A Sustainable Future for the South West

Moving in the right direction?

Progress Report 2002 - a review of progress against the South West Regional Sustainable Development Framework

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## CONTENTS

**FOREWORD** 2  
**INTRODUCTION** 4  
**EXECUTIVE SUMMARY** 7  
**STRATEGIC OVERVIEW** 8  

### PROGRESS AGAINST THE THEMES

1. Health & Well-being 13  
2. Economic Development 16  
3. Climate Change 20  
4. Development & Planning 23  
5. Regional Inequality & Access 26  
6. Sustainable Communities 29  
7. Biodiversity & Landscapes 33  
8. Learning & Skills 35  
9. Transport 38  
10. Natural Resources & Waste 41  
11. Business & Work 44  
12. Culture & Heritage 46  
13. Food & Farming 49  
14. Tourism 52  
15. Coast & Maritime Environment 55  

**CONSULTATION RESPONSES** 57  
**FUTURE PRIORITIES** 61  
**OPPORTUNITIES AND BARRIERS** 64  
**WHAT HAPPENS NEXT ?** 68  

### APPENDICES:

1. Summary of Themes and Objectives 72  
2. Regional Sustainability Appraisal Checklist 74  
3. List of organisations responding to the consultation 80  
4. Glossary of terms 82  
5. Web links 84  

**ACKNOWLEDGEMENTS** 88
Foreword

By Richard Cresswell
Chair, Sustainability South West

The need to move towards more sustainable development is increasingly seen as essential if future generations are to enjoy the quality of life that we do today. Throughout the South West this is particularly important, as it is the high quality of life that makes the region so attractive. The Regional Sustainable Development Framework describes the principles we need to follow and offers guidance to the region on what we need to do to secure a bright future for our children.

Sustainability South West (SSW), the Region’s Round Table for Sustainable Development, welcomes the first report on the progress of the Regional Sustainable Development Framework (RSDF). Much has happened since the Framework first appeared; it has been endorsed by the Regional Assembly who have demonstrated their considerable conviction by using it as the reference point for sustainability for all other regional policy making, including the Regional Planning Guidance.

A strength of the RSDF is that it is the product of a very wide partnership, including statutory agencies, non-government organisations and local government, and resulted from a long period of cross-sectoral consultation. It is a robust framework that is relevant to the work of many organisations and levels of government, but it was designed to evolve. SSW has, for example, been using the RSDF as a basis for developing sustainability appraisal tools and has translated it into sector-based initiatives directed at the construction industry and the region’s Further Education establishments.

Success of the future of the RSDF needs to be carefully considered. There is much to be said for building on the existing framework rather than replacing it with new initiatives. Such an approach would help to develop more public confidence in this concept which is still new to many. The Regional Assembly clearly has a pivotal role in the future of the RSDF, but it is not uniquely responsible for it. For the RSDF to continue to be useful and respected, it needs to evolve under the watchful eye of the Regional Assembly whilst retaining the support and contributions from a wider partnership.

Sustainability South West recommends that the RSDF is reviewed and developed by a partnership that encourages a wide ownership. It is that ownership and commitment that will be essential if we are to achieve all of our aspirations for a more sustainable future. The Regional Assembly has clearly demonstrated its conviction by offering this report.
When the Regional Sustainable Development Framework for the South West was launched in early 2001 the Regional Assembly stated their intentions to take forward the document as a way of helping to improve the quality of life for everyone in our region.

The Regional Assembly remains committed to promoting 'A Sustainable Future for the South West' but cannot achieve this single-handedly. Positive change in the region will only result from a shared understanding of the issues and collective action to address them. In securing this, the Framework will continue to have a major role to play and we will, therefore, encourage engagement, promote the benefits of partnership working and seek to facilitate dialogue between regional organisations in order to advance its objectives.

This first report on the Framework demonstrates the extent to which progress has already been made across all fifteen cross-cutting themes. Some of the results of the consultation are encouraging. At both regional and local level a wide range of organisations have truly grasped the concept of sustainable development and are delivering practical projects which address the diverse needs of their communities.

But there is no room for complacency. As a region we cannot be sure of our performance where data is not available or if we have not identified the most suitable indicators. Indeed, some of the indicators even show the South West to be moving in the wrong direction, away from a sustainable future.

Crunch issues have to be tackled and tackled together, in a way that recognises important inter-relationships, if we are to stand any chance of success. The Framework is a valuable mechanism to help do this, so we must work to ensure that it does not simply gather dust but remains a useful tool that forms the heart of integrated policy and decision making in our region.
**INTRODUCTION**

’Sustainable development’ is not an easy concept to grasp. For those ‘in the know’ it may be seen as the panacea for all today’s problems, but for others it can be viewed as irrelevant or just a fashionable phrase, which represents unnecessary, additional costs. While the concept of sustainable development is about achieving a balanced and integrated solution to social, economic and environmental issues - something that is undoubtedly beneficial to improving quality of life - the difficulty remains ‘how do we actually do it and how do we get everyone to buy into the idea?'

The Regional Sustainable Development Framework for the South West was produced by Sustainability South West on behalf of the Government Office for the South West and was launched in March 2001, after endorsement by the South West Regional Assembly. The main aim of the Framework is to set out a shared understanding and an agreed strategic vision for an integrated approach to social, economic and environmental issues across the region. The South West Regional Assembly has the responsibility to take the Framework forward, working with key organisations across the region, such as Sustainability South West to ensure the achievement of sustainable development. Appendix 1 of this report summarises the 15 crosscutting themes within the Framework and the associated objectives that the Region is working towards.

This first progress report on the Framework for the South West region is aimed at:

- Showing the progress that has been made against the 15 crosscutting themes in the Framework.
- Publicising good practice and case studies from a range of organisations in the South West who have been effective in delivering sustainable development.
- Identifying successes, difficulties and gaps in the achievement of sustainable development.
- Showing trends in indicators used to measure progress towards sustainable development.
- Developing a consensus on the future priorities for the region.
- Highlighting where resources can be targeted most effectively.
- Raising general awareness about the concept of sustainable development.
In preparing this report over 700 organisations within the South West were contacted via a questionnaire, at the end of May 2002. All local authorities were consulted together with a wide range of bodies including regional agencies, chambers of commerce, primary care trusts, academic institutions, community safety partnerships, environmental organisations and businesses.

The aim was to find out how useful people found the Framework, exactly how it was being used and where future focus is needed to improve awareness and understanding of sustainable development across the region. This process was also a chance to find out more about the many successful ongoing projects contributing to a more sustainable future for the South West.

A total of 85 responses were received by the end of the consultation period in mid August and this report reflects the combined views of these respondents. One of the questions to be asked following the report will be to identify why there was only a 12% response - was it because the questionnaire was too complicated, are organisations suffering from ‘consultation fatigue’ or were people simply not aware of the Framework?

What is sustainable development?

This is defined in the UK government strategy “A Better Quality of Life” as :-

• Social progress which recognises the needs of everyone.
• Effective protection of the environment.
• Prudent use of natural resources.
• Maintenance of high and stable levels of economic growth.

A simpler way of thinking about sustainable development is perhaps as achieving a balanced relationship between pounds, people and planet across all our activities.

“Sustainable development is all about creating a better quality of life for everyone, now and for generations to come. It means recognising that our economy, environment and social well-being are interdependent. It means protecting and where possible enhancing the environment; ensuring we satisfy people’s basic needs, such as providing warm homes and safe streets and giving people the opportunity to achieve their potential through education, good health and employment.”

From “Local Quality of Life Counts – in a Nutshell” (DETR/LGA/IDeA)
Sustainable development is also often illustrated by the following diagram:

Because sustainable development is a principle which recognises that a long term, integrated view of economic, social and environmental issues must be taken, decisions made using the principle are often referred to as 'triple win' or 'win win win'. This is because each sector is considered to be equally important with no one sector progressed at the expense of the others.

"If something is sustainable, it means we can go on doing it indefinitely. If it isn’t then we can’t."

Jonathon Porritt
EXECUTIVE SUMMARY

This document is for all people who live in, work in or visit the South West and should be read by all those who care about the future of the region.

It details progress that has been made against the objectives of the Regional Sustainable Development Framework, since its launch in early 2001. Progress is described through both an analysis of indicators and a range of case studies from across the region. These represent merely a small selection of successful projects that are already helping to achieve sustainable development in practice across the South West. However, it is encouraging that the consultation identified many more positive examples at all levels, across a range of sectors and in all areas of the South West.

The Progress Report identifies barriers and opportunities if we are to move towards a sustainable future for the South West and suggests recommendations that will help the region to achieve this. Respondents felt that the priority topics for action in the South West should be:

- Transport
- Education and Skills
- Food and Farming
- Waste Management
- Health improvement
- Improved land use and building design

It is not easy to conclude whether the region is indeed ‘Moving in the Right Direction’, because of the linkages between the different themes.

On the whole progress against the objectives of the Framework has been mixed. Seven out of the fifteen indicators suggest that the region is moving towards sustainability, three of the indicators suggest the region is moving away from sustainability, in two areas there is insufficient data currently available to make any judgement and in one area the trend is neither positive nor negative. In addition, there are two issues – sustainable communities and waste - which exhibit both positive and negative trends, so no real conclusion can be drawn.

It is clear that additional data needs to collated at a regional level to help assess future progress against the Framework, this is particularly the case for the Climate Change theme – which will have major impacts on the region in the coming years, but is difficult to measure. The suitability of indicators is something that requires debate at a regional level, as the selection and use of different indicators may well have resulted in a different picture. Regional discussion is also needed on whether the use of indicators alone is sufficient or whether alternative or additional methods are needed to measure progress.

Overall there is a great deal of activity across the region which contributes to a more sustainable future. It is unclear what credit the Framework can take, if any, for this, but the Framework does have a major role to play in setting priorities for the future development of the South West and in raising awareness and understanding of sustainable development in the region.
STRATEGIC OVERVIEW

Many organisations are formally committed to the delivery of the Framework’s objectives, including the South West Regional Assembly, Sustainability South West, Government Office for the South West and the South West of England Regional Development Agency. The Framework provides the broad context for the delivery of sustainable development by all these organisations. How this can be helped to develop in future is covered later in the ‘What Happens Next?’ section of this report.

Where is the South West region?

The South West of England is defined by the administrative boundaries used by the Government Office for the South West, the South West of England Regional Development Agency, the South West Regional Assembly and a number of other central government agencies and departments. The region includes the counties of Cornwall & the Isles of Scilly, Devon, Dorset, Somerset, Wiltshire and Gloucestershire plus the unitary authorities of Plymouth, Torbay, Bournemouth, Poole, North Somerset, Bath & North East Somerset, Bristol, South Gloucestershire and Swindon. The South West is the largest of the English regions in terms of area and is home to nearly 5 million people.

What is the South West like?

- Predominantly rural, with over 50% of the population living in towns and villages of less than 20,000 people
- Over 70% of land use is defined as agriculture or protected landscapes
- A diverse and growing economy with few large businesses and a large number of companies employing less than 10 people
- A major tourist destination within the UK, which attracts over 15 million visitors every year
- A diverse and high quality environment - 37% of the region is designated as National Park or Areas of Outstanding Natural Beauty and the region has over 60% of England’s total Heritage Coast
- The oldest population of any English region - 1 in 5 are pensioners
- The fastest growing region - there will be 21% more households in 2021 than in 1999

The South West Regional Assembly currently assesses new draft regional strategies and policies against the objectives contained within the Framework and has a commitment to ensure that sustainability appraisal is undertaken at the earliest possible stage in new strategy development. For example, the Assembly is a partner on the Regional Housing Forum, and worked with its members to carry out a sustainability appraisal on the Draft Regional Housing Strategy (2002-2005). This appraisal was made available publicly in support of the consultation process and was used to inform changes to the Regional Housing Strategy. As new regional strategies are developed or existing strategies reviewed the Regional Assembly will work to ensure that the consequences for sustainability are identified. This will also be the case for the emerging Integrated Regional Strategy (see ‘What Happens Next?’ section for more details).

Sustainability South West is working with regional partners to agree a generic sustainability appraisal system based on the Framework. The review of the Regional Economic Strategy was subjected to a sustainability appraisal and an appraisal was also carried out on Learning and Skills activity across the region to inform the recent Regional Assembly Select Committee (June 2002). The resultant report ‘Who owns the Skills & Learning Agenda?’ is available on the Regional Assembly’s website at www.southwest-ra.gov.uk
Appendix 2 provides a tabular version of the sustainability principles in the Regional Sustainable Development Framework. This can be used as the basis of a sustainability appraisal for any project, plan or policy.

**Who does what at the regional level?**

**South West Regional Assembly (SWRA)**

is a grouping of local authority councillors and representatives from the social, economic and environmental sectors within the South West. The 117 members are supported by a small secretariat, based in Taunton. Its responsibilities include preparing and monitoring Regional Planning Guidance, scrutinising the work of the Regional Development Agency, taking forward the Regional Sustainable Development Framework and the Integrated Regional Strategy. The Assembly aims to be the ‘voice of the region’.

*For more information see www.southwest-ra.gov.uk*

**Sustainability South West (SSW)**

is the independent champion of sustainable development within the South West. It comprises 24 members who each bring with them experience from a different sector within the region, supported by a small full time team. SSW has a wide range of specialist expertise and are key players in a number of regional projects and partnerships, including Future Foundations and the South West Climate Change Impacts Partnership.

*For more information see www.oursouthwest.com/ssw/index.html*

**Government Office for the South West (GOSW)**

is the government in the region, is the home of a range of central government departments within the region, including the Department of Trade and Industry (DTI), Department of Environment, Farming and Rural Affairs (DEFRA), Department of Culture, Media and Sport (DCMS), Office of the Deputy Prime Minister (ODPM) and the Department for Transport (DfT). Government Office is part of central government, accountable to Ministers, but it brings a regional focus and in-depth knowledge of the region to the tasks which it completes. The Government Offices work closely with regional partners and local people to maximise competitiveness and prosperity in the regions and to promote social inclusion.

*For more information see www.gosw.gov.uk*

**South West of England Regional Development Agency (SWRDA)**

is primarily responsible for economic development within the region and works in five key areas to make the region a better place in which to live, work and conduct business. These are the regeneration of local communities, encouraging inward investment, business development and support, improving skills and learning and influencing European and international decision-making. Work is carried out across a range of area teams. SWRDA is responsible for producing and reviewing the Regional Economic Strategy. The Regional Development Agency is business-led and aims to:

- Further economic development and regeneration.
- Promote business efficiency, investment and competitiveness.
- Promote employment.
- Enhance the development and application of skills relevant to employment.
- Contribute to the achievement of sustainable development in the South West.

*For more information see www.southwestrda.org.uk*
PROGRESS AGAINST THE THEMES

The South West Regional Sustainable Development Framework identifies 15 themes, each with a number of objectives. Appendix 1 gives further details of the themes and their associated objectives. The themes are intended to be crosscutting and are used to show the complex inter-relationships which characterise sustainability.

The modern world is a complex and inter-connected system and so it is important that sustainability is seen in this context, rather than as a series of separate boxes. Because issues cannot be dealt with in isolation, themes within the Framework are to a great extent complementary. The themes are used in order to present the issues in a simple way but there are many links between different themes. For example, lack of access to transport may be seen as a transport and a regional inequality issue, but it also impacts upon economic development and business and work.

One often quoted characteristic of the South West is our high quality natural environment. This makes the region an attractive place in which to live and work, the resultant rising population leads to increased pressure for homes and other services, putting pressure back onto the environment.

This section contains information about progress which has been made against the objectives of each Framework theme and examples of best practice projects from around the South West. Details of where to go for more information and data on the proposed indicators are also included, together with an analysis of any trends where these can be established. The themes of the Framework are :-

1. Health & Well-being
2. Economic Development
3. Climate Change
4. Development & Planning
5. Regional Inequality & Access
6. Sustainable Communities
7. Biodiversity & Landscapes
8. Learning & Skills
9. Transport
10. Natural Resources & Waste
11. Business & Work
12. Culture & Heritage
13. Food & Farming
14. Tourism
15. Coast & Maritime Environment
**Indicators**

The Framework proposed a single headline indicator for each theme. In some cases this data is not currently available at a regional level (eg. carbon dioxide emissions), so in these instances substitute indicators have been included that can currently be monitored. Where data is unavailable the South West Regional Observatory will be asked to help identify a suitable alternative.

Reporting on the Framework indicators has raised a number of issues in relation to data availability, analysis, and how the indicators overall can be used to demonstrate progress the region is making towards or away from sustainability. In the ‘What Happens Next?’ section, further work and discussion on indicators is recommended to enable a robust and meaningful set to be agreed for future monitoring.

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**South West Regional Observatory**

The South West Regional Observatory has been set up to promote the use of information and research in the region’s policy making. This includes:

- providing appropriate information on the South West’s society, economy and environment to policy makers
- sharing good practice, avoiding duplication and co-ordinating research and intelligence work in the professional community of the region
- providing an information service to the businesses and public of the South West in the promotion of a ‘knowledge region’.

The Observatory has a number of modules - Business and Economy, Environment, Planning, Public Health and Skills & Learning, which provide the focus for the management of regional data and information.

