RICHMOND UPON THAMES
COMMUNITY PLAN 2013-2018
PUTTING PEOPLE FIRST
Contents

Foreword

1. Putting People First

2. Our Vision

3. Our Borough

4. What You Said

5. Our Priorities

6. Involving and engaging local people and businesses

7. Delivering for local people

8. Being accountable to local people

APPENDIX 1 –The Richmond upon Thames Partnership

APPENDIX 2 – List of Partnership Plans

APPENDIX 3 – Community Planning in Richmond upon Thames
Foreword

Like many residents, I feel very fortunate and proud to live in Richmond upon Thames, an area which is proud of its parks and open spaces, culture, education and the opportunities it offers to all of us to achieve our potential.

Although the circumstances in which we find ourselves planning for the future of our communities is very different to that of the last 5 years, our vision for the borough remains ambitious and we are determined to maintain those things that people appreciate about the area and to improve on the services that matter.

“Putting People First” is all about listening to what local people have to tell us and acting to change the way we do things in response.

No one organisation can do this alone and partnership working is a vital component in ensuring that the services people need are focussed on the whole person, give them choice and control and are efficient and value for money. The Richmond Partnership is committed to working better together to achieve more.

But our most important relationship is with the local community and we are working to put the community at the heart of all we do, listening, involving and supporting people to enable everyone to play their part in local life. This Community Plan sets out our priorities for working together and ensuring that our vision for the borough remains a reality.

Cllr Lord True, Leader, Richmond upon Thames Council

1. PUTTING PEOPLE FIRST

Richmond upon Thames is a vibrant community. People are proud of where they live and every day show their willingness to work together to improve the life of their local area. This Community Plan describes our aspirations for the borough and how we will work together over the next five years to achieve our vision.

The Richmond Partnership brings together a wide range of organisations, large and small, from the public, business, community, voluntary and faith sectors to work together. We are planning in an uncertain environment as the global economic downturn means that there are fewer resources to go round, with impacts on jobs, savings and welfare benefits. We must make greater efforts to harness our joint resources if we are to continue to deliver good quality services to the most vulnerable, carry out new responsibilities for helping the most needy and retain all that is good about our borough, ensuring that all its communities can prosper. Our most important partner in this is the local community.

Our priorities are to involve and engage local people by listening to them and giving them more opportunities to be involved in making decisions about local services and in delivering local services. To deliver services that are cost effective and meet the needs of local people and to be accountable to local people by providing them with clear information about what we are doing and why.

The members of the Richmond upon Thames Partnership are listed at Appendix 1.
2. OUR VISION

We have developed this vision from the things that we know now about the local community and how it might change in the future and from the things that you have told us are important:

Our vision is for a borough where local people are engaged and involved in their communities and where there is a vibrant and sustainable community and voluntary sector to support residents and help them play a full role in community life. Where people lead happy and healthy lives and are able to enjoy life, with opportunities to learn, develop and fulfil their potential.

Where people can live as independently as possible in the local community and feel empowered to take responsibility for their health and wellbeing and plan for their future.

Where people feel safe, are respected and valued and able to contribute to their communities and where diversity is celebrated.

Where the local character of the environment is protected and new development is high quality and compatible with local character, meets people’s needs and provides opportunities for all.

Where our towns and local centres are attractive, viable for businesses and contribute positively to the quality of life of residents and visitors.

We already have a range of partnership plans that describe in detail how we will deliver specific services and this Plan does not attempt to duplicate them. A list of these plans is provided at Appendix 2.

3. OUR BOROUGH

Information from the Census in 2011 shows that the borough’s population has grown to an estimated 187,000 residents, of whom 51.3% are female and 48.7% male.

When compared with London, Richmond has a significantly lower percentage of people aged 20-24 (4.9% in Richmond and 7.7% in London) and 25-29 (6.5% in Richmond upon Thames compared with 10% in London). Overall, the borough has a smaller percentage of the population in all the age quintiles between age 10 and age 34 compared with London but a higher percentage of the population in age quintiles 49 and over, with 4,000 people of 85+.

