

# The Sustainable Community Strategy - Seven Challenges Action Plan

## Challenge 1 - Improving Community Safety (SCS page 6)

Community Safety Priority - Reducing crime and substance misuse, and increasing confidence in communities			
Priorities	Measured By	Delivery	Partners
Reduced drug and alcohol misuse and related crime	Reduce non-domestic violent crime - LAA Reward Target 7	2010	TV Police / RBWM CDRP / NHS Berks East
	Reduced serious acquisitive crime – LAA Target NI16	2011	
	Re-offending rate of prolific and priority offenders - LAA Target NI30	2011	
	Drug related offending rate - LAA Target NI38	2011	
	Drug users in effective treatment - LAA Target NI40	2011	
	Substance misuse by young people N1 115	2011	
	Alcohol-harm related hospital admissions rate - LAA Target NI39	2010	
	Reduced anti-social behaviour - LAA Reward Target 8 Supporting activities <ul style="list-style-type: none"> <li>• 14 Community Wardens in place by Sept 2010</li> </ul>	2010	As above/Town centre partnerships
Increasing confidence in communities	Annual Perception Survey – LAA Target NI 21-Dealing with local concerns about anti social behaviour and crime	2011	TV Police / RBWM / CDRP
	Place Survey (LAA Target NI 21 / LAA Reward Target 8 – reducing Anti social behavior)	2010/11	

<b>Community Safety Priority - Increasing fire and traffic safety</b>			
<b>Priorities</b>	<b>Measured By</b>	<b>Delivery</b>	<b>Partners</b>
Reduced arson and accidental dwelling fires	Reduced arson and reduced primary fires and related injuries – LAA Target NI49	2011	TV Police / RBFRS / RBWM / CDRP
	Reduced arson incidents (numbers of deliberate fires & primary and secondary fires) - LAA Reward Target 9	2010	
Reduced deaths & injury from traffic incidents	Reduced deaths or serious injury – LAA Target NI 47 & 48	2011	TV Police / RBWM
		TBC	TV Police / RBWM / DFT / Highways Agency

### **Challenge 2 - Strengthening Communities (SCS page 7)**

<b>Stronger Community Priority – Strengthen our communities</b>			
<b>Priorities</b>	<b>Measured By</b>	<b>Delivery</b>	<b>Partners</b>
More people motivated towards the good of the community	% Of people who believe people from different backgrounds get on well - LAA Target NI 1	2010	Voluntary and community groups / Faith groups / NHS Berkshire East / TV Police / Windsor Housing / Maidenhead & Dist Housing
	% of people who feel they can influence local decisions - LAA Target NI 4 (action plan to deliver targeted support to improve empowerment and participation)	2011	
	Environment for a thriving third sector - LAA Target NI7	2011	
	Increase levels of volunteering - LAA Reward Target 11	2011	
	Number of volunteers participating in the Adopt a Street Scheme - 50 volunteers, 3 schools 2 businesses by March 2011	2010	
	Young people's participation in positive activities NI110	2011	

<p>Excluded groups feel included and participate in decision making</p>	<p>% of people who believe people from different backgrounds get on well - LAA Target NI 1</p> <p>Environment for a thriving third sector - LAA Target NI7</p> <p>Increased community cohesion LAA Target NI1,NI4.</p> <p>One Borough Action Plan &amp; (national indicator) NI35</p> <p>Greater participation by all groups in local community events, reduced environment degradation, more volunteering:</p> <ul style="list-style-type: none"> <li>- Adopt a Street target Number of volunteers participating in the Adopt a Street Scheme - 50 volunteers, 3 schools 2 businesses by March 2010</li> <li>- Increase levels of volunteering - LAA Reward target 11, NI6</li> <li>- Civic participation in the local area NI3</li> </ul> <p>% of people who feel they can influence local decisions – Place Survey results ( LAA Targets NI1 &amp; NI 4)</p>	<p>2010</p> <p>2011</p> <p>2010</p> <p>On going</p> <p>Ongoing</p> <p>2011</p>	<p>Voluntary and community groups / faith groups / NHS Berkshire East / TV Police / Windsor Housing / Maidenhead &amp; Dist Housing</p>
<p>Greater sense of community ownership and spirit</p>	<p>Reduced number of complaints regarding incidents of vandalism and damage (target of 1986 reported acts of vandalism by end 2010, 5730 complaints received by RBWM related to acts of all crime by 2010 –2011)</p> <p>% of people who feel they can influence local decisions - LAA Target NI 4</p> <p>Increase numbers of volunteers LAA Reward Target 11, participation in regular volunteering N16, Adopt A Street Scheme - 50 volunteers, 3 schools 2 businesses by 2010</p> <p>Measured via Place Survey 2010/11 – NI4, NI6</p>	<p>Ongoing</p> <p>2011</p> <p>2011</p> <p>2010</p> <p>2011</p>	<p>Voluntary and community groups / faith groups / TV Police / Windsor Housing / Maidenhead &amp; Dist Housing</p>

