deal with complaints about noise

Priority 5

Tackle speeding vehicles and improve road safety for all road users, including pedestrians and cyclists

We will:

- Continue to support the "Speedwatch" campaign
- Deliver pedestrian and cycle safety education in schools
- Take enforcement action on dangerous and illegal parking
- Work in partnership to improve safety outside schools
- Make roads/pavements safer for vulnerable people

Did you know?

During 2014/15 there was an **8.2%** increase in reports (1451) of Business Crime to the Police compared to 2013/14

Sevenoaks CSU

Sevenoaks CSU has **134** trained "Speedwatch" volunteers, the highest number of volunteers in Kent. The **6** speed boards are out on constant loan to proactive "Speedwatch" groups in the District

Sevenoaks CSU

The Domestic Abuse Voluntary Support Service (DAVSS) was set up in the District in 2010 and supports any victim of domestic abuse who seeks help. During 2014/15, DAVSS supported **143 victims of domestic abuse** (59 more than during 2013/14) in the Sevenoaks District - *Sevenoaks CSU*



Caring Communities

We want Sevenoaks to be a place where people can be supported to lead independent, fulfilling lives and where children and young people have the best start

Insert Picture

What you said

“Suitable properties ... in appropriate areas to enable older people to remain independent, including those wishing to downsize”

“Continue to help and support people with debts and housing issues through the HERO Project” - HERO stands for Housing, Energy and Retraining Options

“Use the Local Children’s Partnership to support...social, emotional and health and care needs...”



Caring Communities

Over the next 10-15 years we expect an increase in the number of older people, particularly those aged over 85. This will have an impact on health, social care, housing and support services. We will plan for the housing support needs of older people and work in partnership to identify and provide for their support needs, particularly opportunities to reduce social isolation. We also need to address digital exclusion which is increasingly disadvantaging older people.

Kent and Medway's Growth and Infrastructure Framework identifies that the greatest demand for infra-structure development related to 'Caring Communities' themes over the next 15 years will come from adult social services (£69.4 million) and primary and secondary education (£34.7 million).

We know that in some areas of our District, a lack of available income available after paying rent is making it difficult for some families. We will work through the Sevenoaks Local Children's Partnership to meet the needs of children and young people and their families in the District.

What you said

From our consultations we know residents are most concerned about:

- Planning for the housing and support needs for older people and sustainable options for people wishing to remain independent/downsize/retire
- Mixed usage and dementia friendly needs should be considered as part of the design of new housing
- Accessibility to services when providing new housing in the main settlements in the District
- Recognising the links to health prevention work and public health initiatives which help to support older people, children and families
- How broadband and digital inclusion offer an opportunity to improve people's health and social care
- The rural nature of the District and providing more community or locally based support and services
- Providing more targeted support to areas in the District identified through data as being in higher need
- Providing more integrated services for children and families through the Sevenoaks Local Children's Partnership
- Supporting children in their move from Primary to Secondary education, particularly for vulnerable children
- Supporting families affected by low income
- Providing support to people in debt and improving access to work and training

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Caring Communities - Your Priorities

Priority

1

Provide the right support at the right time

We will:

- Produce a Housing Market Needs Assessment with a detailed analysis of the needs of older people and people with physical disabilities to inform a new Housing Strategy for the District
- Continue to provide aids, adaptations and devices to enable people to live more independently
- Increase the numbers of carers assessments and respite placements offered
- Produce and implement a digital inclusion strategy focusing on the needs of vulnerable groups
- Implement a multi-agency service signposting scheme for older and vulnerable people
- Use planning policies and “building for life criteria” to ensure new homes can adapt to people’s changing needs
- Continue to support under-occupation strategies and increase downsizing opportunities for older people
- Use the Community Grant scheme to support groups who provide social opportunities and reduce social isolation of vulnerable people

Did you know?

“...every £1 spent adapting homes where a serious fall is likely to occur could save the NHS £69.37 over 10 years”

The District Council contribution to public health: a time of challenge and opportunity - The Kings Fund, 2015

In the District, approximately 24% of adults are considered overweight or obese, compared to the Kent average of 28%.