The key differences between the Richmond borough distribution and England distribution are:

- 25,000 children aged 0-9 (13% more than England average)
- 41,000 persons aged 10-29 (16% less than the England average)
- 64,000 persons aged 30-49 (22% more than England average)
- 56,000 persons aged 50-89 (11% less than England average)
- 1,500 persons aged 90+ (5% more than England average)
Population projections suggest a rise in the total population of Richmond upon Thames to 212,000 in 2018. There is a spike in the younger population, with the cohort reaching ages 5-9 years in 2016 being 9.8% higher than that of 5 years earlier. The same cohort reaching ages 15-19 years in 2026 is expected to be 8% higher than that of the preceding 5 years. The age group with the greatest projected percentage change in population is those of pension age. Both these projections have implications for our planning and future pressures on services for school age children and for older people. More information about the borough’s population can be found on the [DataRich](#) web pages.

The demographic information confirms our understanding of Richmond as an attractive place to live for families with children and older people, while the relative affluence can mean that it is difficult for young people to move into the borough. Our Community Plan seeks to address these issues through our work to increase the number and choice of school places available and through our focus on helping more people to live independently at home for as long as possible.

The health of people in Richmond upon Thames is generally better than the England average and life expectancy for both men and women is higher than the England average. Over the last 10 years, all cause mortality rates have fallen. Early death rates from cancer and from heart disease and stroke have fallen and are better than the England average.

However there are some areas with lower life expectancy and the gap is approximately 5 years between the most and least deprived areas. Coronary Heart Disease is the biggest contributor to the gap in life expectancy for men; whilst Chronic Obstructive Pulmonary Disease (Lung Disease) is the biggest contributor to gap in life expectancy for women. More information about the health of local people can be found [here](#).

Crime is relatively low with Richmond upon Thames being one of the safest London boroughs when measured on overall crime and the safest borough with regard to violent offences. Our focus is therefore on giving people information so that they can remain safe, tackling anti-social behaviour and ensuring that victims of crime which puts personal safety at risk, such as domestic abuse, is given priority.

The borough has a thriving voluntary and community sector, with more than 750 organisations working in the borough in all sectors including the arts, environment, sport, health and social care. This contributes greatly to the capacity of the local community to be resilient in difficult times and to enable everyone to participate in community life and we are committed to continuing to support and sustain our local voluntary sector.

In 2010 there were 12,100 VAT registered business in the borough and we have one of the highest self-employment rates in the country. Half of people that work in the borough also live in the borough. Our priorities for supporting business, especially small businesses and our local high streets, acknowledges this aspect of our local economy and reflects our desire to nurture local business.
4. WHAT YOU SAID

Between 8 November and 10 December 2010 we asked households, through the All in One survey, what they thought about the borough and 92% were satisfied with the borough as a place to live. Full results of the All in One survey can be found [here](#).

The Council has since carried out a telephone survey in October 2012, asking 1,400 residents about their satisfaction with where they lived. This found that over nine in ten (93%) residents were satisfied with their local area as a place to live and three quarters (76%) of residents agreed that the local area is a place where people from different backgrounds get on well. Residents were also happy with the safety of their area and few thought that anti-social behaviour was a problem locally.

<table>
<thead>
<tr>
<th>Percentage of residents satisfied with local services;</th>
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<tbody>
<tr>
<td>90% satisfied with local parks, open spaces and play areas</td>
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<tr>
<td>88% satisfied with the safety of the area</td>
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<tr>
<td>67% felt that the police and other agencies were successfully dealing with crime and anti-social behaviour</td>
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<tr>
<td>78% satisfied with local high streets</td>
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</table>

The most common issues cited as problems by residents are:

- 52% - levels of congestion, rising to 74% in East Sheen and 73% in Mortlake
- 24% - think that road and pavement maintenance are the most important services to improve
- 20% - believe that parking services need improving the most.

These results are very much in line with the All in One survey. During 2011 we held events at all the village areas in the borough to give people an opportunity to make suggestions about how these things could be improved in their local area, through working together. We are now working with local communities to put some of these suggestions into action and to find out how we can help the community to do some of these things for themselves.