*For more information see www.swro.info/*

Progress against indicators is shown in this section using the following symbols :

- ✔ Moving in the right direction, ie towards a sustainable future
- ✗ Moving in the wrong direction, ie away from a sustainable future
- ⬇ Neither moving away from nor towards a sustainable future
- 🤔 Insufficient data to make any judgement

*Note: some indicators measure more than one aspect and where these are progressing differently two apparently conflicting symbols are shown against that indicator.*
<table>
<thead>
<tr>
<th>Theme</th>
<th>Framework Indicator</th>
<th>Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Health and Well-being</td>
<td>Gap in infant and early childhood death and illness between socio-economic groups</td>
<td>?</td>
</tr>
<tr>
<td>2. Economic Development</td>
<td>Proportion of households in the South West with an income of less than 50% of the national average</td>
<td>-</td>
</tr>
<tr>
<td>3. Climate Change</td>
<td>% of electricity production from renewable sources by 2010</td>
<td>?</td>
</tr>
<tr>
<td>4. Development and Planning</td>
<td>% of new development on brownfield land</td>
<td>✓</td>
</tr>
<tr>
<td>5. Regional Inequality and Access</td>
<td>% population living in 10% most deprived wards nationally</td>
<td>✓</td>
</tr>
<tr>
<td>6. Sustainable Communities</td>
<td>Housing deprivation and access to services</td>
<td>✓</td>
</tr>
<tr>
<td>7. Biodiversity and Landscapes</td>
<td>Bird populations in the UK and South West</td>
<td>✗</td>
</tr>
<tr>
<td>8. Learning and Skills</td>
<td>Adult literacy levels</td>
<td>✓</td>
</tr>
<tr>
<td>9. Transport</td>
<td>Traffic volumes</td>
<td>✗</td>
</tr>
<tr>
<td>10. Natural Resources and Waste</td>
<td>Waste management targets</td>
<td>✗</td>
</tr>
<tr>
<td>11. Business and Work</td>
<td>The level of SME creation and survival</td>
<td>✓</td>
</tr>
<tr>
<td>12. Culture and Heritage</td>
<td>The net loss of historical/cultural assets</td>
<td>✓</td>
</tr>
<tr>
<td>13. Food and Farming</td>
<td>% of the region farmed organically</td>
<td>✓</td>
</tr>
<tr>
<td>14. Tourism</td>
<td>% of tourist trips to the South West by car</td>
<td>✗</td>
</tr>
<tr>
<td>15. Coast and Maritime Environment</td>
<td>Bathing water quality</td>
<td>✓</td>
</tr>
</tbody>
</table>
Theme 1. Health and Well-being

Framework Objectives:

- To improve the health and well-being of the population of the South West
- To reduce the inequalities in health between the least and most disadvantaged people and communities in the region by improving the health of the least healthy people
- To improve the key determinants of health

Framework Indicator

Gap in infant and early childhood death and illness between socio-economic groups

Source: South West Public Health Observatory


Why this indicator?

Maintaining and improving the health and well-being of all people living in the South West, and reducing the inequalities experienced by many disadvantaged groups, are both essential for progressing sustainable development in the region. As the South West performs well in relation to health indices overall, it is important to choose an indicator which examines the inequalities in health within the region. The proposed indicator - the gap in infant and early childhood death and illness between socio-economic groups - cannot be precisely measured. However, infant mortality by deprivation was considered to be a good proxy as it provides an indication of the differences in health suffered by more deprived communities compared to those who are less deprived. The indicator presented above gives an overview of the period 1991 to 1997, but trends within that period are not available, nor is more recent data.

What does this indicator show?

In comparison with the rest of the UK, the health and well-being of people who live in the South West is very good. However, this picture does mask some very real inequalities in health between different sectors of the population. Poor housing, unemployment, mental health problems, drug abuse and poor access to services all contribute to health problems amongst disadvantaged groups and individuals.
Overall stillbirths and infant deaths have declined over recent decades. Over the period 1991 to 2000 total infant deaths across all sectors of the population fell from 5.9 to 4.7 per 1000 births. This decline is consistent with national trends. Current infant mortality rates in the South West are joint second lowest in England but vary across the region. For example, within the region the rate is lowest in South Gloucestershire (3.5) and highest in North Somerset (5.8).

As well as these geographical differences, social inequalities also still persist, both nationally and in the South West. The indicator shows this, with the 40% of communities classed as most deprived experiencing a higher level of deaths than that in the 60% of communities classed as least deprived. Infant mortality closely mirrors socio-economic conditions, where the poorest people usually run twice the risk of serious illness and premature death as the richest. The major causes of infant death are determined by a number of underlying risk factors, which include low birth weight, maternal smoking, poverty, lack of social support, and overcrowded housing conditions.

Case study example

**Five-a-day keeps the Doctor Away**

The Somerset Five-a-day project was one of five pilot community initiatives across the country funded by the Department of Health to improve access to, and increase consumption of fruit and vegetables and thereby contribute to a reduction in cancer, coronary heart disease, and health inequalities. The project ran between August 2000 and August 2001 and was managed by the Dorset and Somerset Health Authority in partnership with Somerset County Council, all five district councils, the Community Health Council, Somerset Food Links, Community Dietetic Service, Social Services, Sure Start (Bridgwater), Avon, Somerset and Wiltshire Cancer Services, East Somerset NHS Trust, local Primary Care Trusts and the Department of Social Medicine at the University of Bristol.

The project achieved an increase in fruit and vegetable intake, detected through local evaluation. In 2000, 62% of people in Somerset were eating at least five-a-day. By 2001 this had risen to 69%. Consumption increased in every age/sex group. This was achieved by working with a range of groups:

a) Community groups

Under the community grant scheme, grants of up to £500 were awarded to local projects which targeted food growing, areas of high health and social need, improving local access to fruit and vegetables, skill-based cooking projects and novel ways of using frozen or canned fruit and vegetables. In total 51 projects were funded across the county, including a fruit and vegetable co-op, a cooking skills course at a family centre, which led to the development of a recipe book, a fruit snack scheme in a pre-school and a therapeutic horticultural scheme for mental health service users.

b) Pre-school children and their parents

Contact was made with health visitor team managers in all four NHS trusts, and 89 health visitors attended the five Five-a-day presentations which were given to health visitor teams across Somerset. A follow-up survey showed that when working directly with clients on a one-to-one basis, 12% of the health visitors always used the five-a-day message and a further 73% had incorporated it on several occasions. A Food Links to Fun for the Under Fives course was developed, involving 111 pre-school staff from 72 nurseries.

c) Schools

All 321 Somerset schools were invited to take part in a schools competition. Schools had to develop a project that showed an increase in consumption of fruit and vegetables towards Five-a-day among the school community. The work had to be monitored before and after the project and had to show that it could be sustained beyond the competition period. Fourteen
schools submitted projects, including fruit tuck shops, curriculum-based activities and food-growing projects. Representatives from 10 middle and secondary schools attended an all-day Youth Forum event called A Focus on Food in partnership with catering students from Somerset College of Arts and Technology.

d) Working adults

Overall, 30 workplaces participated in Five-a-day activities, with councils and health organizations encouraged to become 'exemplar employers'. Initiatives included a staff vegetable box scheme and a 'Fruity Friday event' at Somerset Health Authority, where staff were invited to try fruit smoothies and barbecued fruit parcels. South Somerset District Council also introduced fruit at some of their committee meetings.

e) Older people

A nutrition training programme for catering staff in care homes was developed and offered to all 51 nursing homes across Somerset. Twenty-seven participants attended, representing 17 homes. A follow-up survey showed that after attending 75% of participants were confident in adapting menus for special diets. Somerset Heartbeat Award scheme also made a commitment to working with residential homes.

f) Producers and retailers

Eight in-store displays were organised in supermarkets in JuneAugust 2001. Two stores lowered the prices of certain fruit and vegetables as a result. The Five-a-day project also supported the development of a 'producers guide' for West Somerset, listing all local producers including fruit and vegetable growers. The Community Food Projects Network was established with funding from CRISP (the Community Regeneration Partnership) and the South West Regional Development Agency, to support and nurture food projects across Somerset.

For more information see www.doh.gov.uk/fiveaday
Theme 2. Economic Development

Framework Objectives:

⇒ Increase the circulation of wealth within the region
⇒ Develop greater integration within key economic sectors
⇒ Ensure necessary infrastructure to support a more sustainable economy
⇒ Encourage community involvement in local economies

Framework Indicator:

Proportion of households in the South West with an income of less than 50% of the national average

<table>
<thead>
<tr>
<th>Percentage of population in households with an income of less than 60% (median) of the Great Britain average</th>
</tr>
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</table>

Proportion of people on low income

![Graph showing proportion of people on low income from 1994-95 to 2000-01]

Why this indicator?

In a sustainable approach to economic development, there is a clear recognition that a successful economy does not depend solely on business competitiveness and growth. Economic success cannot be separated from the environment in which it operates or from the society on which it depends. Indicators of economic growth which rely solely on the sheer quantity of economic activity, such as GDP, do not measure the overall value of that growth to the region, which is crucial in sustainability terms. An indicator was therefore chosen which attempted to demonstrate the link between economic activity and social progress by looking at the proportion of households in the region with an income of less than 50% of the national average.

Source: FRS 2000/01 (DWP)
What does this indicator show?

Statistics are available which show the proportion of the region’s population with an income of less than 60% of the national average (rather than the originally proposed indicator relating to households, which is not currently available). Some care is needed in interpretation, as the data relates to disposable income, so incomes in the region could rise relative to the national average, but still fall in absolute terms.

The indicator shows that there has been some fluctuation in the proportion of the population in low income households over the period 1994 to 2001, suggesting little significant movement in this indicator. However, there is still a large proportion of the population, around 22%, with below average incomes, who are, therefore potentially suffering from disadvantage. This is, however, a lower percentage than all other regions, except the South East and East.

The incidence of low income in the South West is partly a consequence of the nature of employment and economic activity in the region. The South West has an over-representation of employment in sectors such as hotels and catering, retail and agriculture which are often associated with low pay, part-time working and seasonal employment. The region also has a higher proportion of retired people than any other English region, currently standing at 1 in 5 of the population.

The South West is a relatively low wage economy with wages on average around 10% below the UK average across the majority of occupations and much closer to those prevailing in the North of England. However, there is some evidence that the earnings differential between the South West and the UK average is narrowing.

Case study examples

A wide range of organisations make significant contributions in this area. In particular, the South West Regional Development Agency (SWRDA) is a key player in delivering sustainable economic growth within the region. They are involved in a range of projects, which help to achieve objectives within this section of the Framework. Examples of their current work include :-

Framework Objective 1: Increase the circulation of wealth in the region

Local purchasing schemes

- Promoting a West Country ‘Buy Local’ campaign (with Western Morning News).
- Initial development of wider ‘Source South West’ Initiative.
- SWRDA has an internal policy of sourcing from the region wherever possible.

Building supply chains

- SWRDA is funding supply chain analysis in a number of the region’s key sectors, such as aerospace, in order to improve the quality and longevity of supply chain relationships in the region.

Establish Regional Investment Fund

Work to establish the South West Regional Capital Fund is near completion. The fund will meet a gap (identified at both regional and national level) in the provision of finance for growing businesses.
Framework Objective 2: Develop greater integration within key economic sectors

Support regional sector initiatives
- SWRDA has established business-led sector groups in some of the region’s most important industries eg Food and Drink Sector group. This has initiated the development of a trade brand for South West produce and is building linkages to the Tourism sector to help improve competitiveness.

Develop links between key sectors and research bodies
- Universities are represented on a number of sector groups to provide targeted academic research input and there has also been some ‘Foresight’ work in a number of key sectors - starting to identify opportunities and threats to these industries over the next 20 years.

Framework Objective 3: Ensure necessary infrastructure to support a more sustainable economy

Ensure people can live closer to their employment
- SWRDA is supporting a number of exemplar schemes through the Sustainable Communities initiative which integrate new employment opportunities and housing in the same location, eg at Temple Quay, Bristol and Osprey Quay, Portland.

Encourage greater use of ICT to reduce the need to travel
- At a strategic level SWRDA has developed an ICT strategy promoting the investment in infrastructure needed for ICT improvements and the extension of broadband technology, especially in rural areas.

Framework Objective 4: Encourage Community involvement in local economies

Bottom up community planning
- The Market and Coastal Towns Initiative, for example, encourages communities to set their own priorities for development, and assists in identifying and obtaining funding to meet them. Programmes such as Building Communities, Civic Pride and Rural Renaissance also embody the principles of community-driven development.

Stimulating the Social Economy Sector
- Following the publication of the national strategy for the development of the social economy, the RDA is currently considering proposals to support the development of the sector.

Supporting more effective voluntary and community sector.
- The RDA has just agreed a three year funding package for South West Forum, which will help to encourage best practice in, and collaboration between, voluntary and charity sector organisations in the region.
"Sustain the Plain"

"Sustain the Plain" includes a range of projects, which have been designed to improve the quality of life and to make the most of natural and cultural resources to benefit people living in the rural towns and villages around the remote grassland area that is Salisbury Plain. A total of £2.4 million will be made available over the next six years through the LEADER+ European Community Programme. The initiative includes:

- Support for parish and town councils in development of Community Plans, a youth forum and better networking of youth clubs.
- New Information Technology (IT) access points in existing village buildings and training, mentoring and support services for new IT users.
- One stop guidance services for military and civilian communities with pilot initiatives to tackle financial exclusion.
- Community wildlife and heritage mapping, community access to archaeological information and an environmental youth work pilot programme.
- Research and development on new tourism products, development of business networking and supply chains, business opportunity workshops and a social enterprise grant fund.

"Sustain the Plain" will, in particular, target young people, women, people of older working age, rural businesses and workers affected by restructuring. Great Western Enterprise helped co-ordinate the bid on behalf of Wiltshire County Council, Business Link Berkshire & Wiltshire and the other 47 members of the Salisbury Plain Local Action Group. The project will be managed by Community First, the charitable company working in partnership with communities in Wiltshire & Swindon.

For more information see www.greatwesternenterprise.co.uk/
Theme 3. Climate Change

Framework Objectives:

⇒ Promote efficient use of affordable energy whilst reducing energy demand
⇒ Increase role of renewable energy and Combined Heat & Power (CHP) whilst reducing the adverse environmental impacts of all forms of energy production
⇒ Reduce risk to society and the environment from climate change and sea level rise

Framework Indicator:
% of electricity production from renewable sources by 2010
(Greenhouse gas emissions when available)

Electricity production from renewable sources

Why this indicator?
Climate change represents a fundamental threat to our quality of life. Whilst our planet’s climate has been constantly changing since its beginning, human activity now threatens to change the climate faster than our ability to act. The UK Government is committed to a 12.5% reduction in the emissions of a basket of 6 greenhouse gases and a 20% reduction of carbon dioxide emissions by 2010 and generating 10% of electricity from renewable sources by 2010. The South West has to help deliver these targets.

Currently, regional data is not available on greenhouse gas emissions, so it is not possible to report against this as a proposed Framework indicator. The amount of electricity generated by renewable energy was therefore identified as a proxy indicator for this theme. Following work undertaken for the Government Office for the South West, it was identified that the South West could contribute a minimum of 11-15% of electricity production from renewable sources by 2010 and this was consequently included as a target in Regional Planning Guidance 10. Data is not available on the change in renewable energy generation over time, so it is only possible to provide a snapshot of the capacity in 2000, compared with the 2010 target.
What does this indicator show?

Current renewable energy capacity stands at just 52 MW (or 1.3% of the South West’s generating capacity) and is below the UK average of 3%. This is obviously far short of the 11-15% target by 2010. The reason for the percentage range is the uncertainty over the total electricity generation capacity likely to be operational by 2010. However, it amounts to a total of 545 MW new renewable electricity generating capacity for the region. The South West has plentiful resources of renewable energy. Current renewable power generation is dominated by onshore wind, but there are also several small hydro-electric sites and a growing number of other types of renewable energy plant including biomass, source heat pumps, solar electric (photovoltaics) and solar water heating systems. The potential for new renewable energy facilities has to be set within the important context of the high quality environment in the region, and needs to be sensitive to landscape and environmental impacts. Achieving the regional target will thus be challenging, but can also be expected to bring wide ranging benefits to the South West.

Case study examples

With regards to climate change there are a number of initiatives across the region relating to energy efficiency and promotion of renewable forms of energy, but far fewer relating to the adaptation of different sectors to the expected change in climatic conditions across the region.

Local authorities are especially active in this area and examples include :-

* Using renewable energy for all streetlights and County Hall (Wiltshire County Council).
* Running climate change workshops for local agencies (Dorset County Council).
* Investigating the feasibility of wind turbines and water mills (South Somerset District Council).
* Signing the Nottingham declaration on climate change (Cheltenham Borough Council).
* Home energy advisors working to improve energy efficiency and reduce fuel poverty (Plymouth City Council with Devon Energy Efficiency Advice Centre).

‘Warming to the idea’ -

a scoping study into climate change impacts for the South West Region

In 2001 a number of organisations in the region formed the South West Climate Change Impacts Partnership (SWCCIP) to build upon successful work already carried out in the region, including two conferences. The proposed mission for the partnership is “to investigate, inform and advise on the impacts of climate change in South West England”.

The initial task for the partnership is to oversee the production of a Scoping Study on climate change impacts in the region. The study is being carried out jointly by C-CLIF (Centre for Climate Change Impact Forecasting in the SW) and GEMRU (Geography and Environmental Management Research Unit at the University of Gloucestershire) and is receiving technical support from UKCIP (the United Kingdom Climate Impacts Programme).

Initial findings show that the South West is likely to experience warmer summers (up to 5°C warmer by 2080s) and wetter winters. The study describes the way that this may impact upon a range of sectors, such as health, housing and a number of industries. It suggests potential actions by various agencies to respond to the challenges and opportunities presented by these impacts. For example, more reliable summer weather could mean more people coming to the South West to take part in outdoor activities, but the increased visitor numbers could perhaps result in water shortages.

The final report will be launched at a major regional conference in January 2003.

For more information on climate change impacts

www.oursouthwest.com/climate/index.htm
A Future When it Rains - the Parrett Catchment Project

The Project was set up in March 2000 in response to the extreme flood events experienced in Somerset in the previous few years. The Project aims to establish a locally agreed, long-term vision for the future land use and water/flood management of the southern part of Somerset. The objectives are:

- Developing an integrated catchment management plan for the Parrett Catchment.
- Developing a sustainable approach to integrated flood management across the whole catchment.
- Providing a range of measures for modifying land-use across the catchment.
- Developing an integrated approach to rural development.

For more information see www.somerset.gov.uk/enprop/pcp/
Theme 4. Development and Planning

Framework Objectives:

- Promote the conservation and wise use of land and other resources within the region
- Promote the development of balanced, safe communities with adequate housing, employment and facilities to meet their needs
- Ensure the South West remains a region of diverse and distinctive heritage and landscape
- Provide affordable housing to all which is adaptable to future needs, reflects local distinctiveness and meets the needs of the local community
- Minimise the risk of flooding to people and places

Framework Indicator:

% of new development on brownfield land

Housing completions on previously developed land

Why this indicator?

The South West is one of the fastest growing regions in the country in terms of both population and economic activity and this has resulted in correspondingly high rates of development - for housing, employment and infrastructure. At the same time the region has a high quality natural environment and a varied and distinctive cultural and historical heritage.