Sevenoaks District’s Health Inequalities Action Plan, 2015-18

There will be a 25% rise in the number of people aged 65+ diagnosed with dementia by 2020, particularly those with mild or moderate dementia. - *Kent Adult Mental Health JSNA*

Caring Communities - Your Priorities

Priority 2

Improve outcomes for children and young people

We will:

- Work with partners in the Sevenoaks Local Children's Partnership to prioritise action and provide joined up social, emotional and health care support for children, young people and families
- Fund projects through the Sevenoaks Local Children's Partnership that focus on barriers to outcomes and are targeted in areas of most need
- Continue to provide support for children moving from Primary to Secondary school, part of Kent County Council's Early Help offer
- Provide enhanced support to families needing extra help

Priority 3

Reduce poverty and social exclusion

We will:

- Continue to provide free housing, energy and retraining advice
- Provide grant support to projects providing free debt advice and debt reduction
- Work with the Sevenoaks Children's Local Partnership to produce a child poverty action plan for Sevenoaks District
- Reduce fuel poverty by promoting grants and helping homeowners/tenants and businesses to reduce energy costs, making energy savings through the Sevenoaks Switch and Save programme and improving energy efficiency
- Increase the thermal efficiency of existing housing stock and undertake retrofit measures

Did you know?

"Latest forecasts indicate the number of dementia patients in Kent and Medway will increase by 80% from 21,750 in 2011 to 39,400 in 2030"

Improve outcomes for people with Dementia - NHS Kent and Medway

"Older people continue to be more **digitally excluded** ...this prevents too many older people from using online services and mobile apps, putting them at significant social, financial and potentially healthcare disadvantages."

Opportunity Knocks: Designing solutions for an ageing society - International Longevity Centre UK, 2015

606 people in the District were provided with specialist equipment and housing adaptations to support independent living *during 2014/15*

Kent County Council



Green Environment

We want Sevenoaks District to be a place where people can enjoy clean and high quality urban and rural environments

Insert picture

What you said

“Make sure new housing takes the environment into account”

“We must ensure we protect the Green Belt in our communities...Brown sites and empty industrial areas must be the priority...”

“Greater pro-active concentration on work with local communities to reducing surface flooding”



Green Environment

Residents in our District want to keep open spaces and value a clean environment as well as heritage and tourist attractions. Our biggest ‘Green Environment’ challenge is to review the Local Plan which sets the spatial and planning policy for the District.

We have increased pressure from the government to build more homes and we need to think about economic growth. This means we need to provide land and infrastructure to accommodate growth while recognising pressure to restrict in the Green Belt. We also need to recognise the issues identified by the Sevenoaks Strategic Housing Market Assessment (SHMA) in providing more housing and catering for the needs of an ageing population. We need to think about making the homes we build more energy efficient and able to adapt to our changing needs as we get older.

What you said

From our consultations we know residents are most concerned about:

- Addressing the need for better enforcement action for fly tipping in the District, particularly in rural areas
- Maintaining a weekly refuse collection service
- Reviewing the Local Plan, taking into account the need to retain the Green Belt and balance the need for the economy to grow and create more homes
- Emphasising planning enforcement action and its role in keeping the District somewhere with high quality urban and rural environments
- Designing homes that can adapt to people’s changing needs as they get older
- Concentrating new development in the major settlements in the District and closer to key local services
- Continuing to identify sites for development (commercial and residential)
- Planning for the impact of major developments outside the District, particularly Ebbsfleet and Paramount which have wide ranging risks and opportunities for infrastructure, economic development, jobs creation, business migration etc.
- Promoting access to and benefits of countryside and leisure spaces (‘green infrastructure’) in terms of benefits to health and tourism
- Helping people access open space and leisure services
- Reducing the impact of flooding and its impact on homes and businesses
- Considering environmental issues when building new houses e.g. solar energy and energy efficiency measures
- Homeowners/tenants and businesses and need help to reduce energy costs and improve efficiency
- Continuing “excellent recycling schemes”