As well as engaging with people to maintain and improve the quality of the local environment and universal services, we recognise that many local people rely on the personal services provided by the Council and its partners such as health and social care. Our priorities reflect the need to continue to improve the way we involve and engage local people, especially patients, service users and their carers in the design and delivery of these services.
5. OUR PRIORITIES

Using the information we have about the local borough, future trends, the resources we have and what you have said is important, we have identified three themes which describe how we will work in partnership with the local community and inform everything we do to put people first. The themes are:

- Involving and engaging local people and businesses
- Delivering for local people
  - Tackling Inequality and Creating Opportunity for Children and Young People
  - A Healthy Borough
  - A Safe Borough
  - Supporting Business, Voluntary and Community Sector and the Arts
  - A Green Borough
- Being accountable to local people

For each theme we have identified a set of priorities which are designed to help us to achieve our vision for the communities of our borough.
6. INVOLVING AND ENGAGING LOCAL PEOPLE AND BUSINESSES

Our Priorities

The Richmond Partnership will continue to co-ordinate its community engagement activity, so that information is captured once and acted upon and we will report back to the public on what we have done in response.

We will develop the Village Plans as a means of developing a local vision for each area, involving and communicating with the local community and businesses and supporting them to take action.

Through the Council’s Community Links initiative, we will help local people who want to be involved to develop local projects which have the backing of their local communities.

We will expand opportunities for residents from all walks of life to volunteer and we will support them to make this a positive experience for all.

We will provide funding to support community and business capacity through the Council’s Civic Pride Fund and the Town Centre Opportunities Fund.

We will expand opportunities for local residents to have a say about how money is spent in their local area.

We will expand the ways in which we engage with young people in the delivery and design of services that directly affect them, supporting them to participate and have their say.

We will make it easier for people to have their say about how health and social care services are designed and delivered, making it clear how they can be involved and how they have influenced decision making.

The Residents Survey 2012 identified that 40% of people feel that the Council takes into account residents’ views and 31% feel they can influence the decisions that the Council makes. This is a 12% increase on the response to the same question in the All in One survey, although due to the methodological differences between a postal and telephone survey, some level of difference should be expected.

A key priority of the Richmond Partnership is to continue to improve on this result and developing our partnership with local residents is key to our approach. The response of over 13,500 households (17% of the total) to the ‘All in One’ survey has demonstrated how much people care and want to have a say about their area. Over 6,000 respondents indicated they wanted to be kept informed about how they could get more involved in their local area. The fact that Richmond residents are community-minded was further borne out by our Residents Survey, with almost a third (30%) saying they spend time doing something to help improve their community or neighbourhood, while two thirds (66%) say they are interested in receiving more information to help them do more to help improve their community or neighbourhood.

As well as the All in One Survey and events, more than 2000 residents have already participated in the development of a Twickenham Action Plan through the Barefoot
Consultation, Twickenham Conference and options appraisal for the future of Twickenham.

In 2011 we also carried out an online All in One Business Survey which is informing our work to support businesses in the borough.

The All in One survey has enabled us to identify a number of local “villages” to which people feel that they belong and we have held an event for each village area to feed back the initial results of the survey and to develop local village plans. These identify a vision for each area and information about the community resources and services available in each area. They also identify the specific issues that people thought important, what needs improving and how the Council and its partners have responded. Look at the Village Plans here.

A diagram which shows how the Community Plan relates both to village plans and to our other strategic plans is attached at Appendix 3.

We intend to use the Village Plans as a means of engaging with local people and community and voluntary groups and to support them to improve their local communities. We have introduced regular newsletters which will help people to keep in touch with what is going on in their local area, what the Richmond Partnership is doing to improve things and how they can be involved. As a direct response to the All in One survey we have substantially increased the roads and pavements repair fund and given local people the opportunity to have a say in how those local funds are spent through the Community Road and Pavement Fund. We will be looking for further opportunities to do this.

As partners the Council, the Richmond Clinical Commissioning Group and the Local Involvement Network has started a piece of work to improve the way we engage, involve and communicate with people who have a stake in health and social care services. Although for some groups our current arrangements work well, we know that we could make it easier for more people to know when and how they can get involved and have their say and we could be better at letting them know how their views have influenced decision making. Partners are also working to ensure the commissioning of a new HealthWatch service that will be the consumer champion for health and social care services in the borough and provide information to local people on how services are performing so that they can make informed choices about who provides their care.

We are also developing our approach to engaging and involving children, young people, parents and carers to work together so that they have the opportunity to influence the design, commissioning delivery and to evaluate services. We encourage the participation of students in school Student Councils and at a borough level the Youth Council is a proactive group of young people who work to make sure that the voice of young people is heard in Richmond. In 2011 six thousand five hundred young people in Richmond took part in the Youth Parliament elections, the best turn out to date. Over the next three years we are developing some innovative programmes to involve young people as commissioners of services and actively involve them in designing the services they value.