In accommodating development the efficient use of land and resources is, therefore, vital. The opportunity to re-use previously developed land and buildings is central to Regional Planning Guidance for the South West (RPG 10), in order to limit the use of green field sites. New development within existing urban areas contributes to the revitalisation of communities and enables people to live near to shops and employment, reducing the need to travel. In the South West, a target has been set in RPG10
for 50% of new housing to be provided on previously developed land and through the conversion of existing buildings by 2016. This was, therefore, chosen as the indicator for Theme 4 and also as a key indicator for monitoring RPG10.

**What does this indicator show?**

There has been a steady increase in the amount of housing built on brownfield land since 1997, which is consistent with the national trend. Latest available figures show that 43% of new housing was built on brownfield land in 2000. However, this estimate does not include conversions of existing buildings (which on average account for 3% of new accommodation) and so in relation to the target, this figure is likely to be higher. Within the South West the average rate of development on brownfield land, over the period 1997-2000 (38%) is one of the lowest rates in the country, suggesting that there is still much to be done to achieve the target of 50% of new housing on brownfield land by 2010.

**Case study examples**

Local authorities appear to be most active in delivering this theme, perhaps unsurprisingly, as they have responsibilities for Structure Plans, Local Plans, Local Transport Plans and the development control function. In particular, the sustainable construction agenda is gathering momentum across the South West and there is a real opportunity for our region to be at the forefront of this movement. Examples of local authority work in this area include:

- North Wiltshire District Council uses its Sustainable Development Strategy as part of the Local Plan process. The Local Plan also includes policies on brownfield sites, affordable housing and the integration of residential and employment sites in order to reduce the need to travel.
- Teignbridge District Council has sustainable construction principles at the heart of its draft local plan.
- Somerset County Council has a strategy for sustainable development of the County owned estate and is working with the Somerset Trust for Sustainable Development to identify sites for sustainable homes. A grant is also available to community buildings in the County to help them incorporate sustainable design features, such as high levels of insulation or habitat creation, into new or refurbished schemes.
- Taunton Deane Borough Council has worked with the Community Council for Somerset on a number of village appraisals and design statements, such as West Bagborough.

**Future Foundations - building a better South West**

This initiative, which features a sustainable construction charter, is being led by Sustainability South West, with funding from Government Office for the South West, the Regional Development Agency and the Regional Assembly. The Future Foundations pack details six principles of sustainable construction, including community involvement, materials and local sourcing and gives more information as to how these have been achieved through regional case studies. The pack is applicable to organisations such as developers, housing associations and local authorities, who are encouraged to pledge to sustainable construction techniques.

*For more information see www.futurefoundations.co.uk/*
Sustainable Building Projects - National Trust (Devon & Cornwall)

Completed developments include:-

• Botallack Count House – has geothermal heating and rainwater collection/reuse system.
• Poldhu – Construction involved locally sourced wood, recycled newspaper insulation, energy efficient lighting and heating controls, and rainwater collection/reuse system.
• Powders, Frenchman’s Creek - uses wool insulation, double glazed windows, locally grown timber for cladding, a solar hot water heating system and a heat recovery ventilation system.

Proposed developments include:-

• Kynance Cove - upgrading of cafe, holiday cottage and provision of new toilet with solar heating of water, photovoltaic tiles for the generation of electricity, low energy kitchen appliances, low flush toilets and maximum use of natural daylight.
• Poltesco - small hydroelectric power scheme to generate electricity.

For more information see www.nationaltrust.org.uk/environment/

Sustainable Urban Drainage solutions (SUDs)

Over the past few years, South Gloucestershire Council and the Environment Agency have been working together on a project to test a range of sustainable urban drainage solutions. Generally SUDs are used to slow down the rate of surface water runoff after storm events, so they help to minimise flooding in urban situations and also reduce pollution of watercourses by trapping pollutants. Techniques include the use of permeable paving stones or grasscrete (in preference to tarmac or concrete), infiltration basins, detention ponds and grass lined swales or ditches. Such methods can also have the added advantage of creating green open space and new wildlife habitat.

For more information see www.ciria.org.uk/suds/
Theme 5. Regional Inequality and Access

Framework Objectives

⇒ Everyone in the South West has the opportunity throughout their lifetime to learn and develop new skills that enable them to achieve their full potential.

⇒ Everyone in the South West has the opportunity to work and to have their work recognised and valued by the community (whether paid or unpaid).

⇒ Everyone in the South West has access to a minimum level of service standards across the range of community services.

Framework Indicator:

Relevant index of deprivation
% population living in 10% most deprived wards nationally

Why this indicator?

Sustainable development is about improving the quality of life for all - the equality of life. Some people suffer disadvantages in society and in economic life. Reducing regional inequality is aimed at promoting equality of access to opportunity.

The Government has developed a series of indicators to measure deprivation. These are grouped in a series of ‘domains’ relating to housing, health and disability, geographical access to services, income, education skills and training, and employment. An overall Index of Multiple Deprivation is produced by combining indicators from all these domains at a ward level. The Index can therefore be used to examine the inequalities in the region in relation to these factors. The graph above, shows the percentage of the population suffering the worst disadvantage.

Source: Department of Transport, Local Government and the Regions, Indices of Deprivation 2000
What does this indicator show?

Overall the South West enjoys a relatively high quality of life as defined by this indicator, with only 5% of the population living in the 10% most deprived wards nationally, which compares favourably with other regions. However, there are some serious pockets of deprivation within the region as the table below illustrates. It is also worth remembering that the ward level data masks small pockets of deprivation, which may exist in otherwise apparently affluent areas. This is especially true in rural areas.

<table>
<thead>
<tr>
<th>Ward</th>
<th>Population in deprived wards</th>
<th>% population in deprived wards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kerrier</td>
<td>26700</td>
<td>29.5</td>
</tr>
<tr>
<td>Penwith</td>
<td>13700</td>
<td>23.1</td>
</tr>
<tr>
<td>Bristol, City of</td>
<td>59100</td>
<td>14.7</td>
</tr>
<tr>
<td>Plymouth</td>
<td>35000</td>
<td>13.8</td>
</tr>
<tr>
<td>Gloucester</td>
<td>14800</td>
<td>13.8</td>
</tr>
<tr>
<td>Bournemouth</td>
<td>17300</td>
<td>10.7</td>
</tr>
<tr>
<td>North Devon</td>
<td>8600</td>
<td>9.9</td>
</tr>
<tr>
<td>Swindon</td>
<td>17300</td>
<td>9.6</td>
</tr>
<tr>
<td>North Somerset</td>
<td>17200</td>
<td>9.1</td>
</tr>
<tr>
<td>Weymouth and Portland</td>
<td>4200</td>
<td>6.7</td>
</tr>
<tr>
<td>Carrick</td>
<td>5600</td>
<td>6.6</td>
</tr>
<tr>
<td>Exeter</td>
<td>5800</td>
<td>5.2</td>
</tr>
<tr>
<td>Taunton Deane</td>
<td>5200</td>
<td>5.2</td>
</tr>
<tr>
<td>Torridge</td>
<td>1500</td>
<td>2.7</td>
</tr>
</tbody>
</table>

Source: Department of Transport, Local Government and the Regions, Indices of Deprivation 2000

High concentrations of disadvantaged people are found in some of the coastal and rural areas of the South West, such as Penwith and Kerrier. The urban areas of Plymouth and Bristol also have several severely deprived wards and in absolute terms have the highest numbers of disadvantaged people. Deprived areas are often characterised by multiple issues such as poverty, unemployment, poor housing, degraded environments, poor health and high crime. This has overall implications for the region, not only in social equity terms - everyone has (should have) the right to a decent quality of life - but also because the region is deprived of the skills and contributions that these communities can make.

Case study examples

Many of the issues addressed under this theme are also covered elsewhere, for example, access to learning and skills is covered under the ‘Learning and Skills’ theme. There are also close links to the ‘Sustainable Communities’ theme, particularly in relation to access to services. It is difficult, therefore, to identify any issues which are unique to this theme.
The term ‘social exclusion’ is generally used to describe people and groups, who for a variety of reasons are unable or feel unable to participate fully in the economic, social, political and/or cultural life of their community or the country. They are or feel ‘excluded’ from society, as a result of poverty or low income, a disability, discrimination (for example, on the grounds of sexuality or skin colour), poor health and lack of skills (eg poor literacy and numeracy). Social exclusion, therefore, has a much broader definition than say poverty or deprivation. Whilst the term social exclusion is most commonly applied to people, it is also relevant to refer to the exclusion of neighbourhoods, districts and communities of interest.

**The Countryside Agency - Vital Villages**

This scheme aims to help rural communities take local action to address some common problems. The following grants are being made available over the next three years:-

1. **Parish Plan Grant Scheme**
   - The starting point for many communities - small grants to support planning and consultation activities in order to identify village needs. This builds on the Village Appraisal work which has been undertaken in many communities, supported by Community Councils.

2. **Community Services Grant Scheme**
   - Tackling the problem of dwindling services at the root, by enabling local people to set up their own enterprises.

3. **Parish Transport Grant Scheme**
   - Supporting small-budget projects which help people in rural communities to meet their own local transport needs.

4. **Rural Transport Partnership**
   - Grants for larger-scale transport solutions, awarded to people in different sectors of the community working together to solve specific transport problems.

*For more information see [www.countryside.gov.uk/vitalvillages/](http://www.countryside.gov.uk/vitalvillages/)*

**South West Forum**

South West Forum brings together voluntary and community organisations in the region to influence and inform policy and decision-making at a regional level. The Forum also seeks to promote and develop the voluntary and community sector in the South West and encourage and facilitate networking, sharing of good practice and co-operation. The Forum provides a key mechanism for ensuring the voluntary/community sector is represented on regional policy bodies and structures including the Regional Assembly and RDA advisory groups.

Whilst the Forum is concerned with the interests of the voluntary and community sector as a whole, its current objectives include promoting policies and actions which recognise the importance of, and actively involve particular types of groups. This includes groups which are "tackling the needs of people who are socially and economically disadvantaged" and groups "promoting social inclusion".

The total membership of South West Forum in August 2001 was over 180 organisations, of which 90 were themselves umbrella bodies or networks.

*For more information see [www.southwestforum.org.uk](http://www.southwestforum.org.uk)*
Theme 6. Sustainable Communities

**Framework Objectives**

- Promote stronger and more vibrant communities in the South West
- Provide safe, affordable and suitable housing to everyone
- Provide a safe environment in which people feel secure

**Framework Indicator:**

Relevant index of deprivation
Housing deprivation and access to services

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Why this indicator?

The communities in which we live are a rich resource for improving the quality of life. They are part of the ‘social capital’ of the region. Strengthening communities is a key means of achieving sustainability in the region. Six key features of a sustainable community have been identified as:

- access to services
- standards of service
- mixed land use
- a diverse social structure
- a safe and secure environment
- vibrant local governance including access to decision-making.

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Source: Department of Transport, Local Government and the Regions, Indices of Deprivation 2000
Local Authorities have a duty to prepare a Community Strategy to promote the achievement of economic, social and environmental well-being of communities. Local Strategic Partnerships have been established in all areas of the region to help take this forward.

The Government has developed a series of indicators to measure deprivation. These are grouped in a series of ‘domains’ relating to housing, health and disability, geographical access to services, income, education skills and training, and employment. An overall Index of Multiple Deprivation is collated from the whole range of indicators. For this theme two of the deprivation ‘domains’ - housing and access to services - have been chosen. The housing deprivation ‘domain’ measures homeless households in temporary accommodation, household overcrowding, and poor private sector housing. The geographical access to service ‘domain’ measures access to a post office, food shops, GP and a primary school.

**What does this indicator show?**

The housing deprivation indices show that almost 4% of the region’s population live in the 10% most deprived wards nationally on this measure, compared to almost 17% for England. Thus, 176,300 people in the South West suffer from unsatisfactory housing or in extreme cases, are homeless. As with the overall Index of Multiple Deprivation, the problems are concentrated in the far south west and in major urban centres, such as Bristol, Swindon, Bournemouth and Plymouth.

The comparative measure for access to services shows that the South West suffers from a relatively high level of disadvantage in this respect, reflecting the region’s essentially rural nature. Almost 8% of the South West’s population (around 380,800 people) live in the nation’s most deprived wards on this measure, compared to 3% for England. Over one-quarter of the most disadvantaged wards in the country in relation to access to services are in the South West and unsurprisingly, many of these are in rural areas. It is important to note that the indices for access to a post office, food shops and a GP only relate to people with low incomes, who are likely to experience the disadvantage of lack of access to these services more acutely than those on higher incomes who are in principle, more able to afford public or private transport.

This theme also has close ties with other themes, especially Regional Inequalities and Access, although there are also links with Learning and Skills, Health and Well-being and Business and Work, for example.

The Countryside Agency’s ‘State of the Countryside’ report for the South West (2001) gives a useful insight into the level of access to rural services in the region. The following statistics show responses from the 1,194 rural parishes in the region (those who responded to the Rural Services in 2000 survey) and compare the level of provision in the region with that in rural parishes in England as a whole (given in brackets). Rural parishes are classed by the Countryside Agency as those with a population of less than 10,000 people.

<table>
<thead>
<tr>
<th>Services in rural parishes</th>
<th>South West</th>
<th>England</th>
</tr>
</thead>
<tbody>
<tr>
<td>Village hall</td>
<td>89%</td>
<td>(85%)</td>
</tr>
<tr>
<td>Pub</td>
<td>74%</td>
<td>(75%)</td>
</tr>
<tr>
<td>Place of worship</td>
<td>87%</td>
<td>(92%)</td>
</tr>
<tr>
<td>Mobile library</td>
<td>81%</td>
<td>(78%)</td>
</tr>
<tr>
<td>Internet facility</td>
<td>10%</td>
<td>(9%)</td>
</tr>
<tr>
<td>Primary school</td>
<td>53%</td>
<td>(52%)</td>
</tr>
<tr>
<td>Post office</td>
<td>56%</td>
<td>(54%)</td>
</tr>
<tr>
<td>Doctors surgery</td>
<td>14%</td>
<td>(14%)</td>
</tr>
</tbody>
</table>
Services in the more remote rural areas of the region have generally declined over the last decade, but levels of provision are not significantly different than in other rural areas of the country and there have been some success stories. External funding, such as the Lottery Community Fund has enabled new community owned shops and community halls to be opened, eg. Oake and District Village Hall in Taunton Deane, which is to get £195,000 to build a new hall and recreation area to serve four rural communities. Crime is included in this theme and is addressed within most local authority areas through a community safety partnership. These partnerships are responsible for producing, monitoring and reviewing the ‘Crime and Disorder’ strategy.

Case study example

**Plymouth Community Safety Partnership**

The Plymouth Community Safety Partnership is responsible for developing a Crime Reduction Strategy every three years and implementing action plans to meet the objectives set. The Partnership is led by Plymouth City Council with Devon and Cornwall Constabulary and represents all key agencies in the City who have an interest in Community Safety. Significant reductions have been achieved in the City in terms of domestic burglary, vehicle crime and violence and these successes have been recognised nationally.

The Plymouth 2001 Crime and Disorder Audit provides an evidence based understanding of crime and disorder problems in the City, and provides a basis for identifying priorities in the Plymouth Crime Reduction Strategy for 2002 to 2005.

The ‘Safe as Houses’ Burglary Reduction Programme is targeted at multi-let housing in the 20 city streets identified as at the highest risk of burglary. Since the introduction of improved security measures by this project the number of multi-occupancy burglaries has reduced by 29% and there has been a reduction in the level of repeat victimisation.

The Partnership recognises that crime cannot be addressed in isolation and so link their work to a range of other initiatives and plans including the Domestic Violence Strategy, Drug Action Team Plan, the Integrated Plan for Children & Young People and the Education Action Zone (EAZ).

The Local Government Act 2000 placed a duty on local authorities to produce community strategies. A community strategy should aim to enhance the quality of life of local communities and contribute to the achievement of sustainable development by improving the economic, social and environmental well-being of the area and its inhabitants. The Community Planning process promotes the involvement of communities in the decisions on local services which affect people’s lives including health, education, transport, the economy, safety and the environment.

Local authorities in the region are currently engaged in community planning. Examples include South Gloucestershire, where the Community Strategy builds on the success of the previous Local Agenda 21 plan, Teignbridge, where a Community Planning alliance has been formed involving around 50 people and Bournemouth. Here a Local Strategic Partnership has been developed and around 100 stakeholder groups have signed up to an agreed vision with associated objectives and targets. A revised Community Plan was published in 2002 and progress is monitored by five topic ‘forums’ and a stewarding group. A set of quality of life indicators have also been developed to monitor progress.
Community Planning in North Wiltshire

The approach taken by North Wiltshire District Council has been one of bottom up community planning, leading to community empowerment and action planning. The council is working with a number of partner organisations to establish effective Local Strategic Partnerships covering different geographical areas. North Wiltshire has been divided into five Community Areas, which are used as a basis for service planning and project delivery. Each of these comprises one or more market towns and their surrounding rural parishes. Area Committees for each area are responsible for allocation of budgets to respond to local community priorities arising from community planning.

For more information see www.southwest-ra.gov.uk

Access to affordable housing is a key issue in the South West. This has not been helped by the high increases in property prices experienced in the region in the last couple of years, which coupled with below average wages makes it increasingly difficult for young people to get on the property ladder. The national trend for increased life expectancy, and more single occupancy homes has added to the overall demand. With the continued attraction of the region to migrants, largely from other regions, the South West experiences a high demand for housing. The ability of the market to meet this demand is being tested, and in some areas is failing to satisfy housing needs.

The South West Regional Housing Strategy

This has been produced by the Regional Housing Forum and looks at ways of meeting future housing demand, including that for affordable homes in the region. The strategy includes objectives to maximise the use of existing stock and previously developed land, engaging the community in local decision making and improving the design and quality standards of new and existing homes. Actions are included to help make sustainable construction a reality in the region, such as building all new homes to the Ecocities ‘good’ rating wherever possible.

For more information see: www.southwest-ra.gov.uk
Theme 7. Biodiversity and Landscapes

Framework Objectives

→ Protect and enhance habitats and species
→ Promote biodiversity as a regional asset
→ Protect and enhance the regions urban and rural landscapes

Framework Indicator:

Bird populations in the UK and South West

Wild Bird Populations

Percentage change, regional wild birds population indeces: 1970 - 1999

Why this indicator?