Differences between communities is well managed	<p>% of people who believe people from different backgrounds get on well - LAA Target NI 1</p> <p>% of people who feel they can influence local decisions – LAA Target NI 4</p> <p>One Borough Project Action Plan – NI35</p> <p>Number of recorded/non recorded racist crimes (to maintain and or decrease annual TVP reported % crimes per 1000 households, using 2009 benchmark of 0.76%)</p> <p>Recorded increase of improved understanding and respect for others - Place Survey NI 1, 4</p> <p>Improved access to leisure activities and resulting participation by people from different groups LAA reward target 12 – Number of parks receiving Green Flag Status (10 accredited by 2010, further 3 by 2011)</p> <p>Leisure Centres maintaining QUEST Quality Assurance (10 Leisure centers – measured biannually)</p>	<p>2011</p> <p>2011</p> <p>2010</p> <p>2010</p>	<p>CDRP / One Borough / Voluntary and community groups / faith groups / NHS Berkshire East / TV Police / Windsor Housing / Maidenhead &amp; Dist Housing</p>
Supported ageing population	<p>Adult participation in sport – LAA Target NI8</p> <p>Healthy life expectancy – LAA Target NI 137</p> <p>Self reported measure of overall health and wellbeing – LAA Target NI119</p> <p>An increased sense of respect – reported through the Place Survey NI 128 End of life care - NI129</p> <p>Transforming Social Care – number of social care client group having personal budgets (33% by 2011)</p>	<p>2011</p> <p>2011</p> <p>2011</p> <p>2010</p> <p>Ongoing</p>	<p>NHS Berks East / RBWM</p>

**Challenge 3 - Reducing Health Inequalities (SCS page 8)**

<b>Healthier Communities Priority – Improve child health and wellbeing</b>			
<b>Priorities</b>	<b>Measured By</b>	<b>Delivery</b>	<b>Partners</b>
Improved the health and well-being of all children	Obesity among primary school age year 6 – LAA Target NI 56 (BMI data)	2011	RBWM / NHS Berks East Children's Trust
	Proportion of schools accredited by the National Healthy Schools Status (NHSS) from 67% to 97% by 2010 - LAA reward target 1	2001	
	Greater participation in high quality sports – LAA Target NI 57	2010	
	Provision of more attractive green areas within built-up areas - LAA Reward target 12	2010	
	Increase % of schools achieving National Healthy Schools Standard - LAA Reward Target 1	2011	
	Cleaner, greener and safer public space (no. Green Flag parks) - LAA Reward Target 12	2011	
	Under 18 Conception rate N1 112	2011	
	Prevalence of Chlamydia in under 25 yr olds NI113	2011	
Improved mental wellbeing	Effectiveness of child and adolescent mental health (CAMHS) services – LAA Target NI 51	2011	RBWM / NHS Berks East

<b>Healthier Communities Priority – Improve adult health and wellbeing</b>			
<b>Priorities</b>	<b>Measured By</b>	<b>Delivery</b>	<b>Partners</b>
Services are better matched to needs	<p>Implementation of an inter agency Think Family pilot project to support the 10 most disadvantage families within the Royal Borough by Mach 2011</p> <p>Achieving independence for older people through rehabilitation/intermediate care NI 125 People supported to live independently through social services ( all Adults) NI136</p> <p>Stability of placements for children in care NI61, 62 &amp; 63</p>	<p>2011</p> <p>Ongoing</p> <p>2011</p>	RBWM / NHS Berks East / Supporting People Commissioning Board
Improved overall health and reduced health equalities	<p>Earlier investigations into health problems</p> <ul style="list-style-type: none"> <li>• All age all cause mortality – LAA Target NI 120</li> <li>• 15+ smoking rate prevalence – LAA Target NI 123</li> <li>• Substance misuse by young people NI115 (Tell Us survey)</li> <li>• Self reported measure of peoples overall health – NI119</li> <li>• Healthy life expectancy at age 65 NI 137</li> <li>• Adult participation in Sport – N18</li> </ul> <p>Better health screening results</p> <ul style="list-style-type: none"> <li>• Increase in smoking quitters from BME backgrounds - LAA Reward Target 5</li> <li>• Reduce BMI of people - LAA Reward Target 6</li> </ul>	<p>Ongoing</p> <p>2011</p> <p>2011</p> <p>2010</p> <p>2010</p>	RBWM / NHS Berks East
Improved fitness	<p>Adult participation in sport - LAA Target NI 8</p> <p>Cleaner, greener and safer public space (no. Green Flag parks) - LAA Reward Target 12</p> <p>Increased levels of walking &amp; cycling- reviewed through Local Transport Plan:</p> <ul style="list-style-type: none"> <li>- 100% Schools to achieve Travel Plan by March 2010,</li> <li>- 5 businesses pa to complete Travel Plan.</li> </ul>	<p>2011</p> <p>2010</p> <p>2010</p> <p>Ongoing</p>	RBWM / NHS Berks East