We recognise the wealth of talent, skills, knowledge and experience that local people have and the high level of volunteering there is already in our community. We will support this effort with the Community Links initiative, which works at community level to put people in touch with those who can help them to get things done, through
offering a wider range of volunteering opportunities, designed to appeal to those not traditionally involved in volunteering. We will work across the Partnership to support the many volunteers who already contribute to our community safety, work with isolated residents and contribute their time to work with young people. We will continue to promote the Civic Pride Fund, which offers funding support to individuals as well as organised groups.

We also recognise the significant role played by the voluntary and community sector in building community capacity to be involved and to be advocates and representatives, especially for vulnerable groups. The work described above includes the active participation of the community and voluntary sector as partners in highlighting the needs of local communities and helping us to reach a wide range of individuals and communities and to help make their voice heard. We will continue to work closely with them to improve the way we involve local people in having their say about the services that affect them and to help us to improve what we do.

7. DELIVERING FOR LOCAL PEOPLE

Our focus must continue to be securing the delivery of cost effective services that meet the priority needs of our local community. The way in which we do this varies across the partnership with a mix of direct delivery by partners and commissioning others to deliver services on our behalf.

Whatever the means of securing delivery, the Partnership has signed up to working to some shared priorities and objectives which have been developed together through analysis of community data and needs, a review of our performance and engagement with local stakeholders. These will inform what services are delivered and are described more fully elsewhere in the plans listed at Appendix 2.

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<thead>
<tr>
<th>Tackling Inequality and Creating Opportunity for Children and Young People</th>
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<tr>
<td><strong>Our Priorities</strong></td>
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<tr>
<td>To ensure that all children and young people are safe and healthy</td>
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<tr>
<td>To ensure that all children and young people are able to participate, enjoy and achieve.</td>
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<tr>
<td>To provide early help for children, young people and their families, when it is needed.</td>
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<tr>
<td>To work together to provide effective and quality services for children, young people and their families.</td>
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The borough is generally a safe place for children and young people to grow up, with low crime levels and low numbers of road accidents. Only around 50 children are subject to a Child Protection Plan and around 80 children are in care.

Richmond upon Thames is also a healthy place to grow up – with a high proportion of mothers’ breastfeeding their children; good rates of immunisation; ample opportunities to participate in sporting activities and generally low levels of obesity compared with other boroughs. Although immunisation rates are quite high there remains a need to increase MMR take up as there has been a rise in children
developing measles in the borough. Teenage pregnancy in Richmond is one of the lowest rates in the country.

Richmond upon Thames remains an excellent place for children to achieve their potential. The Council has embarked on a plan to increase the provision of sufficient numbers of high quality primary school places through its expansion programme. It is also committed to expanding the capacity for secondary education and supports the growth of powerful, independent secondary schools and the adoption of new social enterprise models. Over the next three years we expect to see the creation of a faith based Roman Catholic school and we will encourage the establishment of free schools that meet the needs of local communities.

The Children and Young People’s Trust carried out a Child Poverty Needs Assessment in 2011. This found that child poverty in the London Borough of Richmond upon Thames is the lowest of all the London Boroughs and one of the lowest nationally- the proportion of children in poverty in the borough is between 9.2% and 11.5% depending on which measure is used. This compares to a London average of 20.9% and a national average of 30.8%.

However, despite overall child poverty levels in the borough being low, there are still pockets where child poverty levels are high. In fact, depending on which measure of child poverty is used, there are between 3,500 and 4,435 children who are considered to be living in poverty in Richmond Borough.

Specialist services providing support to the most vulnerable children and young people have been rated as good and children in care enjoy very good outcomes compared with other boroughs. However, there remains a need to continue to improve services for some children with additional health needs – including disabled children and those requiring Child and Adolescent Mental Health Services and those exposed to ‘hidden harm’. The Council and its partners have identified families who have multiple needs and are engaging with a variety of agencies in order to better support these families to achieve positive outcomes.

In order to continue to provide high quality services for children and young people, in a time of financial constraint the Council will create a local authority owned company with Kingston Council, to be known as Achieving for Children. This will bring greater opportunities for enterprise and innovation to both councils and reduce the burden of management costs and administrative costs, protecting front line services.