The natural environment is a major asset of the region and the unique landscapes, and the wildlife they support, sets it apart from other parts of the UK. The high quality environment attracts visitors, people to live in the region and businesses to invest. Damage to important sites for wildlife continues and the wider countryside supports less biodiversity than it did in the past. This can be illustrated by the decline in wild bird populations - a good indicator of the overall health of our natural environment.

What does the indicator show?

The indicator shows that we have experienced the worst declines in both woodland and farmland bird populations of all the English regions. The population index for woodland species for the South West has declined by 32% since 1970, 16 species have decreased in number and 8 species have increased. The population index for farmland species for this region has declined by 43% since 1970, 9 species have decreased in number and 6 species have increased. The reasons for these declines are complex but include changes in farming patterns, loss of habitats to development, and changes in climatic conditions.

DEFRA has a Public Service Agreement target to reverse the long-term decline in the number of farmland birds by 2020. In addition, the UK Biodiversity Action Plan includes specific, time-limited targets for the
conservation of 26 priority bird species; 10 of these are farmland or woodland birds included in this indicator, including the skylark, corn bunting, song thrush and bullfinch.

In the South West, targets for enhancing habitats and species are set in the Regional Biodiversity Action Plan. Some of these are integrated within RPG10 and the Rural Development Programme (SW Chapter).

Case study examples

The quality of the natural environment is viewed as a driver of economic development, but biodiversity does not seem to feature strongly as a regional asset, for example in tourism marketing material. There is a strong commitment to protecting our natural environment, especially within the two National Parks, Areas of Outstanding Natural Beauty and protected areas, eg Sites of Special Scientific Interest (SSSIs) and Environmentally Sensitive Areas. However, less consideration seems to be given to the importance of urban green space and town or city wildlife areas, which can be important wildlife corridors. Indeed only Restormel Borough Council and Gloucester City Council reported activity in these areas, with a garden wildlife survey and Urban Green Space Project.

The Forest of Avon

In partnership with the Countryside Agency, Bristol City Council, South Gloucestershire Council, North Somerset Council and Bath and North East Somerset Council, a project worker has produced draft Supplementary Planning Guidance to encourage a greater awareness and uptake of community forest opportunities amongst planners and developers. Improved joint working between the four local authorities has already resulted and it is hoped that the draft guidance will be adopted by all of them, to increase the chances of tree planting in the area. The Forest of Avon is also involved in:-

- A wood products co-operative.
- The Nest Box Project.
- A Tree Life Centre.
- The River Frome Photographic Survey.
- Community Forest Path, Patchway.

For more information see www.forestofavon.org/home.html

Dartmoor National Park - Moor Care Programme

The Dartmoor National Park Moor Care Programme sustains Dartmoor's unique landscape, which is under increasing pressure from visitors. The programme has two main strands - repairing and restoring erosion damage at over 100 sites and improving visitor management to avoid future deterioration and to encourage people to take simple actions which will help prevent future damage.

A training programme has promoted traditional skills in dry stone walling and hedge laying. This has increased employment opportunities and helped with conservation. The Programme has been extended for a further year, allowing appointment of three more staff, including a travel officer who promotes sustainable travel initiatives.
Theme 8. Learning and Skills

Framework Objectives

- Lifelong learning will support sustainable communities
- Learning organisations will set an example in establishing sustainability policies and practices
- Learning gains commitment to sustainability and trains in sustainability skills

Framework Indicator:

Adult literacy levels

Adult literary and numeracy skills

Proportion of population aged 16-60 with 'lower' and 'very low' literacy and numeracy skills

Source: The Basic Skills Agency

Percentage of working age people without qualifications:

1996 - 2001

Source: Regional quality of life counts - 2001 (DEFRA, 2002)
Why this indicator?

The South West is a relatively prosperous region, with a higher than average proportion of well educated people. However, there are communities and individuals with low levels of literacy and skills. Learning and skills development supports sustainability through the development of thriving communities, through widening understanding of sustainability, and by demonstrating sustainable policies and practice. Adult literacy skills were chosen as the indicator for this theme to check progress in relation to learning and skills objectives. Figures for adult numeracy are also available and so are included in the analysis, however, both of these measures are only given as a snapshot in time. Lack of qualifications has also been included to provide an indication of change over time.

What does the indicator show?

The indicators show that whilst the South West is generally a well-qualified region, with qualification attainment at all NVQ levels just above the national average, a significant minority of the population are disadvantaged by problems of illiteracy or innumeracy. An estimated 7% of the South West’s adult population has poor or very poor literacy, involving some 360,000 individuals. This proportion is lower than the national average of 9% and is lower than the equivalent South West statistic for numeracy (12%).

Whilst trend data on literacy and numeracy is unavailable, the proportion of the working age population without qualifications provides a useful proxy. On this measure the position in the South West has improved from 19% in 1996 to 12% in 2001, suggesting that the extent of illiteracy and innumeracy may also have decreased over the last 5 years.

Case study examples

There are a significant number of initiatives supporting the achievement of the objectives of this theme, across all parts of the region. In terms of basic skills provision, projects such as the ABC project being run by the City of Bristol College are helping to improve access to lifelong learning by bringing literacy, numeracy and ICT into a number of community venues. At the regional level, work by the South West Regional Employers Forum in supporting the development of a Framework for Skills and Learning Action is suggesting an objective to secure a 50% reduction in the number of people lacking basic skills by 2007. A strategy for achieving this target will be developed by the South West Skills for Life Strategy Group.

There are a number of programmes being delivered to provide training about sustainable practices, some of which are provided in-house, such as the Pathfinder programme and certificate in Sustainable Development, which are being used by the Environment Agency. Other programmes are delivered to the general public in a more popular manner, such as the West of England Environment Festival (Western Partnership for Sustainable Development) or through permanent exhibitions, such as those at the CREATE Centre, Bristol, Eden Project and Gaia Centre, Cornwall.

Within the formal education system, schools have a wide range of resources on offer to help further understanding of sustainability. These include the Ecoschools programme (ENCAMS), Planning for Sustainability teachers pack (Royal Town Planning Institute), the Growing Schools Project (Federation of City Farms and Community Gardens) and Devon County Council’s Classroom of the Future.

Young Mums to Be

Young Mums to Be is a course which aims to enable and support young parents through their pregnancy. The course is unique in that it combines antenatal support with Basic Skills. The aim is to facilitate both parenting skills and life planning in a supportive group environment. The programme is aimed at helping young women, of all abilities and from all walks of life, to be better parents and to make informed decisions. Teenage mums are encouraged to see training, further education and work as viable options after childbirth. The course provides:
• A flexible approach.
• Antenatal care and advice.
• An appreciation of the planning, preparation and responsibilities involved in the caring of children.
• Lifestyle information on topics such as healthy eating, smoking, and exercise.
• Information and training on child safety, child protection, and childhood illnesses.
• Job search and interview techniques.
• Information on employment/training opportunities.

The course has been piloted for two years in Gloucester and is now being provided by Somerset Learning and Skills Council.

For more information see www.ymtb.co.uk/

Sustainability Education at Cornwall College

Two aspects of this established project included:

a. the development of links between Duchy College and the Eden Project
b. the enhancement of the Cornwall College curriculum to address sustainability both within the college and via the Eden Project’s outreach work with schools.

The objectives identified were:

• Awareness raising and exchange of good practice between the partners.
• Mutual support for new developments in sustainability education.
• A review of sustainability education in the main college programmes.
• Promotion of sustainability aspects in main college programmes as a specific feature.
• Design of vocationally-orientated assignments addressing sustainability elements for use in mainstream programmes.

Developments stemming from the project or forming part of it include:

• The development of a national diploma in horticulture (Eden Diploma).
• The production of a baseline questionnaire to analyse the level of sustainability in the curriculum. Practical examples of sustainability were used to enhance staff knowledge.
• Information sheets on sustainability published in the college staff/student magazine Branches.
• A two-day conference on sustainability published in the college staff/student magazine Branches.
• Consultation with the Eden Project with regard to the new teaching glasshouses at Duchy College to cover all possible aspects of sustainability. Elements such as energy efficiency, water recycling, direct feed and water systems and health & safety will be taught to all students. The teaching glasshouses also provide improved access to students with disabilities.

For more information see www.cornwall.ac.uk/duchy/ and www.edenproject.com/
Theme 9. Transport

Framework Objectives

- Reduce the need for travel
- Promote fuel efficient transport systems accessible to all
- Improve air quality for all
- Provide a safe environment for all

Framework Indicator:
Traffic volumes

Increase in road traffic on major roads

Annual percentage change in motor vehicle traffic (vehicle kilometres)

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Bus passenger journeys in the South West:

1990 - 2000

**Why this indicator?**

Transport is closely linked to economic growth, social inclusion (in terms of access) and environmental quality (in terms of pollution, noise and so on). It is therefore a key sustainability issue. In sustainability terms it is important to distinguish between access - the purpose of travel - and movement. The goal of sustainable transport must be to ensure that everyone has a fair and reasonable degree of access (for work or education, leisure, healthcare etc) while cutting down on the amount of movement needed to achieve it. Monitoring traffic volumes provides an indication of only one part of the equation - the level of movements in the region.

Overall, sustainable transport strategies should result in fewer journeys being made by car, but the emphasis should be on reducing the need to travel and on providing good alternatives so that in the end all travellers, motorists included, benefit from a better quality of journey. The key objective is to strike the right balance between transport's role in helping the economy progress and allowing people to travel wherever they need to go, while at the same time protecting the environment and improving quality of life.

"Traffic volumes" was chosen for the Framework to provide an indication of movement within the region. The key issue is whether rates of growth are slowing or not, but it is difficult to reveal at present as data is only available for 1999-2001. Bus journeys are therefore also included as a proxy indicator for this theme.

**What does the indicator show?**

The South West has experienced a 20% growth in traffic on major roads between 1990 and 2000 - slightly higher than the national average, although the average daily vehicle flows are below the national average. Annual changes in vehicle volumes have fluctuated in recent years with the volume of traffic increasing by 1.8% between 2000 and 2001, following a period of stability between 1999 and 2000.

The rate of growth in road traffic varies across the region. Overall however, it shows a worrying trend away from sustainability, and also in conflict with national and regional policies to reduce travel. The Government's integrated transport policy stated that rates of growth should be reduced and 'Transport 2010 - The 10 Year Plan' included a target of reducing congestion on inter-urban roads and in large urban areas to below 2000 levels by 2010. Similarly, RPG10 includes policies to reduce the need to travel.

A further dimension on sustainable travel is provided by the use of public transport and statistics on bus passenger journeys provide a useful illustration. However, analysis clearly shows that the number of bus passenger journeys in the South West fell during the 1990s and at a faster rate in the South West (-12% between 1990 and 2001) than the England average (-9%).

**Case study examples**

Many organisations, especially local authorities, reported progress on travel plans to reduce the need to travel, promote alternatives such as walking and cycling and promote less polluting fuels, such as LPG or natural gas. Both Somerset County Council and South Gloucestershire Councils are trialling car share schemes in an attempt to reduce commuter traffic.

County Councils (Wiltshire, Dorset, and Somerset) are also active in encouraging 'Safe routes to school', promoting alternatives such as walking buses, cycling and school travel plans to investigate healthy and safe ways of getting to and from schools.

Concessionary fares or travel tokens for elderly and disabled people are available in most areas, as are community run minibuses, often by charity groups. Another example of a scheme operated to fulfil a local need is the Best Car Club in Bristol, which gives residents of the Knowle and Totterdown areas the use of a car for anything from an hour a day for a small membership fee. See www.bestcarclub.co.uk/ for more information.
There appear to be fewer initiatives among the private sector, although Bristol Port Company have reopened the Portishead railway line from Royal Portbury Docks and successfully extended the rail network within Avonmouth Docks. The 6 mile refurbished connection provides a direct link to Bristol Temple Meads and forms part of a £21 million investment. The line has capacity for 20 train pairs/day, which carry mostly bulk coal, new cars and paper products.

**Derriford Hospital, Plymouth - Green Transport Plan**

Due to the expansion of the hospital at its site on the edge of Plymouth, a Section 106 planning agreement was imposed by Plymouth City Council. This required that the hospital implement a sustainable transport strategy. The strategy involves a subsidised hospital travel pass, a car share scheme, loans for cycles, more cycle parking, improved bus services, zebra crossings to make walking across the site safer and parking charges. Co-operation with the city council and the local bus companies has been crucial to the success of the travel plan.


**The Wiltshire Wiggly Bus**

The Wiggly Bus serves rural areas where demand for public transport is thinly spread, roads are difficult for large buses to negotiate and where small villages often have few shops or services. Rather than having a set route and timetable, users phone in advance to request the minibus to come to specific stops. By only going to places on the route by specific request the bus can provide a frequent service and smaller, accessible vehicles. The first three years of the scheme have been successful and Wiltshire County Council has just secured a further £1m of government funding. This will allow the operators to supplement the current Pewsey Vale service with an additional service and a further two buses will also be used to launch services further afield, possibly around Calne - and to the south near Shaftesbury and Gillingham.

*For more information see [www.bbc.co.uk/wiltshire/connect/wiggly.shtml](http://www.bbc.co.uk/wiltshire/connect/wiggly.shtml)*

**Getting There**

‘Getting There’ is aimed at young people, aged 16-25, living in West Devon, who have difficulties getting to work or college. Run by WESTDEN (West Devon Environmental Network) the project helps with the most suitable transport option, including :-

- Advice on public transport.
- Short term scooter loan.
- Electric bike loan.
- Subsidised driving lessons.
- Emergency fund.
- Motor mechanic lessons.

*For more information see [www.westden.co.uk/](http://www.westden.co.uk/)*
Theme 10. Natural Resources and Waste

Framework Objectives:

⇒ Reduce pollution and improve water, land and air quality
⇒ Ensure water, land, minerals, soils and other natural resources are used efficiently and with least environmental damage
⇒ Promote wise use of waste resources whilst reducing waste production and disposal

Framework Indicator:
Waste management targets

Household recycling rates

Why this indicator?

The sustainable use of the region’s natural resources is critical to the maintenance of its quality of life. The South West has a wealth of natural resources - its land, air, soils, water, wildlife, energy and minerals all contribute to quality of life. Overall, the quality of the environment is good, for example air and water quality compares favourably with other regions. However, there is a need to ensure that the good quality of the region’s natural resources are effectively safeguarded. The South West’s population is growing rapidly, which places greater demands on water, land and other resources and produces increasing quantities of waste. Reducing the use of non-renewable resources such as oil and gas can contribute to sustainable development as can increasing the use of renewable resources and minimising waste and pollution to reduce the region’s ‘global footprint.’

The growing quantity of waste produced in the South West and the relatively high proportion disposed of in landfill sites are key issues which need to be addressed. The priority must be to slow and then reverse the growth in waste, breaking the link between waste production and economic growth. Another challenge is to encourage the development of recycling, composting and energy recovery facilities within the region. Waste management targets were therefore chosen as the indicator for this theme and information is presented on household recycling rates.
What does the indicator show?

As a region, the South West has consistently out-performed national recycling rates and in 2001 approximately 14% of our municipal waste was recycled. This is a positive trend which partially reflects more stringent targets for local authorities’ recycling. Again there are marked sub-regional differences; for example, Bournemouth recycled 28% of its household waste in 2000/2001 compared to 9% in Cornwall. This should not lead to complacency, however, as the region is still a long way off the national targets to recycle or compost 25% of household waste by 2005 and 30% by 2010. There is also a very limited market for reprocessing those recyclates in the region.

The increase in recycling has to be set within a wider context which is not so positive. Circumstances in the South West mean that the continual disposal of waste by traditional means cannot go on indefinitely. The population of the region is growing at around twice the national average due to inward migration, and household waste production is also growing at around double the national average of 3%. Therefore, although recycling rates are rising the volume of waste going to landfill sites is also rising. Existing landfill sites in the region licensed to accept biodegradable waste have capacity for the next 6 years only. This varies by county - the former counties of Avon (including Bristol and Bath) have only 3 years left, whilst Dorset has over 10 years. The long-term sustainable management of waste therefore represents a significant challenge for the region. A Waste Strategy is being developed by the Regional Assembly to address these challenges. The first stage, production of a Waste Vision, has recently been completed and endorsed at the Regional Assembly meeting in October 2002. Indicators that more accurately reflect the region’s move towards more sustainable waste management practices will be developed as part of the Waste Strategy.

‘Minimum Waste: Maximum Benefit – a vision for sustainable waste management in the South West’ is available on the Regional Assembly’s website at www.southwest-ra.gov.uk.

Case study examples

There is an increasing awareness of the business benefits of environmental management. Quite simply pounds saved on the bottom line, for example, through energy efficiency or waste minimisation initiatives means more profit. A number of respondents indicated that they monitor their energy and water use, staff travel and waste production, as part of an environmental policy or management system. These included Dorset County Council, South Somerset District Council, Mendip District Council and West Country Ambulance Service. In addition, Wiltshire County Council has achieved ISO14001 in its Environmental Services department. Organisations such as Mid Devon and Teignbridge District Councils have also developed purchasing policies, which take into account environmental principles.

In terms of air quality local authorities again play a vital role, as they are responsible for monitoring local air quality and preparing Air Quality Strategies, such as that produced by East Devon District Council.

Tough new targets have been set for recycling, composting and reducing the waste to landfill. Councils across the South West are currently investigating the best ways to achieve these. Many now offer kerbside recycling schemes or discounted prices for home composters.

The SOFA Project, Bristol

Originally set up in 1980, and relaunched in 2001, SOFA is, in essence, a ‘furniture recycling charity’. It provides a free collection service of donated furniture and domestic appliances, which are sold at affordable prices to people living on low-incomes in the Bristol and old Avon area. The charity collects approximately 30,000 items and delivers to 7,000 households free of charge every year. All appliances are tested for safety and then sold with at least one month’s repair, replacement or refund guarantee. Customers sign a declaration of economic status when buying items at SOFA.
SOFA employs 15 full-time staff and also has opportunities for volunteers. It is largely self-funded and has local authority contracts for CFC removal from unrepairable fridges and freezers. The project offers several New Deal placements and Community Service work and hopes to expand this area of its work to give more long term unemployed people the chance to gain skills, build confidence and make a positive contribution to the community.