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Green Environment - Your Priorities

Priority 1

Retain the Green Belt and conserve and enhance the value of our countryside and green spaces, particularly Areas of Outstanding Natural Beauty (AONB)

We will:

- Review and update planning policies and manage development in accordance with them
- Take account of AONB guidance and management plans in planning decisions
- Work with communities, landowners and local groups to protect landscape, wildlife and heritage, e.g. Darent Valley Heritage Landscape Partnership
- Promote and develop the District's 'green infrastructure' , (i.e. the network of open space, woodlands, wildlife habitat, parks and other natural areas) and its benefits for health and mental health of residents

Priority 2

Maintain a clean local environment

We will:

- Protect our weekly refuse collection service
- Continue to tackle litter and detritus
- Take enforcement action on fly tipping
- Encourage and promote recycling and support national recycling targets and campaigns
- Use planning enforcement tools where possible to improve areas within the District

Did you know?

Sevenoaks District Council receives, decides and grants the **highest number** of planning applications in Kent

Sevenoaks District Council

During 2014/15, Sevenoaks District Council collected over **40,000 tonnes** of household waste, over a third of which was recycled with the bulk of the remainder turned into electricity

Sevenoaks District Council

There were 1,161 incidents of fly tipping reported between December 2014 and November 2015, an increase of **23.37%** on the same period in 2013/14

Sevenoaks District Council

Green Environment - Your Priorities

Priority 3

Ensure new development is designed to a high quality and takes into account local character and the impact on the environment

We will:

- Use planning policies and “building for life” criteria to ensure new homes are well designed and can meet people’s changing needs as they grow older
- Consider policy better to safeguard areas at risk of flooding as part of the review of the Local Plan
- Work with partners to target initiatives to reduce surface flooding and its impact on residents and businesses
- Support delivery of the Kent Environment Strategy and the Sevenoaks District Climate Local Action Plan
- Promote renewable energy in new and existing developments and look at compliance with sustainability assessment standards for new development
- Produce a coordinated strategy to plan for the impact of major developments outside the District, particularly London Paramount and Ebbsfleet

Did you know?

“The value of green spaces equates to between £8 - £27 per person per year through improvements to healthy lifestyles”

The District Council contribution to public health: a time of challenge and opportunity - The Kings Fund, 2015

Spaces for leisure and sports facilities provide equivalent health and emotional wellbeing benefits of £112-£377 per person per year -

The District Council contribution to public health, The Kings Fund, 2015

Kent and Growth and Infrastructure Plan (2015), identifies a need for £17 million of investment in ‘Green Infrastructure’ in the District between 2014-31 and £1.12 million for flood defences

Healthy Environment

We want Sevenoaks District to be a place where people have healthy lifestyles and where health inequalities are reduced



Insert Picture

What you said

“...people with mental health conditions often feel let down and inadequately helped especially during crisis situations...”

“...there’s a school nurse who only comes in on Mondays. If we have a problem there needs to be someone we can ask, whether that’s a school nurse or guidance counsellor”

“Alcohol is a problem for people over 60 years, particularly for those experiencing social or rural isolation”



Healthy Environment

Our Health Inequalities Action Plan (2015-18) is delivered by partners in the Sevenoaks District Health Action Team. It identifies key health priorities for our District. Obesity can contribute to a range of health conditions and significantly affect people's long-term health. We have more work to do to reduce obesity levels. We also need to continue focusing on the links between health and social and economic factors such as poverty, access to housing, leisure, open spaces, housing conditions and social exclusion.

We are aware of the impact on health and care services of an ageing population, including the likelihood that this will increase the numbers of people suffering from dementia. The rural nature of our District means that many older people are socially isolated and find it difficult to access services by public transport. We want to help people stay healthy as they get older, to access health services facilities and to provide support to improve their physical and mental health and wellbeing. This also involves helping communities be more aware of the support they can provide to help vulnerable groups remain independent.