Voluntary and community groups deliver a range of services that make a significant contribution to supporting children, young people and their families within the borough. The Richmond Partnership is committed to working with the voluntary and community sector to ensure their vital role in this area of work continues to grow.
A Healthy Borough

Our Priorities

To improve the integration services across organisational boundaries, including between children’s and adult’s services, mental and physical health services, health and social care services and hospital to community services.

To ensure that early intervention and prevention services are available to residents according to need.

To enable and support more people to live independently in their own homes.

To ensure that appropriate financial advice and information is available to those who need it.

To ensure that all agencies work well together to safeguard adults and children.

We work together to maximise the supply of high quality, environmentally efficient, affordable homes in the borough.

Richmond is generally a healthy Borough, with low levels of premature mortality and with access to green spaces and good schools. However, health inequalities are apparent in the Borough and, despite favourable comparison with other areas, the numbers of people with unhealthy lifestyles are still large. There are also ‘hidden harms’, such as increasing rates of alcohol-related hospital admissions.

The need for services supporting older people is likely to increase, with a relatively high proportion of people aged 90 and older, a high proportion of older people living alone and an expected increase in the number of people with physical long-term conditions and mental health conditions (such as dementia).

A wide range of factors impact upon an individual’s health and wellbeing, such as whether they have a regular income, adequate housing, are able to access social and leisure activities and feel a sense of belonging in their local neighbourhood.

The role of local voluntary and community groups is important in helping people to maintain their independence for as long as possible, helping them to be active in their community and preventing the need for more costly interventions by providing a range of services within the community, including support to carers. Many voluntary and community groups contribute to health improvement by encouraging people to do things that lead to a healthier lifestyle and promote greater wellbeing.

The broad scope of these areas highlights the importance of a partnership approach in delivering services for local people and ensuring that social care and community health services work well together. This is especially important for children with long term support needs as they move from using child based to adult focused services and for those with more than one condition that requires co-ordination of care.

The Health & Wellbeing Strategy 2013-16 has focused on priorities where improvement can only be made in partnership. These priorities are to improve the integration of services across organisational boundaries from a patient focus, in the following four areas:
• Children and adult services
• Physical and mental health services
• Health and social services
• Hospital and community services

In order to provide more integrated health and social care services Richmond Council will work with Hounslow Council, the Richmond and Hounslow Clinical Commissioning Groups and Richmond Community Healthcare NHS Trust to take steps to set up an Integrated Care Organisation.

Adequate housing is a key factor in maintaining health and wellbeing. Research carried out for the Richmond Housing Partnership (RHP) and the Council in October 2012 concludes that the nature of the housing market in Richmond upon Thames means that only the relatively wealthy can afford to buy a home. The private rental market largely serves the same community and is not oriented to serve those on low incomes or working households on modest incomes, like the rest of the UK. The demand for housing continues to outstrip supply due to the increasing population and lack of suitable sites for new homes.

The lack of affordable housing is a particularly significant problem. An analysis of the 250 households in highest priority need on the Housing Register show that over half are families with children (131) and of these, half need a 3 or 4 bedroom home. Of all high priority applicants, the largest proportion needs a two bedroom home. There are just over 1000 overcrowded households on the Council’s Housing Register with 50% of these applicants having other needs, e.g. medical conditions. The majority of overcrowded households are families with children.

More information about housing need can be found here.

We are committed to making local services flexible and responsive to individual needs, meeting people’s wishes for independence and greater control over their lives. We will build on what we have already achieved, focusing more on prevention and early intervention and ensuring that mainstream services cater for everyone within our community.

An important aspect of this work is providing the information and support to enable and empower people to take responsibility for their own health and wellbeing; for example in making healthy lifestyle choices and in planning for their future. As changes are made to the welfare and benefits system we will ensure that residents are informed about the changes that affect them and are able to obtain the right advice and information. The voluntary sector makes a significant contribution to this work, advising, advocating and assisting people to get the help they need. An example of how we are helping people to deal with changing circumstances is Richmond Housing Partnership’s Wellbeing, Opportunities and Work (WOW) events. This is a programme of events aimed at helping their customers lessen the impact of welfare reform by giving them practical advice and guidance, helping them to save money and stay healthy even on a tight budget. These events also offer people support to get into employment with job search and training opportunities.
A Safe Borough

Our Priorities

Our overall aspiration is to continue to be one of London’s safest boroughs.