SOFA is a member of the Community Recycling Network.

For more information see www.crn.org.uk

ReMaDe Kernow, Cornwall

Recycling Market Development (ReMaDe) is a groundbreaking project established to create new markets and secondary uses for materials that are currently regarded as waste and disposed of to landfill. Such new markets are the key to a radical increase in recycling, which is essential if we are to develop an economy that can be sustained long term. ReMaDe aims to:

• Enable Cornish businesses to exploit opportunities arising from the re-use of materials, as economic pressures force change.
• Encourage and assist capital investment in new reprocessing capacity in Cornwall.
• Develop new products incorporating materials from Cornish waste streams.
• Develop new added value markets for secondary materials in Cornwall.
• Expand the environmental technology sector, so creating jobs, new businesses and improving the viability of the Cornish economy.
• Maximise the rates of recycling in Cornwall.

ReMaDe Kernow is a project of Cornwall’s Waste Working Group Ltd (CWWG), a not-for-profit company. From July 30th 2001 the project has Objective One funding, matched by grants from County Environmental Trust, the Rural Development Programme, Cornwall Enterprise and all Cornish local authorities.

See also www.wrap.org.uk/ for information on markets for recyclates

Wessex Water - Water efficiency in schools

As high users of water, and because their consumption is paid for on a metered basis, Wessex Water is contacting all schools that it supplies to demonstrate that they can save money by using water wisely. Schools are being sent a pack with the leaflet “Are you pouring your school budget down the drain without knowing it?”. It was produced after a survey of schools revealed that there is a general lack of awareness of the cost of water consumption and the potential savings that can be achieved. The leaflet includes a list of water saving ideas and case studies from successful schools. Water saving in schools is very well suited to pupil involvement, with many activities that children can be involved in such as meter readings and recordings. The pack also includes a sample of Wessex Water’s flush saving device (free to its customers). Placing this in a toilet cistern saves up to one litre of water on every flush - in schools this adds up to a lot of water.

For more information see www.wessexwater.co.uk/yourbusiness/schools_services.html
Theme 11. Business and Work

Framework Objectives

- Ensure all people have quality work opportunities both paid and unpaid
- Create more businesses and encourage existing ones to grow
- Reduce the incidence of unemployment, low pay and tackle income inequality across the region
- Increase the number of social economy businesses

Framework Indicator:

The level of Small to Medium sized Enterprises (SME) creation and survival

Three year survival rates of VAT registered businesses

Why this indicator?

Creating sustainable wealth is central to the region’s drive for a lasting and prosperous economic future. Business lies at the heart of this wealth and prosperity. It has a crucial role to play in enhancing quality of life because much of the investment required to address wider issues in the South West will be made available through a successful and profitable business sector. Also business plays an important role for individuals - not only providing incomes, but opportunities to gain skills and experience and to achieve personal goals and potential. However, in turn, businesses need to be aware of their wider impact on society and the environment. The South West is characterised by a large number of small and medium sized businesses. The creation and survival of SMEs was therefore chosen as the indicator for this theme.

Source: Small Business Service
What does the indicator show?

There are around 150,000 VAT registered companies (Small Business Service, 2001) in the South West. The number of businesses fell between 1994 and 1997 but has since recovered and stabilised at around its 1995 level. The business formation rate in the South West (expressed as number of new businesses per 10,000 resident adults) is slightly lower than the national average but, even so, ranks amongst the highest of English regions behind London, the South East and the East of England. A further perspective on business health is provided by the business survival rate. This measures the propensity of new VAT registered businesses to still be trading three years after registration. Survival rates in the South West are higher than the national average (68% compared to 65%) and have risen steadily between 1993 and 1997.

Case study examples

This theme is very closely linked with the economic development theme and so case studies given in that section are likely to apply equally here. The Regional Development Agency, business support organisations, such as Business Link, the social economy sector and companies themselves all have roles to play in the delivery of objectives under this theme.

Unemployment is at a low level in the region with many employers unable to fill vacancies. The average gross weekly earnings in the region is £379, which is below the national average of £409, although this varies greatly within the region. Generally wages are lower in the far west, where seasonal employment in the tourism sector is more of a feature, and higher in the north east of the region (Swindon, Bristol), where the financial sector is a major employer and where the economic influence of the South East is more strongly felt.

The voluntary and social economy sector is of major importance within the region. These small scale, very localised projects, tailored to local circumstances can have a significant impact on individuals' lives.

Rempstone Barns - a partnership between Purbeck District Council and the RDA

A complex of 10 workspace units ranging from 350 sq ft to 1,200 sq ft has been created in 18th century farm barns in the heart of rural Purbeck. These barns will help alleviate the serious shortage of workspace in this area, while securing a new and viable use for an attractive group of listed farm buildings. All 10 units are occupied by small local businesses, providing a wide variety of specialist products and technical and design services. Some businesses are start-ups, whilst others have outgrown existing workspace.

The Western Partnership for Sustainable Development (WPSD)

New Deal is a government programme which aims to help unemployed people get jobs. WPSD operates two options of the Government's New Deal Programmes in Bristol and South Gloucestershire for clients aged 18-24 and those aged 25 and over. Placements offer work experience, training, support groups to help build confidence and self-esteem and help with basic skills.

WPSD also undertakes the voluntary Pathways to Work programme in partnership with Bristol City Council and also offers the voluntary Progress2Work programme. Pathways to Work is a local employment initiative, offering an integrated package to help those disadvantaged in the labour market along the path towards sustainable employment. Progress2work is a voluntary programme to give support to unemployed people who have used drugs in the past and now need some help to move back into work.

For more information see www.wpsd.org.uk
Theme 12. Culture & Heritage

Framework Objectives

➢ Encourage increased access to and participation in cultural activities across the South West, capitalising on the latest developments in Information Communication Technology (ICT)

➢ Ensure the South West remains a region of diverse and distinct cultural landscapes and townscapes

➢ Endow the region’s creative capabilities and maximise their social and economic benefit

Framework indicator:

The net loss of historical/cultural assets

Buildings at risk

Why this indicator?

Culture is about people and their lifestyles and the environment in which they live. Culture encompasses the arts, religion, the historic environment, film, television and other broadcast media, creative activities, museums and galleries, libraries and education. People define heritage by the value they attach to places, ideas, activities and artefacts. The South West is recognised for its high quality of culture and heritage - for its creative abilities past and present. These assets all contribute to the attractiveness and distinctiveness of the region and are crucial to the value attached to places by individuals and communities, residents and visitors alike.

Stonehenge, Avebury and Bath are designated World Heritage sites but the built environment in the South West includes other valuable environmental resources such as the 88,954 Listed Buildings and
7,042 Scheduled Ancient Monuments (SAMs). English Heritage is responsible for designating such sites and assessing the condition of both Grade I & II* listed buildings and SAMs. If such buildings and monuments are known to be ‘at risk’ through neglect and decay (or are likely to become so), English Heritage put them on their Buildings at Risk Register. Of the 157 South West entries on this Register, 143 relate to Grade I & II* listed buildings (some of which are also SAMs as well) and the remaining 14 are other SAM.

What does the indicator show?

The South West has nearly a quarter (23.7%) of all the buildings of special architectural or historic interest listed by English Heritage. This includes 7,005 Grade I or II* listed buildings (again, nearly a quarter of the English total); 92% of the overall listed building stock is Grade II buildings in the South West. Most are in good condition, but nearly 2% of archaeological sites are in imminent danger of damage and decay, and English Heritage estimate that 13% of Monuments have been lost since 1945.

The South West has one of the lowest percentages of Grade I or II* listed buildings at risk (2.0% compared to the national average of 3.7%). Whilst an increasing number of buildings are designated, the condition of them is improving - numbers on the Buildings At Risk Register have declined since 1999 (the baseline year). [Source: Environment South West 2002]

For more information on Environment South West 2002 see www.swenvo.org.uk.

Case study examples

English Heritage leads the regeneration of historic properties, promoting the benefits of traditional building crafts and skills and providing sustainable travel options to its major visitor attractions, such as Totnes and Pendennis Castles. Although this theme also covers sports and arts, few replies covered this sector. The region does have a wealth of creative talent and this is celebrated in a range of locations and events from the Tate, St Ives through to Somerset Arts Week and Devon Hedge week, which promotes traditional crafts such as hedgelaying and basket weaving.

Local authorities are active in providing support to both community arts and sports events, an example being North Wiltshire District Council, whose 2001-2005 Leisure Plan focuses on identifying and responding to cultural needs. As part of this, the Council supported an Area Youth Games involving more than 100 young people.

Eco Adventure Sports

This is a new limited company with charitable objectives (not for profit) that has been set up in the South West to look into the impact of activities such as rock climbing, surfing and coasteering. The region can be seen as a natural playground, so it is important that the economic benefits of sector are realised, whilst protecting the environment upon which the industry is based. The mission of the new organisation is:-

‘To help define (develop a vision, shared by all stakeholders) and promote sustainable use of wilderness areas for adventure sports activities to protect and enhance the ecology, culture and economy of the area, whilst ensuring maximum enjoyment and equality of experience for all.’

For more information see www.eco-adventuresports.org.uk
The Heritage Economic Regeneration Scheme (HERS) is a grant programme introduced in 1998 by the Government to assist England’s most deprived urban and rural communities. Administered by English Heritage, the scheme aims to promote the repair and enhancement of historic buildings, allowing them to play a role in the social and economic regeneration of villages, towns and cities so creating safe and sustainable communities. The grants are specifically targeted at Conservation Areas which contain a significant number of historically important buildings and which demonstrate an economic need. A successful example of the scheme is at Langport, Somerset.

Langport is designated in the Structure Plan as an Outstanding Heritage Settlement and the area proposed for assistance was originally laid out in the 12th Century although the buildings are now of 18th & 19th Century date, with 34 of them being listed. Langport suffers from social, economic and geographical problems and these are concentrated in the lower town. Langport is close to three much larger towns with large supermarkets and a wide range of shops. A recent survey indicated that only 3% of those in the Langport catchment area carried out their main shopping in the town. The condition of buildings in the lower town area of the conservation area was noticeably worse than the remainder of the town or surrounding area.

Under the Langport HERS, a grant of £180,000 was offered by English Heritage over a 3 year period, with match funding being provided by South Somerset District Council, South West Regional Development Agency, Somerset County Council and Wyvern Waste (landfill tax monies). Altogether, a total of £530,000 will be raised to assist in the regeneration and enhancement of the Langport conservation area, with grants being made available to assist with the cost of repairs to structure and external fabric of buildings, or to reinstate lost architectural features that would enhance the appearance of the conservation area. The overall aim of the Langport HERS is to benefit the wider appearance of the conservation area and contribute to the revitalisation of the appearance and economic prosperity of the town.
Theme 13. Food and Farming

Framework Objectives

- Promote high quality local food and drink. Improve the viability of mixed family run farms
- Raise the skills and aspirations of the farming and food workforce
- Reconnect farmers and food producers with local communities
- Enhance the quality of farmland landscapes and habitats

Framework Indicator:

% of the region farmed organically

Why this indicator?

The South West is the largest and most rural region in England. Over 80% of the land is in agricultural use and 3.3% of the working population is employed in agriculture, nearly double the national average. Organic farming, with its avoidance of harmful herbicides and pesticides and use of less intensive agricultural practices than current conventional farming methods, is widely recognised as being more sustainable, especially in terms of protecting biodiversity, soil and water quality.

The food and drink processing sector regionally accounts for another 2% of all employment, with a further 2% in related activities. However, all sectors of agriculture are under economic pressure following a decline in average incomes of 64% in real terms over the last decade. The recent Foot and Mouth crisis has also had a significant impact on confidence and fundamental changes in the industry are likely to
result from these pressures and the reform of the Common Agricultural Policy. However, many farmers are looking to improve the quality and value of what they produce and to reconnect with consumers, for example through farmers markets and regional food branding.

What does the indicator show?

Compared with other English regions the South West has the highest proportion of agricultural land under organic management within England. Although overall the amount is still small, at 2.3% (mainly in Wiltshire and Devon) this is just over a quarter of all certified organic land in England in 1999. This looks set to increase, as a further 3% of the region’s agricultural area is under conversion to organic status within DEFRA funded schemes and 40% of all requests for organic conversion advice come from the South West. The Soil Association expects the quantity of certified organic land in the South West to increase from 36,000 ha to 76,000 ha (4.4% of agricultural land) by 2005/6, with an associated increase in turnover from £28.3 million to £59.1 million (from Environment South West 2002).

In the South West, as elsewhere, the farming industry is facing major challenges. Foot and Mouth had a major impact on the economy of the region, hitting Devon and Gloucestershire particularly hard and resulting in losses to the tourism as well as the agriculture sector. Nationally, the new England Rural Development Programme will invest £1.6bn in the countryside by 2006. It will fund vocational training to improve farming methods, develop new farm businesses and promote environmentally sensitive practices. It will make available £152m for a Rural Enterprise Scheme to help farmers diversify, provide new grants for energy crops and offer additional funds for woodland grants.

Case study examples

Across the region there are many projects which help to contribute to the objectives of this theme. The South West is using its strong and unique identity to help to market distinctive and high quality, local foods both within and outside of the region. Foodlinks schemes in Somerset, Devon, Dorset and Wiltshire are all playing a major role in terms of improving access to locally grown foods, helping to get them on the menu in the regions schools and hospitals, helping to boost the local economy and reducing food miles in the process. The first farmers market in the UK was held in Bath and this region now has more farmers markets than any other.

The Blackdown Hills Food Guide

This is an exciting collaborative project between West Country Food Links and the Blackdown Hills Rural Partnership which was recently launched at the Hemyock Saturday Market. The idea behind the project is to provide a boost for local producers by encouraging the sourcing and purchasing of Blackdown Hills food. The colourful booklet, celebrates all that is good about locally produced foodstuffs.

As well as listing a whole range of farm shops, village shops, detailing farmers markets and WI Markets the guide also gives details of hotels, pubs, restaurants and bed & breakfast providers who source local products.

Readers will also find a handful of traditional Blackdown Hills recipes to tempt the taste buds including Cheese Crumb Chicken, Upcott Pork and Win’s Farmhouse Apple Cake. The Food Guide is available from the local Farmers Markets, the local producers and from the Blackdown Hills Partnership office.

Hartnoll Farm Conference Centre, Devon

Hartnoll Farm, near Tiverton, is a conference centre and training facility on a working farm. It is also involved in demonstration and research projects, including positive animal welfare practices and environmentally friendly field cultivation techniques. The farm offers courses in taxation, stress management and financial management.
Cheltenham Farmers’ Market

This was set up in May 2001 and is now operating twice monthly, involving about 60 regular stallholders and operating on a break-even basis. Guided by a Steering Group, which includes the market operator and customer representative, the market has received considerable public support and has greatly added to the attractiveness of the town centre as well as providing much needed opportunities for local food producers to develop links with their customers.

The Soil Association in the South West

The Soil Association is the country’s leading charity campaigning for a more sustainable system of organic agriculture. Some of its work in the region includes:

- Community Funded and Countryside Agency Funded Local Food Works project
- Organic South West - a regional office of the Soil Association in Cornwall funded through 5b and Objective 1 funding
- South West RDA Rural Recovery Funded organic producer and local food support services in the whole of the South West region
- Environmental Action funded ‘Inform Organic’ community and public education project
- Heritage Lottery Funded organic education project involving organic demonstration farm network
- New Opportunities Funded (SEED) Local Food Links work

West Dorset Food and Land Trust

West Dorset Food and Land Trust aims to reconnect people to their food and to the land in ways that foster awareness, practical action and a more sustainable future. The Trust is a local voluntary organisation and membership is open to anyone in the community.

The Trust is now in its third year and has developed a number of successful initiatives. These include the West Dorset Food Links Project which organises Farmers’ Markets in the area, West Dorset Food Week, a Local Food Directory and training for the area’s producers. The Community Gardens Project has also worked with local schools, designing and creating fruit and vegetable gardens.

During 2001 many of the above activities transferred to the new Dorset Food Links Ltd, which the Trust has been instrumental in setting up. The development of gardens in schools will transfer to a new project - Grow it; Cook it; Eat it! - spanning Devon, Dorset and Somerset. West Dorset Food and Land Trust is a partner in this initiative, which will be led by the Wessex Foundation based at Magdalen Farm near Chard.
### Theme 14. Tourism

#### Framework Objectives

- Promotion of sustainable tourism, which conserves and enhances the environment and has the support of local communities
- Enhancing the resource and promoting quality
- Extending the tourism season and promoting the historical and cultural environment

#### Framework indicator:

% of tourist trips to the South West by car

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#### Why this indicator?

The South West is the most important UK region in terms of numbers of visitors and accounts for a sixth of all tourism spending. Around 80% of tourists come to the South West specifically because of the region’s environment and heritage (National Trust, 1998). The impacts of all these visitors are not just the obvious ones like jobs and traffic, but include demand on water and sewerage infrastructure, energy use, health facilities and the landscape.

South West Tourism estimate that if current trends continue, the number of tourism trips could grow by as much as 80% by 2020, with a 50% increase in real value of visitor spending. The challenge is to ensure that development of the industry is compatible with proper safeguarding of the South West’s special environment and is acceptable to local people.

#### What does the indicator show?

The indicator highlights that a significant proportion of visitors to the South West travel by car (78% in
South West, compared to 74% for England). Only Cumbria, the East of England and Yorkshire have a higher proportion of car usage amongst tourists.

Transport is therefore a major stimulus for encouraging more sustainable forms of tourism. Currently the vast majority of tourists come to the South West by car and use it a great deal while staying here. Any improvement in sustainable transport, be it better public transport, new ferry services, better cycling and walking networks, or ‘cleaner’ vehicles, will benefit tourists as well as residents. Improvement of the rail or coach services into the region may help, but much more effort would be needed in improving and publicising non-car options once tourists have arrived.

**Case study examples**

Across the South West there are many positive examples of projects helping to improve the sustainability of the region’s tourism industry and a range of partners including South West Tourism are working together to ensure that these form a coordinated approach.