It is a particular concern that residents and partners feel that mental health is still an 'invisible illness'. Some groups, including young people, those over 65 years and people with learning disabilities find it particularly difficult to access support. We will work to support people and vulnerable groups with mental health and raise awareness of mental health issues.

What you said

From our consultations we know residents are most concerned about:

- Finding it difficult to access services for people with mental health difficulties
- Considering the links between mental health and alcohol misuse in older people
- Supporting vulnerable people to remain independent and helping them take more responsibility for their own health
- Encouraging support solutions delivered in community settings
- Promoting the benefits of active travel, e.g. everyday walking and cycling in support of health and mental health
- Promoting the healthy weight of children, targeting projects to promote healthy food/snacks and cooking
- Looking at breastfeeding support take up as linked to child weight and development and health
- Making services more accessible for young people, and increasing access to information, advice and support
- Joining up work on substance misuse programmes with Community Safety
- Providing suitable accommodation for older people, particularly support services and accommodation for people with dementia
- Continuing to provide health checks and promote them for older people
- 28% of respondents to Sevenoaks District Council's Residents Panel Survey, 2015 wanted to improve access to their local hospital

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Healthy Environment - Your Priorities

Priority

1

Reduce health inequalities and improve health and wellbeing for all

We will:

- Work with healthy schools and partners in the Sevenoaks Health Action Team and Sevenoaks Local Children's Partnership to support children and young people identified as being overweight or obese
- Target support and deliver activities for adults to increase physical activity and reduce obesity
- Deliver preventative programmes help people to age well by staying healthier as they get older
- Work with residents and business partners to deliver dementia friendly communities and provide support for carers' families
- Produce a Housing Market Needs Assessment Strategy with a detailed analysis of the needs of older people and people with physical disabilities to inform a new Housing Strategy for the District
- Continue to provide aids, adaptations and devices to enable people to live more independently
- Reduce fuel poverty by promoting grants and training to help homeowners and businesses to reduce energy costs and improve efficiency

Priority

2

Reduce risk taking behaviour that affects health and wellbeing

We will:

- Use the Council's Planning and Licensing policy to reduce risk taking behaviours and improve healthy eating
- Join up work between health and community safety on providing targeted alcohol and substance misuse support and promote education programmes to residents in the District

Did you know?

Contact rates with mental health services for people over 65 years are **significantly over the Kent average** for several wards in the Sevenoaks District - *Health and Social Care Maps: Mental Health and Wellbeing. Kent and Medway Public Health Observatory (KMPHO)*

30.46% of all deaths in Sevenoaks District are caused by cancer while **26.57%** are from circulatory and respiratory diseases.

Sevenoaks District's Health Inequalities action Plan, 2015-18

Children in Reception Year and Year 6 in the north of the District are **more likely to be affected by obesity** with some areas particularly above the Kent average

Kent Public Health Observatory, Health and Social Care Maps, Children

Healthy Environment - Your Priorities

Priority3

Encourage access to health services for all

We will:

- Support people to manage long-term mental health conditions and improve signposting to services
- Work in partnership to support projects that help children and young people with mental health issues access support and education, training and work opportunities
- Encourage people with disabilities to take part in sport and volunteering
- Complete an Open Space, Sports and Leisure study and deliver a Leisure Strategy
- Support improvements to leisure and sports facilities and improve access to open spaces through the Local Plan
- Use planning policies and “building for life criteria” to ensure new homes can adapt to people’s changing needs
- Continue to provide health checks for residents in community settings
- Review and promote voluntary and community transport
- Support and extend community transport schemes

Did you know?