We will improve our communication and knowledge sharing about anti-social behaviour and increase customer satisfaction with the way it is dealt with.

We will target the offenders of residential burglary more effectively through better intelligence gathering and focus on prevention and support to victims.

We will enhance police patrols and joint licensing work to tackle town centre alcohol related violence and rowdy behaviour.

We will achieve positive outcomes for adult and child victims of domestic abuse by increasing the effectiveness of our multi agency working.

We will reduce re-offending, including substance misuse by dealing with offenders as part of a joined up staged approach and we will target those offenders causing the most impact in the borough.

You told us in the All in One survey that the level of crime and anti social behaviour is one of the most important factors in making the borough a good place to live. Richmond borough residents, or people who work or visit here, have one of the lowest risks of being victims of crime for any London borough. Partnership working between the Police, the Council and other organisations (both voluntary and statutory) has made a significant contribution to the reduction in crime over the last ten years. The Residents Survey 2012 showed that 88% of people were satisfied with the safety of the area and 67% of people felt that the police and other agencies were successfully dealing with crime and anti-social behaviour.

A number of tactics, including drug tests on arrest, Controlled Drinking Zones and Dispersal Zones have been used to ensure that people visiting our town centres remain safe and are not disturbed by alcohol related anti-social behaviour. More information about community safety can be found here.

We will focus on reducing low level high volume crime by initiating a communication campaign to help residents keep their belongings safe. We will also participate in the Home Office Community Trigger pilot, which enables local people to hold us to account for the way that we are tackling anti-social behaviour.
Supporting Business, Voluntary and Community Sector and the Arts

Our Priorities

We will support town and local centres to maintain their vitality and viability for all businesses and providing for a range of uses and activities.

We will develop proposals for a Business Improvement District in Twickenham.

We will support town centre associations through the Town Centre Opportunities Fund.

We will improve the public realm within the commercial areas to improve the business environment and as a shared venue for cultural activities and help maintain active interesting high streets.

We will use opportunities to promote the borough as a tourist destination, including that provided by the 2015 Rugby World Cup.

We will provide more opportunities for all people to participate in cultural and sporting activities.

We will maintain the existing network of libraries and develop their use as community hubs.

We will work together to improve and sustain the local voluntary and community infrastructure.

Overall, the borough has had a dynamic economy, until the recession, creating more jobs and more businesses than the London and national average. The business population is dominated by micro-businesses, including a very large number of self-employed, a significant proportion of which are home-based.

Town centre health checks confirm that Richmond town centre is very successful and that the other district centres are generally relatively buoyant compared to the national average. However it is recognised that Twickenham is in need of some improvement and revitalization and the Twickenham Area Action Plan sets out a framework for environmental changes and the development of sites which will stimulate enterprise and investment.

The proportion of vacant shops has remained fairly steady at an average of 8% for the Borough, with vacancies in Whitton tending to be higher than average and vacancies in Teddington lower than the average. This compares well to the national position.

Responses to the All in One Survey identified that being able to shop in the local high street was important in making the borough a good place to live and that this needed improving in a number of areas. The most recent Residents Survey 2012 showed that most people were satisfied with their local high street overall, (78%), with 77% satisfied with the appearance of their high street and 69% satisfied with the range of shops available. We will continue to make improvements to the public realm and car parking, working with Transport for London to reduce congestion, support to tourism and event and supportive regulatory and planning regimes.
Businesses have an important role to play in maintaining the vibrancy and distinctiveness of local areas, making them attractive for residents and visitors and are a key factor in the quality of life for residents. We will support the improvement of the trading environment through the Town Centre Opportunity Fund.

The number of claimants for Job Seekers allowance has hovered around the 2000 mark for most of the last two years. Unemployment using this measure is low in the borough, at 1.4% of the working age population, compared to 4.3% in London and 3.9% in Great Britain. More information about the economic life of the borough can be found here.

Art, culture and sport are important in the community life of the borough, making a valuable contribution to learning, health, wellbeing, economic regeneration and community cohesion. Richmond upon Thames has the richest historic environment outside central London. English Heritage, the National Trust and the Historic Royal Palaces all own property within the borough, and heritage attractions include Hampton Court Palace, Ham House, Strawberry Hill House, Garrick’s Temple to Shakespeare, Kew Palace, the Palladian villa at Marble Hill and Richmond Theatre, designed by the world renowned Victorian theatre architect, Frank Matcham.