Local examples include Exmoor National Park’s Quality tourism initiative and Taunton Deane’s Welcome scheme which rewards tourism businesses for improvements to their environmental performance. Taunton Deane is also involved in developing a ‘stay with your horse’ initiative, which brings a new meaning to sustainable travel. From a different perspective the Centre for Sustainable Energy is running ‘Pitching for Solar’, which encourages camping and caravan sites across the region to install solar powered showers, thus reducing their energy demand.

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**South West Sustainable Tourism 'Mapping' Exercise**

Envolve and the South West of England Sustainable Tourism Partnership (SWEST) are currently undertaking a survey to gain information on all Sustainable Tourism related activity previously or currently undertaken in the South West Region. This research has been funded by the South West Regional Development Agency.

*Results so far were debated at a conference 'From There to Here' early in 2002 and are available from www.envolve.co.uk.*

Once analysed, this information will be used to set the agenda for future Sustainable Tourism initiatives throughout the region.

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**Sustainable Travel to English Heritage Properties**

English Heritage works closely with all the major tourism organisations in the country along with local bodies to develop tourism, often in remote sites. To encourage sustainable travel to English Heritage properties, promotions are run in association with various transport providers in the South West. For example:

- **Cleeve Abbey - Washford, Somerset.** A visitor bus from Minehead circulates to 4 attractions in the area encouraging ‘car-free’ travel in the region.

- **Dartmouth Castle - Travelwise.** Travelwise is a Dartmouth ‘car-free’ travel initiative headed by Devon County Council. Along with English Heritage, other partners in this initiative include Britannia Naval College and Dartmouth Museum.

- **Portland Castle - White Motor Boats.** Discounted entry prices are offered at English Heritage’s Portland Castle for visitors using the White Motor Boat service. The service operates daily from Weymouth to Portland and return and the jetty is located right next door to the castle. This discount is valid all year round.

- **Wessex Trains - A poster campaign is currently active on stations and trains that are linked to 4 sites in the region that have stations nearby or where linking public transport is available. The offer, applicable at Old Sarum (Wiltshire), Pendennis Castle (Cornwall), Portland Castle (Dorset) and Totnes Castle (Devon) provides discounted entry to holders of Wessex Trains tickets.**
The Green Tourism Business Scheme - Green Grading Award

• The Green Tourism Business Scheme (GTBS) is an environmental marketing, audit, certification and advisory grading scheme operated by South Hams District Council. The scheme provides support, guidance and advice to help businesses to save money and improve their environmental management.

• The award is a voluntary accreditation scheme based on an application and assessment visit by an independent environmental auditor.

• Businesses are scored within sections, including Marketing & Management, Energy Saving, Water Issues, Purchasing, Waste Minimisation, Transport & Wildlife and Customer Experience.

• Tourism businesses which can apply for a green award include - Accommodation, Tourist Information Centres, Cafes, Restaurants, Public Houses, Wildlife Parks, Visitor Attractions, Sailing Schools etc.

The project itself has won awards from the Devon Environmental Management Initiative, SWRDA’s Hand in Hand programme and the national Green Apple scheme.

South Hams is now also developing ‘On The Right Tracks’ - a payback initiative which aims to raise money towards the restoration of the ‘green lanes’ network, many of which are eroded or overgrown.
Theme 15. Coast and Maritime Environment

Framework Objectives

- Develop and support cross sectoral partnerships
- Develop the region’s coastal and maritime knowledge base
- Enhance the sustainable economic potential of the coast
- Reduce/diffuse marine pollution from land based sources

Framework Indicator:
- Bathing water quality

Bathing water quality

Source: Environment Agency

Why this indicator?

The South West is the region with the highest ratio of coastline to land area in the UK. The coast provides the major economic focus of the region, with major cities, ports, naval, shipping and fishing activity. The coast is a prime driver of the region’s tourist industry, attracting over 4 million visitors per annum. The South West coast is also one of the richest natural, cultural and landscape heritages in Europe, with 60% of the country’s Heritage Coast located in the South West.

What does the indicator show?

The South West has consistently performed above the national average in relation to bathing water quality. Standards have improved over the last decade, with the latest figures for 2001 showing that 98% of the bathing waters in the region meet the mandatory standards set by the Environment Agency. This is further supported by the fact that the region has 12 Blue Flag beaches, which shows compliance with the higher guideline standards for bathing water quality and provision of a high standard of beach facilities. The region also has 113 beaches recommended by the Marine Conservation Society’s ‘Good Beach Guide 2001’. This is 40% of all UK beaches recognised as being ‘good’ by the guide.
**Case study examples**

There are many bodies with an interest in the region’s coastline and a hand in its management. To ensure that coastal issues are dealt with in an integrated way 'The South West Coast - a prospectus for the future' has been produced by a partnership of regional organisations, the SWRDA, the Environment Agency, South West Tourism, English Nature, English Heritage, the Countryside Agency, the Regional Assembly and Government Office for the South West. This recognises that our coastline is a unique asset from environmental, social and economic perspectives. The prospectus provides a vision for future management of climate change, fisheries, the marine sector, pollution, flood defence, tourism, ports and coastal settlements.

There is undoubtedly much positive activity already focussing on the region’s coastlines and the following case studies represent just a limited selection.

**Marine Conservation Society - Beachwatch**

*Beachwatch is organised by the Marine Conservation Society and takes place on the 3rd weekend of September every year. Thousands of volunteers from all across the UK visit their chosen beach, remove all the litter from it and record what they find. Through these efforts, MCS is able to monitor litter on Britain’s beaches, raise awareness of the issue of marine debris and encourage action to reduce marine pollution at source.*

Marine litter ranges from plastic bottles, sanitary towels and crisp packets to strapping bands, fishing line and nets. In addition to the visual problem, marine debris can affect wildlife including birds, mammals and turtles, it can pose a health risk to beach visitors and it can harm local economies through repeated clean up costs. Marine litter comes from many sources including sewage discharges, illegal dumping by ships, direct littering by tourists, discarded waste from fishing vessels and is carried to sea by rivers and streams.

The South West had the highest density (items per km) of beach litter recorded in Beachwatch 2001.

*For more information see [www.mcsuk.org/index.htm](http://www.mcsuk.org/index.htm)*

**The Dorset Coast Forum**

*The Dorset Coast Forum was established in 1995 to look at the long-term strategic issues facing the Dorset coast. The overriding aim of the Forum is to promote a sustainable approach to the management, use and development of Dorset’s coastal zone, which will ensure that its inherent natural and cultural qualities are maintained and enhanced for the benefit of future generations. A strategy has now been prepared on behalf of the Dorset Coast Forum. It sets out a future for the coast, covering the coastline and inshore seas from Lyme Regis to Christchurch. As the first part of the strategy, 15 topic papers on activities along the Dorset coast were produced. The purpose of these documents was to encourage dialogue and consultation with Forum members and other interested parties, in order to produce a strategy based on consensus. The Forum is now involved in the process of implementing the actions contained within the Strategy.*

*For more information see [www.dorsetcoast.com/](http://www.dorsetcoast.com/)*
CONSULTATION RESPONSES

This section gives more details about the general responses received to the consultation exercise. Where possible, the question from the consultation is used as the heading for a chart or graph. Specific responses relating to ongoing projects, priorities for action, opportunities and barriers, indicators and the reporting process are all covered in detail in later sections of this report.

A list of organisations that responded and the networks that they belong to and/or represent can be found in Appendix 3.

Please note that in some cases the number of responses does not total 85. This is either because not all organisations answered every question or because organisations gave more than one answer to a question.

Q. Organisation’s main area of responsibility:

<table>
<thead>
<tr>
<th>Area</th>
<th>Responses</th>
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<tr>
<td>Health</td>
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<tr>
<td>Business</td>
<td>8</td>
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<td>Charity</td>
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<td>District Council</td>
<td>7</td>
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<td>Unitary Authority</td>
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<td>County Council</td>
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<td>Education and Training</td>
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<td>National Park Authority</td>
<td>3</td>
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<tr>
<td>Business advice</td>
<td>2</td>
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<tr>
<td>Faith groups</td>
<td>2</td>
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<tr>
<td>Parish/Town Council</td>
<td>2</td>
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<tr>
<td>Trade Association</td>
<td>2</td>
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<tr>
<td>Climate change</td>
<td>1</td>
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<tr>
<td>Coastal forum</td>
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<tr>
<td>Community Development</td>
<td>1</td>
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<td>Community Safety Partnership</td>
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<td>Culture and heritage</td>
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<td>Economic Development</td>
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<td>Energy efficiency advice</td>
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<td>Environmental Protection</td>
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<td>Housing</td>
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<td>Local Agenda 21 group</td>
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<tr>
<td>Local food partnership</td>
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<tr>
<td>Member of Parliament</td>
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<tr>
<td>Nature Conservation</td>
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<td>Professional body</td>
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<td>Public transport</td>
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<td>Regional government</td>
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<td>Sports Development</td>
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<tr>
<td>Tourism Development</td>
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</tbody>
</table>

Q. Were you aware of the Framework prior to receiving this questionnaire?

It is encouraging that 73% of respondents were aware of the Framework and also encouraging that 27% of respondents replied even though they were not familiar with the Framework. It is, however, difficult to draw any real conclusions from this sample. It could perhaps be argued that if organisations are unaware of the Framework they are perhaps less likely to have responded. The concern is that awareness remains limited and that these responses have not been generated from many new groups outside of ‘the usual suspects’.
Q. How and when does your organisation make use of the Framework?

It is encouraging that 29% of respondents who had not used the Framework said that they would do in future, although this still leaves 20% of all respondents who have neither used the Framework nor have any plans to do so. By far the most common use of the Framework is as a reference document to give a regional perspective to the development of strategy, policy and business plans within an organisation. The Framework was conceived as an aid to inform strategic decision-making but the responses illustrate that it can be useful in a number of additional ways.

Q. How does your organisation integrate sustainability into its work?

The most common way of delivering sustainability was felt by respondents to be through provision of services, whether that be protecting the environment or providing healthcare and education in the wider area.
community. The second most frequently mentioned mechanism is through corporate commitment to deliver sustainability, although this accounts for only 17% of all responses.

Q. How could the Framework be made more useful to your organisation?

Respondents focussed on the need to make sustainable development relevant to different organisations by showing 'how to do it' across a range of situations. There was also a consensus that more needs to be done to raise general awareness, particularly through training and guidance.

Q. Do you have any other comments or opinions about the Framework?

Overall respondents seemed to feel that the Framework is comprehensive, interesting and is serving a useful role, although the need for practical examples of sustainable development was again stressed.
Community Strategies and Sustainability:
a guidance note for the South West

This was produced jointly by Sustainability South West (SSW) and the Local Sustainability Group for the South West (LSGSW). It is aimed at all those involved in delivering Community Strategies and gives advice on how sustainability principles can be integrated into the work of Local Strategic Partnerships and Community Strategy documents.

For more information see www.oursouthwest.com/LA21/commstratguide.pdf

Q. How would you prefer to be kept informed of progress against the Framework?

The following responses were received:

- Email newsgroup/bulletin of best practice examples: 27
- Annual written report: 23
- Quarterly newsletter: 21
- Regularly updated website: 16
- Our South West website: 6
- Information number to ring: 5
- Regional seminars/workshops, focusing on themes: 2

Q. How would you prefer to inform us about your projects?

- Email: 34
- Written Report: 14
- Letter: 11
- Telephone: 8
- Remind us what you need and when: 4
- Via organisation’s website: 3
- Themed seminars: 2

Email was the most popular method of communicating given by respondents, but it will not be possible to rely on this entirely, because many people still have no access to a computer. It is likely, therefore, that a range of methods will be required to communicate future messages about sustainability in the South West.
FUTURE PRIORITIES

The consultation asked organisations what they considered to be the priority sustainability issues that need to be progressed in the South West region. This section gives more information on these responses. It also identifies some of the gaps which exist in the current Framework and suggests ways that these can perhaps be filled.

**Q. What does your organisation consider to be the key/priority issues that need to be progressed?**

Transport was the most frequently mentioned single issue, with respondents quoting the need for improved public transport, especially in rural areas, and better integration of modes. Measures to reduce road traffic and congestion and ways to encourage green travel planning were also raised. The fact that this was almost routinely quoted by respondents as a priority would seem to suggest that encouraging sustainable transport is the most clearly recognised way of increasing the quality of life in the region.

**SWARMMS – the South West and Wales Multi Modal Study**

Government Office for the South West commissioned this £1.8m study into the strategic transport corridors from London to Wales and the South West. The study covered major roads such as the M4/M5 corridor and M3/A303/A30 as well as the main rail routes linking the region to the South East. The SWARMMS report recommended £2bn worth of rail improvements as part of a package of over £3bn worth of transport improvements. Consultants made a number of recommendations for the period until 2016, which were considered during extensive consultation. Following detailed discussions of the environmental, social and economic implications of the proposals, they were approved by the Regional Assembly in July 2002.

In summary recommendations were:

- The Vision and Strategy proposed in the SWARMMS study be supported, being broadly consistent with the objectives in Regional Planning Guidance.
The SWARMMS Strategy and proposals are supported in principle, subject to detailed consideration by local authorities and regional stakeholders.

The Assembly recognises the need to implement the Strategy as a “package” in order to address the problems and issues identified in the study.

The Strategy be monitored and reassessed as an input into the review of the Regional Transport Strategy taking account of changes in national policy.

The Assembly supports the establishment of two strategic rail and road corridors to the South West.

For more information see www.swarmms.org.uk

The second major priority is education and training, although this covers some broad sub-topics. These included addressing inequalities in basic skills, especially literacy and numeracy levels, training for businesses to facilitate improved environmental performance and education in sustainable development, delivered through colleges and schools.

Skills and Learning Select Committee

In June 2002 the Regional Assembly held a Select Committee on Skills and Learning as part of the scrutiny programme into the work of the Regional Development Agency. This was attended by a range of experts in the field, including representatives from Learning and Skills Councils, Connexions, the Careers Service and universities. Some of the findings of the event include:

- The Framework for Regional Employment and Skills Action (FRESA) should focus on longer term planning for skills and learning, for example over ten years, and should ensure that the key priorities are based on sound regional intelligence and forecasting of future skills needs.

- A Basic Skills Strategy should be developed for the South West region which includes defining an agreed view of “basic skills”.

The resultant report ‘Who owns the Skills & Learning Agenda’ contains a full list of recommendations and is available on the Regional Assembly’s website at www.southwest-ra.gov.uk

Four additional issues also featured strongly:

- waste management (including initiatives to increase minimisation and recycling rates)
- food and farming (including CAP reform, organic agriculture and local food)
- improving health and reducing inequalities (especially reductions in teenage pregnancy rates)
- the need for more innovative design, higher density development and increased use of brownfield land.

Minimum Waste, Maximum Benefit

The South West Regional Assembly has produced a Vision for sustainable management for the region: “Minimum Waste, Maximum Benefit”, as the first stage in developing a regional waste strategy. The Vision is “the South West region will become a minimum waste producer by 2030, with business and households maximising opportunities for reuse and recycling”. This sets out the underlying aspirations of where the region wants to be by 2030, emphasising the need for radical changes in the way we approach waste production and management. The regional waste strategy is now being developed and will identify how the aspirations in the Vision can be delivered.

See www.southwest-ra.gov.uk for more information on the Waste Vision and Strategy
Regional Planning Guidance for the South West (RPG)

The Regional Assembly is required to prepare, monitor and review Regional Planning Guidance, which sets the broad framework against which planning decisions in the region are taken.

The RPG proposes that most development should be in the region’s major towns and that brownfield sites should be used before new greenfield land for development. It also sets out regional priorities for transport improvements, as well as protecting the most important wildlife and landscape areas.

See www.swrpm.org.uk/misc.asp for a copy of Regional Planning Guidance

GAPS

As part of the consultation organisations were invited to comment on any additional issues which they felt were not already covered by the Framework. This question generated very few responses, with most organisations believing the Framework to be comprehensive. Of those that did reply suggestions included :-

- making the Framework more practical, in order to turn the aspirations into reality
- more clearly stating the links between our high quality environment, quality of life and the region’s economy
- giving more emphasis to urban issues
- including affordability of housing as an issue
- making the Framework more locally distinct
- international issues, such as ethical world trade to illustrate the global nature of sustainable development

Fairtrade - you can make a difference

Using Fairtrade teas and coffees is a simple way of showing commitment to a more ethical system of world trade. By purchasing goods showing the Fairtrade Foundation’s logo, consumers can be sure that producers in the developing world are not being exploited. Fairtrade means that growers receive a guaranteed and fair price for their crops. This enables producers to improve their family’s standard of living by accessing education and health care. Most Fairtrade farms are also working towards reducing chemical use, so improving the local environment. Fairtrade shows that conditions around the globe really can be influenced simply by your choice of tea, coffee, banana or chocolate.

See www.fairtradefoundation.org.uk for more information
OPPORTUNITIES AND BARRIERS

This section gives more information on the opportunities and barriers which were identified by respondents and suggests some ways that these can be taken forward.

Opportunities

Q. What/where are the major opportunities for achieving Sustainable Development in the South West?

The most common response centred on the high quality natural environment and quality of life that we experience in the South West and how this should be viewed as a business and economic opportunity rather than a constraint. The environment has been identified as a driver of economic change by the Regional Development Agency.

Hand in Hand

Hand in Hand is about promoting the link between economic success and environmental quality. The aim is to improve the region’s competitiveness whilst also improving the quality of our environment. Sponsored by South West Regional Development Agency, the Hand in Hand Awards were launched in June 2001 at a major conference in Weston-Super-Mare, in order to reward those businesses who recognise the importance of improving their environmental performance.

For more information see www.southwestrda.org.uk/rda/Hand_Beckground.shtml

Improved access through a better, more integrated public transport system featured highly, as did the need to promote of sustainable tourism, through business accreditation schemes, reduced seasonality and transport alternatives for visitors.
An increased emphasis on partnership working, especially in the public sector, a chance for the region to excel in eco-design and innovative environmental technologies and greater promotion of local food as a means of preserving landscapes and supporting farm incomes also featured strongly.

"Sustainability requires a combination of economic stimulation, leadership, creativity and innovation in looking for new solutions that are effective at maximising social gain, minimising resource use and engaging the wider population."
- consultation response

**Barriers**

**Q. What do you feel are the main barriers to the implementation of Sustainable Development in the South West?**

![Graph showing barriers to sustainable development](Image)

By far the most common response related to a lack of awareness, knowledge and understanding of sustainable development amongst both the general public and specific sectors such as private business.