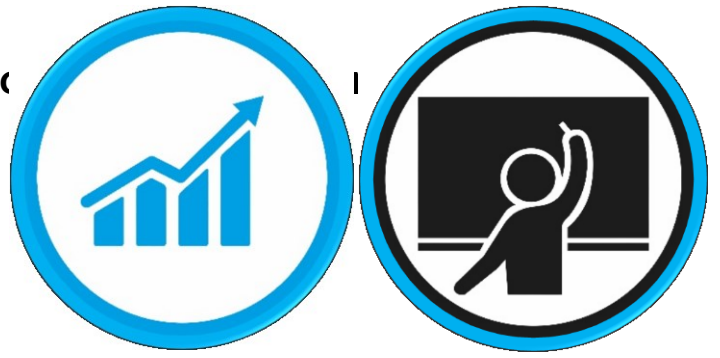
People with Learning Disabilities in Edenbridge South and West have more contact with mental services than other wards in the District. These are also significantly above the average contact levels for Kent - *Health and Social Care Maps: Mental Health and Wellbeing. Kent and Medway Public Health Observatory (KMPHO)*

The top injury for under 18s is **head injury**. For 15-17 year olds “**poisoning by drugs, medicaments & biological substances**” is the top injury and accounts for 42% of undetermined and deliberate injury

KMPHO, Health and Social Care Maps, Children

The highest rates of teenage pregnancy in the District are in Swanley White Oak, Hextable and Swanley St Mary’s wards. These all have levels considerably above the District average

KMPHO, Health and Social Care Maps, Children



Dynamic Economy

We want Sevenoaks District to be a place with a thriving local economy, where businesses flourish and people have skills for employment

Insert picture

What you said

“We need individualism to encourage visitors to our towns and villages - a unique selling point is needed!”

“More small business opportunities and support please”

“There are too many ‘not spots’ for an area so close to London”

“Not spots” are areas with limited or no broadband or mobile phone signal



Dynamic Economy

Continuing to build a strong economy despite a loss in employment land in a District with significant constraints is one of our most significant challenges. This year, the government made changes relating to permanent permitted development rights which make it easier for offices to be converted into homes. In addition, the Strategic Housing Market Assessment highlights a need to significantly increase housing and affordable housing in the District. This is critical to the economy and affects employers' ability to recruit and retain staff.

The review of the Local Plan will need to consider these issues together with those highlighted in the Sevenoaks District Economic Development Plan, particularly actions to support areas highlighted for growth and generating inward investment into the District. It is also clear that we need to address the lack of overnight visitor accommodation in the District which is having an adverse impact on our tourist economy.

What you said

From our consultations we know residents are most concerned about:

- Affordable transport is a major issue for young people, particularly for a rural District like Sevenoaks
- Supporting young people to access apprenticeship opportunities
- Targeting areas for growth and development identified in the Economic Development Strategy, particularly the need to improve Swanley and New Ash Green town centres
- Parking is a key issue if town centres are to become more vibrant
- Marketing the unique offer of each town/village centre
- Planning for employment and training opportunities linked with new development or major development outside the District
- Infrastructure needs of land for employment
- Recognising changes in government policy, particularly “permitted rights to development” being made permanent
- Getting young people ready for work and supporting those with particular needs into employment, education or training
- Supporting the Weald of Kent Grammar Annex which can improve educational attainment and reduce migration to schools outside of the District
- Looking at how we can reduce barriers to attainment through the Local Children’s Partnerships
- Supporting small businesses with accommodation costs
- Improving the hotel provision in the District
- Supporting the rural economy through the Economic Development Action Plan, West Kent Leader and the West Kent Partnership
- Linking broader digital inclusion and health and social care issues

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Dynamic Economy - Your Priorities

Priority 1

Identify a supply of employment land and premises to promote economic growth

We will:

- Identify a sufficient supply of land for employment use through the review of the Local Plan
- Participate in and inform the employment land study as part of the review of the Local Plan
- Develop a masterplan for Swanley as a catalyst for regeneration and increase rented accommodation for young people wishing to access employment and address transport connectivity
- Target areas for growth identified in the Sevenoaks District Economic Development Strategy
- Maximise opportunities for employment at Fort Halstead

Priority 2

Improve skills for employment

We will:

- Reduce young people not in employment education or training (NEET) through the work of the Sevenoaks District Local Children's Partnership and identify funding support for projects in NEET hotspots in the District
- Participate in regular skills fairs
- Work in partnership to reduce barriers to attainment and reduce identified gaps in educational attainment
- Retain the Young Person's Travel Pass and explore other schemes and support the integration of public transport
- Support efforts to develop a Weald of Kent grammar annex in Sevenoaks
- Increase the number of young people who are supported into apprenticeship opportunities

Did you know?