Richmond upon Thames has a strong sporting tradition. Twickenham Stadium, the home of the Rugby Football Union and one of the premier sporting arenas in the world, is located in the borough. Club rugby is represented by a number of local clubs and St Mary’s University College, also in Twickenham, is the national High Performance Endurance Centre for athletics, bringing elite athletes into the borough to study and train.

The borough has a strong and vibrant voluntary and community sector which is able to harness the talents and skills of local people to improve their communities, particularly through volunteering. We will work together to promote collaboration and sustainability of the sector for the future and to ensure it has the tools it needs to expand the services it provides to local people.
A Green Borough

Our Priorities

We will work together to promote the physical ‘uplift’ of selected areas in consultation with local people. The five areas within Uplift Phase one are: Whitton, Hampton North, Barnes, Mortlake and Ham. Phase Two covers Heathfield.

We will work with partners to deliver and implement an Area Action Plan for Twickenham to improve the public realm including the redevelopment of key sites at Twickenham Station, the Royal Mail Sorting Office and Twickenham riverside.

We will improve the facilities available in our parks, open spaces and riverside areas through a Parks Improvement Programme.

We will continue to work with partners to reduce congestion, improve traffic flow and enhance road safety.

We will resist any expansion of Heathrow Airport and any changes to the existing arrangements which will have an adverse impact on the borough.

We will work together to reduce carbon emissions and improve the quality of the environment.

The environmental quality of the Borough is its most valuable asset and much of its character derives from its location on the Thames. The borough consists of a group of urbanised areas, connecting former villages, divided by the Thames and interspersed with open space, linked by roads and railways. Much of the open space is of historic importance including Bushy Park, Hampton Court Park, Richmond Park, Royal Botanic Gardens Kew and the Thames itself. The view from Richmond Hill is protected by statute.

These parks and open spaces were identified by nearly three quarters of residents as the most important factor in making the area a good place to live in the All in One survey 2010. The Residents Survey 2012 showed that 90% of residents were satisfied with these services.

The Council has now embarked on a 3 year investment programme for parks. This programme will offer more facilities and experiences for all users and will ensure that Parks and Open Spaces remain as the most important service to borough residents. The overarching aim of the programme is to provide people with the opportunity to “live their lives through our parks”, encouraging residents to make parks part of their everyday life. We will work together to develop specific projects to reflect the themes of Intellectual Access, A River Borough, A Place to Play and a Flowered Borough.

As well as improvements to the Thames riverside, the Crane Valley Partnership will consult with local interest and residents groups on improvements to the Crane riverside.

High streets and commercial centres are also important and our aim is to make every town within Richmond upon Thames a place which its residents can be proud to live in and which has a lively high street with thriving businesses. The results of the Residents Survey 2012 shows that overall, most residents (57%) say they feel their local high street has stayed the same over the last 12 months. A quarter (24%) say
they feel their local high street has got better, rising to 38% in Whitton, 33% in St Margaret’s and 31% in Strawberry Hill. 16% of residents perceive that their high street has got worse, rising to 23% in Mortlake and Twickenham and 24% in Barnes. Uplift is the Council’s programme to rejuvenate the Whitton, Hampton North, Barnes, Mortlake and Ham areas of the borough, which local people say are in need of improvement.

This will be achieved through listening and working with people to address concerns and use local knowledge, allowing a bespoke ‘uplifting’ of each area which respects both its heritage and future potential. The Council is working through all of the ideas generated through the All in One survey and other consultations to work with partners to create schemes for each area which residents will be in favour of and which will create a better trading environment.

The Twickenham Area Action Plan covering the use of land and buildings for Twickenham town centre has recently been subject to Examination in Public. This statutory plan covers the period up to 2027; setting out an overall strategy for the future of Twickenham town centre and the principles for transport, environmental improvement and design.

The Twickenham Town centre improvements, along with the changes due to be completed in Richmond by Easter 2013 will aim to smooth the flow of traffic, improve safety and improve the environment to assist with the regeneration of the town.

At the moment the borough has a high level of carbon dioxide emissions (both from buildings and transport), generates large volumes of waste per capita and will increasingly be subject to the effects of climate change, particularly flooding. We will continue to work as a Partnership with residents and local businesses to reduce carbon emissions, support access to the Government’s Green Deal initiative and ensure our own properties are efficient.