The second most frequently mentioned barrier related to a lack of resources and in particular long term funding, which can make the delivery of sustainable development very difficult.

Other barriers which featured strongly included a lack of practical guidance for business, apathy amongst individuals, a poor attitude by the media towards sustainable development, an inadequate rail infrastructure in the region and a lack of political vision and commitment.

"We need increased understanding that "sustainability is all-encompassing and should be considered at all stages in the production of strategic policies, rather than as a single issue that is addressed in isolation." - consultation response
Overcoming barriers

Q. How do you believe these barriers could be overcome?

The most common suggestion is to develop a common understanding of sustainable development and the benefits it can bring through increased promotion and awareness raising.

The second most quoted example involved making the concept of sustainable development tangible and relevant through best practice examples and clear guidance on ‘how to do it’. Partnership building and increased dialogue between different sectors to create shared agendas came third in the list of suggestions.

“We should promote the benefits of sustainability in the context of all our projects – whether economic, social or environmental.” - consultation response.

Other ideas which featured strongly include developing a long term commitment to sustainability education in the South West through schools and colleges, developing leadership skills supported by more innovative organisational structures and increasing the profile of sustainable development at national level.

“We sustainability must become part of the way we do things in the South West” - consultation response.
Symphony is a simulation exercise designed for senior managers from any sector or background to help them identify and develop leadership styles for sustainability. Participants take familiar roles in a fictitious but true to life geographical setting, complete with social, economic and environmental problems. "Triggers" are then introduced to ensure that the participants complete a number of complex tasks, such as attracting inward investment to the area or producing an elderly persons strategy. The exercise was developed by consultants on behalf of Sustainability South West and South West Regional Assembly, with funding from the English Regions Network. It is now offered as part of the Regional Top Management Programme but can also be made available separately for use in teambuilding events. It would be particularly suitable for team building across departments within a local authority or within a Local Strategic Partnership. A range of training courses covering sustainability and LSPs are also offered by South West Provincial Employers (part of the South West Regional Assembly).

For more information contact Carl Ricketts on 01823 270101 or email carl.ricketts@southwest-ra.gov.uk.

Sustaining Success - Sustainability Education in the South West

Funded by the six regional LSCs (Learning and Skills Councils) this project was managed by SWAFET (South West Association for Education and Training) in partnership with Sustainability South West, Cannington College, Cornwall College, Filton College and Plymouth College and completed in September 2001. The first part of the project examined the contribution and commitment of colleges in the South West to Sustainability. The project found that most colleges:

• Develop skills in individuals, communities and companies, which enable them to be economically sustainable.

• Are closely involved in the development of community capacity and provide training and other kinds of support for all kinds of community endeavours.

Some colleges also:

• Practice environmental protection in their own organisations and provide training to other businesses to help them to do so.

Additionally colleges may support sustainability through the curriculum, in two ways:

• Awareness-raising, through cross-curricula approaches such as enrichment.

• There may also be specific elements of both academic [eg science, geography] and vocational [eg business studies, construction, engineering] curricula which teach specific skills relevant to sustainability.

A project pack is now available, which celebrates good practice in the region and is intended to be a catalyst for engagement with Sustainability.

For more information see www.swafet.org.uk
WHAT HAPPENS NEXT?

This section considers what the future holds for the South West region and gives an overview of some anticipated major changes that may impact upon the delivery of sustainable development. It includes recommendations for further action which will help the region move in the right direction, towards ‘a sustainable future for the South West’.

Recommendations

Ensuring relevance and completeness

The Regional Sustainable Development Framework was not intended to be a static document, but rather one which adapts and develops according to the changing needs and issues facing the South West. It is likely, therefore, that new challenges will be highlighted as a result of the ‘Moving in the Right Direction’ Conference and ongoing national research on the effectiveness of such Frameworks, currently being carried out by CAG Consultants on behalf of the English Regions Network.

It has already been identified that the objectives of the Framework do not fully include all of the agreed sustainability principles. For example, democracy and a long-term view are not adequately referred to in the objectives.

Currently the Regional Sustainable Development Framework only addresses the ‘crunch issues’ affecting the South West, but it is recognised that the region does not exist nor operate in isolation from the international, national and sub-regional (ie county) or local pictures. In any future review of the Framework it will be important to ensure that all links are considered.

- a) In partnership with other organisations across the South West the Regional Assembly will work towards a review of the Regional Sustainable Development Framework to ensure that it remains comprehensive and relevant in its approach.

Raising awareness

The main conclusions resulting from the consultation were the need to:-

- Increase general awareness and understanding of sustainable development amongst businesses and the public.
- Demonstrate the benefits that sustainable development can bring.
- Show practical ways that sustainable development can be integrated into the everyday work of organisations.

To address these needs will require a long term, major resource input and it is clear that the Regional Assembly will not be able to progress them alone. A continued partnership approach to progressing the objectives of sustainable development in the South West will, therefore, be essential to the success of the Framework. The Regional Assembly can help by:-

- b) Collecting case study information, which demonstrates how sustainable development can be delivered successfully by a range of organisations in the South West. These will also help to demonstrate some of the benefits that following a sustainable approach can bring in different situations.

- c) Contributing to a regular email bulletin to help publicise case study examples and exchange current news on sustainable development within the region.
d) Encouraging participation in partnership projects, which help to deliver sustainable development within the region.

e) Developing training programmes tailored to the needs of organisations within the region to help facilitate an improved understanding of sustainable development amongst their key staff. For example, English Nature and the Environment Agency have already expressed an interest in joint working on this aspect.

f) Working with Local Strategic Partnerships to develop mechanisms to integrate sustainable development into their emerging work programmes and delivery plans.

g) Setting a positive example internally by working towards the adoption of a corporate sustainability policy, building on the pledge of Ambassador status under the Future Foundations initiative.

Supporting progress towards the objectives

The consultation asked organisations what they considered to be the priority sustainability issues that need to be progressed in the South West region. Two areas came out very strongly as priorities: sustainable transport and education and training. Four other issues featured strongly:

- waste management (including initiatives to increase minimisation and recycling rates).
- food and farming (including CAP reform, organic agriculture and local food).
- improving health and reducing inequalities (especially reductions in teenage pregnancy rates).
- development and planning, including the need for more innovative design, higher density development and increased use of brownfield land.

The Regional Assembly will:-

h) Encourage debate amongst regional partners on these priorities and how best as a region we should seek to address them.

Accessibility

The Regional Assembly believes that sustainability is an issue for everybody and so any future report produced on the topic should be accessible to all. To achieve this the Assembly will endeavour to ensure that:

i) Future questionnaires and reports should be made available on the Assembly’s website www.southwest-gov.uk and also on the region’s sustainable development website www.oursouthwest.com.

j) Future questionnaires and reports should be made available on request as a large print version, either electronically or as hard copy.

k) Reports should generally be made available free of charge.

l) Reports should be written in Plain English.
Monitoring and reporting
The Regional Assembly believes that monitoring is vital in order to identify what progress has been and is being made against the objectives of the Regional Sustainable Development Framework. The intention is:

**m) To produce a regular progress report on the Framework, including information on indicators, so that trends can be clearly seen and monitored.**

**n) To hold a regular conference on the Framework to highlight progress, showcase exemplar projects and allow interested bodies the chance to come together to debate the way ahead for the region.**

Using indicators
The consultation asked organisations across the region to suggest indicators but this section of the questionnaire attracted a very limited response. This may, or may not, indicate broad agreement with the use and nature of indicators already proposed in the Framework.

Where possible we have included headline indicators from the Government’s sustainable development report ‘A Better Quality of Life’. This will allow comparisons to be made more easily with the other English regions and reduces the amount of duplication in terms of data collected.

For some of the indicators proposed in the original framework data is still unavailable, eg regional carbon dioxide emissions, and for other themes the data has been extremely difficult to obtain and interpret. In some cases, for example where indices of multiple deprivation are used, this does not allow an analysis of trends over time as the data is presented as a point in time snapshot.

In addition, it can be dangerous to rely entirely on a limited set of quantitative information, such as that provided by indicators in assessing the state of the region. A single figure can easily hide regional inequalities. That is why qualitative information, in the form of case studies from around the region, is also presented in this report. Together this gives a more comprehensive view of the region’s progress towards sustainability in the South West. However, this report has shown a need to:

**o) Further assess the suitability of the proposed indicators in partnership with other key regional organisations.**

**p) Consider the need for long term alternative or additional indicators.**

**q) Investigate alternative techniques for measuring progress against the Framework objectives.**

Targets
The Framework is intended to describe a shared vision for sustainable development of the South West region. It is aspirational in nature and not a statutory document, so it was originally deemed inappropriate to set targets. The Framework provides the strategic context for the delivery of sustainable development through action plans and policies at any level within the region. Targets are included within these individual plans and policies, rather than within the Framework itself and the results of the consultation would seem to show support for this approach.
An Integrated Regional Strategy (IRS)

The South West region is facing an exciting future. It has major strengths and opportunities with a high quality of life and as a place where people want to live and work. This is not without its challenges, however, as this progress report demonstrates.

There are many organisations and agencies working in the region to tackle these issues, both through their own activities and in partnership. However, it is increasingly being recognised by government, regional partners and local authorities, that many of these challenges require a combined effort to address them, either because they have "fallen between the cracks" of existing work, need regional level support to overcome barriers or are cross-cutting issues that no one agency or existing partnership can tackle.

The South West Regional Assembly is seeking to engage with partners in the region to identify where integrated working can deliver more effective solutions. Part of this process is the development of an Integrated Regional Strategy (IRS) which would provide a common set of objectives and outcomes for the region. The IRS will build on the principles and aspirations of the regional sustainable development framework and the regional policy context set out in other regional strategies. A preliminary stage has been undertaken to analyse the range of existing regional strategies, to provide an overview of current regional policy and identify any gaps. This has been brought together into a report entitled "Single Minded and Sustainable" undertaken by Cooper Simms Associates on behalf of the Regional Assembly, that aims to initiate debate about the need for greater integrated regional working.

As important as the IRS itself, is the process for developing and facilitating integrated regional working. The Regional Development Agency, Government Office for the South West and Sustainability South West are being closely involved as "owners" of key regional strategies. But it is also important that other regional stakeholders are involved, particularly those responsible for regional strategies which should sit under the umbrella of the IRS. The Regional Assembly is therefore seeking views on the issues highlighted in the consultants' report, and encouraging partners to get involved in the next steps.

For more information see the Regional Assembly’s website at
www.southwest-ra.gov.uk
## South West Regional Sustainable Development Framework

### Summary of Themes and Objectives

<table>
<thead>
<tr>
<th>Theme</th>
<th>Indicator</th>
<th>Objectives</th>
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</thead>
<tbody>
<tr>
<td><strong>1. Health &amp; Well-being</strong></td>
<td>Gap in infant and early childhood death and illness between socio-economic groups</td>
<td>- To improve the health and well-being of the population of the South West&lt;br&gt;- To reduce the inequalities in health between the least and most disadvantaged people and communities in the region by improving the health of the least healthy people&lt;br&gt;- To improve the key determinants of health</td>
</tr>
<tr>
<td><strong>2. Economic Development</strong></td>
<td>Proportion of households in the South West with an income of less than 50% of the national average</td>
<td>- Increase the circulation of wealth within the region&lt;br&gt;- Develop greater integration within key economic sectors&lt;br&gt;- Ensure necessary infrastructure to support a more sustainable economy&lt;br&gt;- Encourage community involvement in local economies</td>
</tr>
<tr>
<td><strong>3. Climate Change</strong></td>
<td>Regional renewable energy target (greenhouse gas emissions when available)</td>
<td>- Promote efficient use of affordable energy whilst reducing energy demand&lt;br&gt;- Increase role of renewable energy and Combined Heat &amp; Power (CHP) whilst reducing the adverse environmental impacts of all forms of energy production&lt;br&gt;- Reduce risk to society and the environment from climate change and sea level rise</td>
</tr>
<tr>
<td><strong>4. Development &amp; Planning</strong></td>
<td>% of new development on brownfield land</td>
<td>- Promote the conservation and wise use of land and other resources within the region&lt;br&gt;- Promote the development of balanced, safe communities with adequate housing, employment and facilities to meet needs&lt;br&gt;- Ensure the South West remains a region of diverse and distinctive heritage and landscape&lt;br&gt;- Provide affordable housing to all which is adaptable to future needs, reflects local distinctiveness and meets the needs of the local community&lt;br&gt;- Minimise the risk of flooding to people and places</td>
</tr>
<tr>
<td><strong>5. Regional Inequality &amp; Access</strong></td>
<td>Relevant index of deprivation</td>
<td>- Everyone in the South West has the opportunity throughout their lifetime to learn and develop new skills that enable them to achieve their full potential&lt;br&gt;- Everyone in the South West has the opportunity to work and to have their work recognised and valued by the community (whether paid or unpaid)&lt;br&gt;- Everyone in the South West has access to a minimum level of service standards across the range of community services</td>
</tr>
<tr>
<td><strong>6. Sustainable Communities</strong></td>
<td>Relevant index of deprivation</td>
<td>- Promote stronger and more vibrant communities in the South West&lt;br&gt;- Provide safe, affordable and suitable housing to everyone&lt;br&gt;- Provide a safe environment in which people feel secure</td>
</tr>
<tr>
<td><strong>7. Biodiversity &amp; Landscapes</strong></td>
<td>Bird populations in the UK and South West</td>
<td>- Protect and enhance habitats and species&lt;br&gt;- Promote biodiversity as a regional asset&lt;br&gt;- Protect and enhance the region’s urban and rural landscapes</td>
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<tr>
<td>Theme</td>
<td>Indicator</td>
<td>Objectives</td>
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<tr>
<td>Learning &amp; Skills</td>
<td>Adult literacy levels</td>
<td>- Lifelong learning will support sustainable communities</td>
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<td></td>
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<td>- Learning organisations will set an example in establishing sustainability policies and practices</td>
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<td></td>
<td></td>
<td>- Learning gains commitment to sustainability and trains sustainability skills</td>
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<td>Transport</td>
<td>Traffic volumes</td>
<td>- Reduce the need for travel</td>
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<tr>
<td></td>
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<td>- Promote fuel efficient transport systems accessible to all</td>
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<tr>
<td>Natural Resources &amp; Waste</td>
<td>Waste management targets</td>
<td>- Reduce pollution and improve water, land and air quality</td>
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<tr>
<td></td>
<td></td>
<td>- Ensure water, land, minerals, soils and other natural resources are used efficiently and with least environmental damage</td>
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<td>- Promote wise use of waste resources whilst reducing waste production and disposal</td>
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<tr>
<td>Business &amp; Work</td>
<td>The level of SME creation and survival</td>
<td>- Ensure all people have quality work opportunities both paid and unpaid</td>
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<td></td>
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<td>- Create more businesses and encourage existing ones to grow</td>
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<td>- Reduce the incidence of unemployment, low pay and tackle income inequality across the region</td>
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<td>- Increase the number of social economy businesses</td>
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<tr>
<td>Culture &amp; Heritage</td>
<td>The net loss of historical/cultural assets</td>
<td>- Encourage increased access to and participation in cultural activities across the South West, capitalising on the latest developments in ICT</td>
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<td></td>
<td>- Ensure the South West remains a region of diverse and distinct cultural landscapes and townscapes</td>
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<td>- Endow the region’s creative capabilities and maximise their social and economic benefit</td>
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<tr>
<td>Food &amp; Farming</td>
<td>% of the region farmed organically</td>
<td>- Promote high quality local food and drink. Improve the viability of mixed family run farms</td>
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<tr>
<td></td>
<td></td>
<td>- Raise the skills and aspirations of the farming and food workforce</td>
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<td></td>
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<td>- Reconnect farmers and food producers with local communities</td>
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<td></td>
<td>- Enhance the quality of farmland landscapes and habitats</td>
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<tr>
<td>Tourism</td>
<td>% of tourist trips to the South West by car</td>
<td>- Promotion of sustainable tourism, which conserves and enhances the environment and has the support of local communities</td>
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<tr>
<td></td>
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<td>- Enhancing the resource and promoting quality</td>
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<td>- Extending the tourism season and promoting the historical and cultural environment</td>
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<tr>
<td>Coast &amp; Maritime Environment</td>
<td>Bathing water quality</td>
<td>- Develop and support cross sectoral partnerships</td>
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<td></td>
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<td>- Develop the region’s coastal and maritime knowledge base</td>
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<td></td>
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<td>- Enhance the sustainable economic potential of the coast</td>
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<td>- Reduce diffuse marine pollution from land based sources</td>
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</table>
### REGIONAL SUSTAINABILITY APPRAISAL CHECKLIST

#### Economy

<table>
<thead>
<tr>
<th>Will your decision /project /plan /strategy</th>
<th>Positive impact</th>
<th>Negative impact</th>
<th>Not applicable</th>
<th>Impact unknown</th>
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<tbody>
<tr>
<td>- Provide employment and training opportunities that support the needs of the region's local workforces</td>
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<tr>
<td>- Provide any business opportunities which support environmental goods and services</td>
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<tr>
<td>- Incorporate environmental management to increase business competitiveness</td>
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Comments (briefly explain the impact)

More information needed

Areas for improvement

#### Work

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<thead>
<tr>
<th>Will your decision /project /plan /strategy</th>
<th>Positive impact</th>
<th>Negative impact</th>
<th>Not applicable</th>
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<tr>
<td>- Provide satisfying and fairly paid work</td>
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<tr>
<td>- Offer new opportunities for voluntary and unpaid work</td>
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<tr>
<td>- Help to provide all year round rather than just seasonal employment</td>
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Comments (briefly explain the impact)

More information needed

Areas for improvement

#### Local Needs

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<tr>
<th>Will your decision /project /plan /strategy</th>
<th>Positive impact</th>
<th>Negative impact</th>
<th>Not applicable</th>
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<tbody>
<tr>
<td>- Use local goods and services wherever possible</td>
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Comments (briefly explain the impact)

More information needed

Areas for improvement
### Learning

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<tr>
<th>Will your decision /project /plan /strategy</th>
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</table>