Tourism in the District generates £220 million for the local economy

Sevenoaks has the 2nd lowest level of overnight stays in Kent at 229,000. This can be linked to the shortage of hotel accommodation in the District - *Visit Kent, 2015*

GVA (Gross Value Added) is a measure used to monitor the performance of the national economy. Sevenoaks has a GVA of 2.3 billion and is the 6th largest in Kent -

Kent County Council, GVA Bulletin

The Business Location Index assesses the Sevenoaks District as being a **high quality and high cost area**, making it a challenge to provide land and infrastructure for growth balanced with competing pressure to protect the green belt - *Grant Thornton, 2015*

Appendix B - -Sevenoaks District Community Plan 2016-19

Priority 3

Retain existing businesses, encourage new businesses and promote tourism

We will:

- Encourage vibrant town centres and work with Visit Kent and Town Partnerships to promote and market our towns' unique selling points
- Increase parking capacity in Sevenoaks Town
- Provide business with support programmes and support high growth businesses to access funding opportunities
- Support rural businesses through the delivery of a West Kent Leader programme
- Support tourism and develop a Tourism Destination Management Plan that seeks to increase the number of visitor stays
- Support businesses to improve existing tourist accommodation
- Identify and support tourism infrastructure through the review of the Local Plan
- Facilitate new hotel provision

Priority 4

Improve broadband connectivity and promote digital inclusion

We will:

- Support the delivery of national and county broadband targets and support rural communities
- Develop a digital inclusion strategy to support social and health care agendas and increase the ability of residents to access support and services

Did you know?

Average weekly earnings for residents in Sevenoaks District is **£628.10**. This is above the UK and Kent averages. Higher earning reflects a skilled workforce. Average workplace-based gross earnings in the District are lower at **£535.80** - *Kent County Council, 2015*

There is a gap in educational attainment at Key Stage 2 between those who receive free school meals and their peers, of **22.4%** in reading, writing and maths, which is above the county average of **21%**

Kent County Council

The District has a high proportion of residents with very low or no qualifications which is higher than the county and South East average at **11.1%** compared to **9.1%** in the South East
Sevenoaks District Economic Development Strategy

Sustainable Economy



Where people can live, work and travel more easily and are empowered to shape their communities

Insert Picture

What you said

“Reflect the Planning Policy changes in the Housing and planning Bill 2015”

“Work in partnership with town and parish Councils. We have close links with our local communities”

“Really support affordable housing don’t just say it!”



Sustainable Economy

Sevenoaks District provides excellent transport connectivity, particularly to London and the London airports. However, residents have told us that they continue to find it challenging travelling within the District, particularly to access key local services and facilities. We must plan the transport and infrastructure needs in the District through the Local Plan and make best use of the Community Infrastructure Levy to benefit residents. We will also think about how we can take advantage of our proximity to London, particularly through the inclusion of some wards in our District in the Transport for London Oyster zone.

With some of the most expensive housing in the UK and major constraints on development, residents remain concerned about the availability of affordable housing and different housing options in the District. The Sevenoaks and Tunbridge Wells Strategic Housing Market Assessment (2015) identifies a need to significantly expand our housing and affordable housing offer over the twenty year Local Plan period. This falls at a time of reducing funding from the Homes and Communities Agency and proposed government changes to reduce and cap rents and amend the right to buy. These are making business models difficult for housing associations. As part of the review of the Local Plan we need to set housing targets based on need that also take into account of our significant local constraints such as the Green Belt and Areas of Outstanding Natural Beauty.