Public transport accessibility is generally good, but there are some areas that are less accessible by public transport. Alleviating traffic congestion continues to be identified by residents as a priority, with 52% citing this as a problem in the Residents Survey 2012. The limitations of the road network mean that ways need to be found to reduce the need to travel, and encourage the use of other more sustainable forms of transport. This would also help to reduce air pollution.

Air-craft noise is very significant issue in the Borough which has an impact on the quality of life, health and education of residents. Night flights are particularly intrusive. The levels of air pollution along the main road corridors remain unsatisfactory in terms of EU standards. The Council will therefore resist any proposals to expand Heathrow airport after 2015 and would like to see a permanent block on any expansion of the airport.

Residents will be invited to publically declare their views on any expansion through a referendum-style vote, which would be held by 31 May 2013.
8. BEING ACCOUNTABLE TO LOCAL PEOPLE

**Our Priorities**

We will promote transparency of information and decision making across the partnership, publishing performance information regularly.

We will communicate clearly with residents, using different types of media and giving feedback on suggestions and concerns.

We will promote an understanding of the service standards that residents can expect.

The global financial crisis has meant that public sector funding by Government has reduced substantially and all local public sector partners have had to find savings in order to deliver balanced budgets. Richmond Borough remains the lowest funded London Borough per head of population.

We have had to re-evaluate the way that we currently secure and deliver services in order to continue to meet the needs of the community with less resources. The Council, police and local NHS have all embarked on ambitious change programmes, focussed on securing the most effective, efficient quality services for the locality and delivering them in the most effective way. Rather than making across the board reductions, we will focus even more strongly on priorities, ceasing some services altogether in order to modernise, sustain or improve high priority or statutory services.

In order to enable the public to hold us to account, we are committed to providing clear and accessible information and establishing channels of communication with residents so that they can see how we have taken their views into account and how we have performed. Providing value for money is integral to our ambitions for the borough. The current economic climate means that the Partnership’s resources are more limited with central funding reduced, the impact of the recession on income and rising demand for services, particularly from the vulnerable. The public services have embarked on ambitious efficiency and transformation programmes which will see changes in the way we deliver our services over the next year and result in a more streamlined public sector.

At the same time, we will continue to invest in key areas. The ‘All in One’ consultation exercise and the Residents Survey 2012 has provided us with insight into priorities in every locality, confirming that our current priorities are largely the right ones and we will ensure that services are accessible to all the community, particularly those most in need. We recognise that good partnership working with all local agencies and in particular the voluntary sector is vital in helping us achieve our objectives.

We will closely monitor performance against the commitments in this Community Plan, implementing systematic improvement planning where we are failing to achieve and identify and promote innovation and good practice. By making more information available, there will be increased public understanding of the context in which we are operating and more willingness to become involved in designing services together.
APPENDIX 1

The Richmond Partnership includes a wide range of voluntary, community, business and statutory partners who are engaged in commissioning, providing and planning services which can improve the quality of life for people who live, work and visit the borough.

The Members of the Executive Group whose role is to promote joint working are:

- London Borough of Richmond upon Thames
- Richmond Primary Care Trust
- Metropolitan Police
- Richmond Adult and Community College
- Richmond Council for Voluntary Services
- Richmond Housing Partnership
- London Fire Brigade

More information on the Richmond Partnership can be found here.

APPENDIX 2

More information and details on our priorities and how we intend to deliver them can be found in the following list of planning documents:

- The Health and Wellbeing Strategy
- The Children and Young Peoples Plan
- The Adult Strategic Plan
- The Community Safety Partnership Plan
- The Cultural Plan
- Local Development Framework
- Borough Investment Plan
- The Council’s Medium Term Financial Strategy
COMMUNITY PLANNING IN RICHMOND UPON THAMES

APPENDIX 3

Needs Assessment

Performance

Community Voice

Community Plan

Local Development Plan

Themed Strategic Plans

Village Plans

Community Safety Partnership Plan

Children & Young People’s Plan

Health & Wellbeing Strategy

Cultural Plan

Economic Priorities

Whitton & Heathfield

Ham & Petersham

East Sheen & Mortlake

Richmond, Richmond Hill & Kew

Twickenham & Strawberry Hill

Hampton & Hampton Hill

St Margarets & East Twickenham

Teddington

Barnes

Hampton Wick