- Offer new opportunities for learning and training
- Increase awareness and understanding of sustainable development in the region

Comments (briefly explain the impact)

More information needed

Areas for improvement

### Basic Needs

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<th>Will your decision /project /plan /strategy</th>
<th>Positive impact</th>
<th>Negative impact</th>
<th>Not applicable</th>
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- Help to meet people's basic needs for healthy food, clean water, affordable housing and efficient energy

Comments (briefly explain the impact)

More information needed

Areas for improvement

### Access

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<tr>
<th>Will your decision /project /plan /strategy</th>
<th>Positive impact</th>
<th>Negative impact</th>
<th>Not applicable</th>
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</table>

- Provide a service, facility or product that is accessible to everyone including those with disabilities
- Maximise opportunities for access to services by residents and visitors by encouraging public transport use, cycling or walking

Comments (briefly explain the impact)

More information needed

Areas for improvement
### Health and Well-being

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<thead>
<tr>
<th>Will your decision /project /plan /strategy</th>
<th>Positive impact</th>
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</table>

- Safeguard and take opportunities to promote people's physical and mental well-being
- Support preventative health strategies by encouraging healthy physical exercise and diets and deterring unhealthy activities and diets

Comments (briefly explain the impact)

More information needed

Areas for improvement

### Pollution

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<th>Positive impact</th>
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</thead>
</table>

- Contain or reduce air, water or land pollution to levels which do not damage natural systems
- Take into account the possible impacts of climate change
- Minimise noise and light pollution

Comments (briefly explain the impact)

More information needed

Areas for improvement

### Resources

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<tr>
<th>Will your decision /project /plan /strategy</th>
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</table>

- Manage demand for energy and water and contribute to their efficient use
- Create opportunities for the use of renewable energy
- Minimise the need for raw materials and minerals
- Conserve land and soil resources
- Reduce the risk of flooding

Comments (briefly explain the impact)

More information needed

Areas for improvement
## Biodiversity

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<tr>
<th>Will your decision /project</th>
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- Protect and enhance the unique biodiversity of the South West’s land and marine environments, for example by planting native species and providing habitats for wildlife
- Minimise the use of chemicals which are harmful to living things in the environment
- Conserve or enhance the region’s characteristic landscapes and features

Comments (briefly explain the impact)

- More information needed

Areas for improvement

## Waste

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- Help to minimise the region’s production of waste
- Reuse or recycle waste materials
- Involve the use of recycled products

Comments (briefly explain the impact)

- More information needed

Areas for improvement

## Safety

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- Enable all people in the region to live without fear of crime or persecution

Comments (briefly explain the impact)

- More information needed

Areas for improvement
### Distinctiveness

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</thead>
</table>

- Enhance local diversity and distinctiveness by respecting local character and using local skills, materials, produce and creativity

Comments (briefly explain the impact)

More information needed

Areas for improvement

### Leisure

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<th>Will your decision /project /plan /strategy</th>
<th>Positive impact</th>
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</table>

- Promote opportunities for recreation, art, culture and heritage in those parts of the region that are underprovided

Comments (briefly explain the impact)

More information needed

Areas for improvement

### Democracy

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<th>Will your decision /project /plan /strategy</th>
<th>Positive impact</th>
<th>Negative impact</th>
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- Allow everyone to become informed and involved in decision making

Comments (briefly explain the impact)

More information needed

Areas for improvement
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**Long Term Perspective**

*Take a long term perspective, taking into account the needs of future generations as well as our own*

Comments (briefly explain the impact)

More information needed

Areas for improvement
## Appendix 3

### List of organisations responding to the consultation

1. Avon, Gloucestershire & Wiltshire Health Authority
2. Bournemouth Borough Council
3. Business Link Berks & Wilts
4. Bristol City Council
5. Brian Cotter MP
6. Bristol Port Company
7. CBI
8. C-CLIF Ltd
9. Centre for Sustainable Energy
10. City of Bristol College
11. Cheltenham Borough Council
12. Cheltenham & Tewkesbury Primary Care Trust
13. Clevedon Town Council
14. Cornwall Business School
15. Cornwall County Council
16. Cornwall Rural Community Council
17. Cornwall & Scilly Objective 1
18. Cotswold District Council
19. CPRE South West
20. Dartmoor National Park (2)
21. Diocese of Salisbury
22. Devon County Council
23. Devon Energy Efficiency Advice Centre
24. Dorset Coast Forum
25. Dorset County Council
26. Dorset and Somerset Health Authority
27. East Devon District Council
28. Eden Project
29. English Heritage
30. English Nature South West Region
31. Environment Agency
32. Exeter Primary Care Trust
33. Exmoor National Park
34. Federation of City Farms and Gardens
35. Forest of Avon
36. Gloucester City Council
37. Gloucestershire County Council
38. Government Office for the South West
39. Innogy Ltd
40. National Trust – Devon & Cornwall
41. North Somerset Council
42. North Somerset Primary Care Trust
43. North Wiltshire District Council
44. Plymouth City Council
45. Plymouth Community Safety Partnership
46. Purbeck District Council
47. Purton Parish Council
48. Restormel Borough Council
49. Royal Forest of Dean College
50. Royal Town Planning Institute
51. Scottish and Southern Energy
52. Soil Association
54. Somerset Foodlinks
55. Somerset Learning and Skills Council
56. Somerset Trust for Sustainable Development
57. South Devon Healthcare
58. South Gloucestershire Council
59. South Hams District Council
60. South Somerset District Council
61. South West Association for Education and Training
62. South West Museums, Libraries and Archives Council
63. South West Public Transport Users Forum
64. South West of England Regional Development Agency
65. South West Tourism
66. Sport England (South West)
67. Strachan and Henshaw Ltd
68. Sustain South West
69. Sustainable Somerset Forum
70. Swindon Chamber of Commerce & Industry
71. Teignbridge Council
72. Teignbridge Primary Care Trust
73. The Housing Corporation
74. University of Plymouth Enterprise
75. Viridor Waste Management Ltd
76. Wessex Water Services Ltd
77. Westcountry Ambulance Service
78. West Devon Environmental Network (WestDEN)
79. West Dorset General Hospitals NHS Trust
80. West Gloucestershire Primary Care Trust
81. Western Partnership for Sustainable Development
82. Western Power Distribution
83. Wiltshire Churches Together
84. Wiltshire County Council
List of networks represented

NB. The number in brackets refers to the number of organisations who responded as belonging to that network

ACRE
All Parks sustainability working group
Association of Colleges South West
ANPED (Northern Alliance for Sustainability)
ASERA (Association of Severn Estuary Relevant Authorities)
Avon and Somerset Energy and Environmental Management group
Bournemouth Environment Forum
Bristol/South Glos Learning Partnership
CATA
C-CLIF
CBI Environment and Health/Safety Forum
Cheltenham Sustainability Panel,
Cheltenham Environment Forum.
Community Action for Energy – National (EST)
Cornwall Sustainable Energy Forum
Cornwall Sustainable Energy Partnership
Cornwall Business Support Group
Combined University in Cornwall
Culture South West
Devon Environment Business Initiative (2)
Devon LA21 Coordinators group (3)
Devon Sustainability Group (3)
Dorset Agenda 21 Forum
Dorset Environmental Co-ordinator’s Group
Dorset & New Forest Tourism Partnership Sustainability Panel
Energy 21
Energy Efficiency Management Group
Envolve & Wessex Environment Business Forum
Europarks
Energy for Sustainable Development (ESD)
ESA Western Region
Federation of Gloucestershire Colleges
Food Links UK
Forest of Dean LSP
Forum for the Future
Future Foundations
Gloucester City LSP
Glos Public Health network
Glos Environmental Business Forum
Glos Local Agenda 21 Liaison Group 4
Glos Round Table for Sustainable Development
Higher Education Partnership
Horizon South West (6)
Housing Forum
Local Sustainability Group for the South West (10)
Local Strategic Partnership

M4I
National Community Safety Network
National Housing Federation
Officers Network
Plymouth LA21 Network
Plymouth Environment Forum
Plymouth 2020 Environmental Sustainability Foundation Group
RDA Regeneration Centre Partnership Working Group
Regional Environment Network (3)
Regional Observatory
Rethinking Construction SW
Regional Technical Advisory Board (RTAB)
SCOSLA (Standing Conference of Severnside Local Authorities)
Severn Estuary Strategy
Somerset Food and Health Alliance
Somerset LA21 officers group
Sustainability Practitioners Network (SPN-UK)
SDR
Sustain Sustainable Construction Group
Sustainable Homes
Sustainability South West (8)
Sustainable Somerset
SWAN
South West Community Safety Network
South West Forum
South West Renewable Energy Forum
South West Local Food Partnership
South West Social Responsibility
South West Sustainable Construction Network (2)
South West Sustainable Tourism Forum (2)
South West Sustainable Tourism Partnership (SWEST)
UK Major Ports Group
West of England Strategic Partnership
Wiltshire LA21 Coordinators Group
UK National Parks Sustainability Group
Vision 21
Wilts and Swindon Economic Partnership, part of GWE group
Wiltshire Strategic Board
Western Colleges Consortium
Western Partnership for Sustainable Development
### Appendix 4

**Glossary of terms**

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>AONB</td>
<td>Area of Outstanding Natural Beauty</td>
</tr>
<tr>
<td>CAP</td>
<td>Commons Agricultural Policy</td>
</tr>
<tr>
<td>C-CLIF</td>
<td>Centre for Climate Change Impact Forecasting</td>
</tr>
<tr>
<td>CHP</td>
<td>Combined Heat and Power</td>
</tr>
<tr>
<td>DEFRA</td>
<td>Department of the Environment, Farming and Rural Affairs</td>
</tr>
<tr>
<td>DETR</td>
<td>Department of the Environment, Transport and the Regions</td>
</tr>
<tr>
<td>DTLR</td>
<td>Department of Transport, Local Government and the Regions</td>
</tr>
<tr>
<td>EAZ</td>
<td>Education Action Zone</td>
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<tr>
<td>FRESA</td>
<td>Framework for Regional Employment and Skills Action</td>
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<tr>
<td>GDP</td>
<td>Gross Domestic Product</td>
</tr>
<tr>
<td>GEMRU</td>
<td>Geography and Environmental Management Research Unit</td>
</tr>
<tr>
<td>GOMMS</td>
<td>Guidance on the Methodology for Multi Modal Studies</td>
</tr>
<tr>
<td>GOSW</td>
<td>Government Office for the South West</td>
</tr>
<tr>
<td>HERS</td>
<td>Heritage Economic Regeneration Scheme</td>
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<tr>
<td>ICT</td>
<td>Information Communication Technology</td>
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<tr>
<td>IDeA</td>
<td>Improvement and Development Agency</td>
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<tr>
<td>IRS</td>
<td>Integrated Regional Strategy</td>
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<tr>
<td>LGA</td>
<td>Local Government Association</td>
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<tr>
<td>LPG</td>
<td>Liquid Petroleum Gas</td>
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<tr>
<td>LSC</td>
<td>Learning and Skills Council</td>
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<tr>
<td>LSP</td>
<td>Local Strategic Partnership</td>
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<tr>
<td>LSGSW</td>
<td>Local Sustainability Group South West</td>
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<tr>
<td>MCS</td>
<td>Marine Conservation Society</td>
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<tr>
<td>MW</td>
<td>Megawatts</td>
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<tr>
<td>NHS</td>
<td>National Health Service</td>
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<tr>
<td>NVQ</td>
<td>National Vocational Qualification</td>
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<tr>
<td>ODPM</td>
<td>Office of the Deputy Prime Minister</td>
</tr>
<tr>
<td>ONS</td>
<td>Office for National Statistics</td>
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<tr>
<td>PCT</td>
<td>Primary Care Trust</td>
</tr>
<tr>
<td>RES</td>
<td>Regional Economic Strategy</td>
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<tr>
<td>RPG</td>
<td>Regional Planning Guidance</td>
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<tr>
<td>RSDF</td>
<td>Regional Sustainable Development Framework</td>
</tr>
<tr>
<td>RTAB</td>
<td>Regional Technical Advisory Board</td>
</tr>
<tr>
<td>SAM</td>
<td>Scheduled Ancient Monument</td>
</tr>
<tr>
<td>Acronym</td>
<td>Full Form</td>
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<tr>
<td>---------</td>
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<tr>
<td>SME</td>
<td>Small and Medium Sized Enterprise</td>
</tr>
<tr>
<td>SSW</td>
<td>Sustainability South West</td>
</tr>
<tr>
<td>SWAFET</td>
<td>South West Association for Education and Training</td>
</tr>
<tr>
<td>SWARMMS</td>
<td>South West Area Multi Modal Study</td>
</tr>
<tr>
<td>SWCCIP</td>
<td>South West Climate Change Impacts Partnership</td>
</tr>
<tr>
<td>SWEST</td>
<td>South West of England Sustainable Tourism Partnership</td>
</tr>
<tr>
<td>SWRA</td>
<td>South West Regional Assembly</td>
</tr>
<tr>
<td>SWRDA</td>
<td>South West Regional Development Agency</td>
</tr>
<tr>
<td>SWRO</td>
<td>South West Regional Observatory</td>
</tr>
<tr>
<td>UKCIP</td>
<td>United Kingdom Climate Impacts Programme</td>
</tr>
<tr>
<td>WESTDEN</td>
<td>West Devon Environmental Network</td>
</tr>
<tr>
<td>WPSD</td>
<td>Western Partnership for Sustainable Development</td>
</tr>
</tbody>
</table>
Appendix 5

Web Links

Please note that this is not an exhaustive list and inclusion does not imply any endorsement by the South West Regional Assembly.

Health and Well-being

Department of Health - www.doh.gov.uk
National Health Service - www.nhs.uk

Economic Development

Confederation of British Industry - www.cbi.org.uk
Department of Trade and Industry - www.dti.gov.uk
Federation of Small Businesses - www.fsb.org.uk
South West Regional Development Agency - www.southwestrda.org.uk

Climate Change

Centre for Climate Change Impact Forecasting (C-CLIF) - www.c-clif.co.uk
Climate Change impacts on the South West - www.oursouthwest.com/climate/
Hadley Centre For Climate Prediction and Research - www.metoffice.com/research/hadleycentre
Tyndall Centre for Climate Change Research - www.tyndall.ac.uk
United Kingdom Climate Impacts Programme - www.ukcip.org.uk

Development and Planning

Building Research Establishment - www.bre.co.uk
Construction Industry Research and Information Association - www.ciria.org.uk
Future Foundations – www.futurefoundations.co.uk
Regional Planning Guidance - www.planning.odpm.gov.uk/rpg/rpg10/
Somerset Trust for Sustainable Development - www.sustainablehousing.org.uk

Regional Inequality and Access

South West Forum - www.southwestforum.org.uk
Countryside Agency – www.countryside.gov.uk
Local Strategic Partnerships - www.local-regions.odpm.gov.uk/lsp/guidance/
Sustainable Communities
Community Safety UK - www.communitysafetyuk.com
Housing Corporation - www.housingcorp.gov.uk
National Housing Federation - www.housing.org.uk
Neighbourhood Renewal Unit - www.neighbourhood.gov.uk

Biodiversity and Landscapes
Association for Areas of Outstanding Natural Beauty - www.aonb.org.uk
Council for National Parks - www.cnp.org.uk
English Nature - www.english-nature.org.uk
Forestry Commission - www.forestry.gov.uk
UK Biodiversity - www.ukbap.org.uk
Wildlife Trusts Partnership - www.wildlifetrusts.org

Learning and Skills
Connexions - www.connexions.gov.uk
Department for Education and Skills - www.dfes.gov.uk
Learndirect - www.learndirect.co.uk
Learning and Skills Council - www.lsc.gov.uk
South West Association for Education and Training - www.swafet.org.uk

Transport
Department for Transport - www.dft.gov.uk
South West Area Multi Modal Study - www.swarmms.org.uk
Traveline: public transport info - www.traveline.org.uk
Travel plans - www.local-transport.dft.gov.uk/travelplans/

Natural Resources and Waste
Community Recycling Network - www.crn.org.uk
Energy Saving Trust - www.est.org.uk
Environment Agency - www.environment-agency.gov.uk
Horizon South West - www.horizonsw.org.uk
Business and Work

Business Link - www.businesslink.org
Envirowise - www.envirowise.gov.uk
Job Centre Plus - www.jobcentreplus.gov.uk

Culture and Heritage

Common Ground - www.commonground.org.uk
Culture South West - www.culturesouthwest.org.uk
English Heritage - www.english-heritage.org.uk
South West Arts - www.swa.co.uk
Sports England - www.sportengland.org

Food and Farming

Eat the View - www.eat-the-view.org.uk
Farming and Wildlife Advisory Group - www.fwag.org.uk
National Association of Farmers Markets - www.farmersmarkets.net
South West Local Food Partnership - www.southwestfoodlinks.org.uk
Soil Association - www.soilassociation.org

Tourism

South West Sustainable Tourism Mapping Exercise - www.envolve.co.uk
South West Tourism - www.swtourism.co.uk

Coast and the Maritime Environment

Jurassic Coast World Heritage Site - www.swgfl.org.uk/jurassic/
Marine Conservation Society - www.mcsuk.org
South West Coast Path - www.swcp.org.uk
South West Pesca - www.swpesca.co.uk
Other useful links

Achieving a Better Quality of Life - www.sustainable-development.gov.uk

Government Office for the South West - www.gosw.gov.uk

Our South West - www.oursouthwest.com

South West Regional Assembly - www.southwest-ra.gov.uk

South West Regional Observatory - www.swro.info

Sustainability South West - www.oursouthwest.com/ssw/

Sustainable Development Commission - www.sd-commission.gov.uk

Sustainable Development Research Network - www.sd-research.org.uk
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• South West Environmental Observatory, and in particular Rachel Brown
• Sustainability South West, and in particular Leslie McWilliam and Lucy Goldring
• Bev Stanley
A Sustainable Future for the South West

Moving in the right direction?

Progress Report 2002 - a review of progress against the South West Regional Sustainable Development Framework

This document is available in large print from the address below.

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11 Middle Street
Taunton
Somerset TA1 1SH
United Kingdom

Telephone: (01823) 270 101
Facsimile: (01823) 425 200
Email: swra@southwest-ra.gov.uk
Web: www.southwest-ra.gov.uk

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