What you said

From our consultations we know residents are most concerned about:

- Transport services across the District and the lack of access to some key local services, as well as:
 - Needing more frequent and timely services, more services at evening and weekends and improved transport connectivity
 - Concern about the lack of access to services in small villages and rural areas
 - New development taking into account transport/parking provision
- Respondents to the District Council’s Residents Panel (2015) highlighted a need to improve access to hospitals, public transport and shopping centres/supermarkets
- Transport infrastructure and impact of major developments outside the District needs to be taken into account in the review of the Local Plan
- The lack of affordable housing and the types and mix of housing in the District:
 - Need a housing needs survey to really understand current and future demand and homes that are truly affordable
 - More private small bungalows and 2/3 bed houses
 - Concern about high rents and young people’s ability to buy a first home
- Supporting voluntary and community activities including arts
- Making better use of community spaces and facilities and work in partnership with Town and Parish Councils

Appendix B - -Sevenoaks District Community Plan 2016-19

Sustainable Economy - Your Priorities

Priority
1

Reduce the need to travel, promote and improve access to key local services and to public and community transport

We will:

- Use development and regeneration opportunities to promote improvements in transport accessibility and connectivity
- Work in partnership to address gaps in infrastructure
- Support the Greater London Authority rail devolution of metro services and the extension of Oyster to Swanley and lobby for the extension of Oyster to Dunton Green and Sevenoaks Town
- Lobby to represent District transport concerns to the Local Transport Authority as part of the Kent Route Strategy
- Seek to lobby and support partner agencies to reduce congestion in identified problem areas in the District
- Promote the number 8 bus route in Sevenoaks and look at the feasibility of using the model elsewhere in the District
- Support delivery of the Sevenoaks District Cycling Strategy and promote cycling
- Support, review and promote voluntary and community transport schemes

Did you know?

Housing prices in the District are **11 times** the earning of younger households, compared to a ratio of 6:5 nationally. As a result home ownership levels have fallen with increasing numbers renting - *Sevenoaks and Tunbridge Wells Strategic Housing Market Assessment, 2015*

The average house price in Sevenoaks is **£302,000** which is above wider housing market areas and the Kent average which is **£210,000**

Sevenoaks and Tunbridge Wells Strategic Housing Market Assessment, 2015

67% of respondents to the Council's Residents' Panel Survey, 2015 said that they found it easy to access a local hospital with **28%** wanting to improve access. **80%** found it easy to access public transport with **19%** wanting to improve access

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Priority 2

Provide additional housing development including the right mix, types and tenures and to meet the needs of older people

We will:

- Set housing targets based on need that also take into account of our significant local constraints such as the Green Belt and Areas of Outstanding Natural Beauty
- Produce a Housing Strategy which promotes District housing development to meet the needs of older people
- Continue to increase affordable housing options
- Continue innovative and partnership work to increase access to starter homes, shared ownership and help people to downsize
- Bring empty homes back into use and continue under-occupation work
- Deliver projects to create more social rented bungalows
- Expand rented accommodation and affordable entry level housing through regeneration opportunities

Priority 3

Work with local people to deliver strong, active and sustainable communities

We will:

- Make the best use of community spaces and facilities
- Promote volunteering and participation in community activities, including staff work-based schemes
- Enable local people and Town and Parish Councils to participate in issues that affect them or their local area
- Support inclusive arts and community projects that enable social, community and cultural activities to flourish for all groups

Did you know?

Total gross expenditure on supported bus services in Sevenoaks District is **£1,049,470** - In many cases KCC supports particular elements of predominantly commercial services

Kent County Council

Sevenoaks District Council and MOAT created “A Home of Your Own” bespoke shared-ownership scheme funded by developer contributions. So far **£1.2** million funding has helped **12** families buy a home in the District in **Phase 1**. *Sevenoaks District Council*

Based on the growth in the number of older persons, **11%** of the overall housing need should be specialist housing. This includes housing that can be adapted, giving people the ability to downsize to remain in their own homes *Sevenoaks & Tunbridge Wells Strategic Housing*

Public consultation draft

Sevenoaks District Community Plan 2016-2019



Making it Happen - together

For more information or to get in contact

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