<b>Healthier Communities Priority - Identify and tackle inequalities</b>			
<b>Priorities</b>	<b>Measured By</b>	<b>Delivery</b>	<b>Partners</b>
Assistance provided to maintain independence and dignity	Carers receiving a needs assessment or review and specific service / advice – LAA target NI 135 Improve carers quality of life - LAA Reward Target 4 User reported measure of respect and dignity in their treatment – LAA Target NI 128 People supported to live independently through social services – LAA Target NI 136 Self reported measure of people’s overall health and wellbeing – LAA Target NI 119  Implementation of Transforming Social care/ My Place My Choice & introduction of Personal Budget (33% by 2011)	2011  2010 “ “ “  Ongoing  2009/10	RBWM / NHS Berks East
Greater equality and inclusion	Support adults with learning disabilities to gain employment – LAA Target NI 146 & LAA Reward Target 13  NI4 % of people who feel they can influence decisions in their locality	2011/10  Ongoing	RBWM / NHS Berks East
Increased choice in care for older people, those with physical or learning difficulties and people recovering from mental illness	Providing quality housing related support to vulnerable people to enable independent, safe and healthy lives – LAA Target NI 130 & NI 136  Implementation of Transforming Social/ My Place My Choice & introduction of Personal Budget (33% by 2011)	2011  Ongoing	RBWM / NHS Berks East

**Challenge 4 - Safeguarding The Vulnerable (SCS page 9)**

<b>Safeguarding Priority - Safeguarding children</b>			
<b>Priorities</b>	<b>Measured By</b>	<b>Delivery</b>	<b>Partners</b>
Families provided with support to secure better outcomes for their children	Services for Disabled Children (satisfaction survey) – LAA Target NI 54	2011	RBWM / NHS Berks East / JCP / TV Police
	Emotional and behavioural health of looked after children – LAA Target NI 58		
	Narrowing the gap between lowest achieving 20% in Early Years Foundation Stage Profile and the rest - LAA Target NI 92	2011	
	Achievement of at least 78 points across Early Years Foundation Stage – LAA Target NI 72	2011	
	Achievement of Level 4 or above in English and Maths at Key Stage 2 – LAA Target NI 73	2011	
	Progression by 2 levels in English between Key Stage 1 and Key Stage 2 – LAA Target NI 93	2011	
	Progression by 2 levels in Maths between Key Stage 1 and Key Stage 2 – LAA Target NI 94	2011	
	Secondary school persistent absence rate – LAA Target NI 87		
Improve carers quality of life - LAA Reward Target 4	2011		
Provide appropriate support for young carers – NI 135			
Number of extended Schools NI 88		2011 2010	
Develop cross agency Pilot to Implement the Think Family Program by March 2011		2011	
Parents have access to support to nurture their children’s social and emotional development	Support emotional and behavioural health of looked after children through collecting evidence and delivering what is actually required – LAA Target NI 58	2011	RBWM / NHS Berks East Children’s Trust Board
	Emotional health of children - NI50	2011	

Families most at risk are identified and supported to prevent problems escalating	Effectiveness of child and adolescent mental health (CAMHS) services - LAA Target NI 51	2011	RBWM / NHS Berks East / JCP / TV Police Children's Trust
	Secondary school persistent absence rate – LAA Target NI 87	2011	
	Develop cross agency Pilot to Implement the Think Family Program 2010	Ongoing	
	% of referrals to Children's social care going to assessment (NI 68), initial assessments carried out within 7 working days (NI59)	2011	
	Children becoming subject to a Child Protection Plan for a second or subsequent time NI 65	2011	
	Children who have run away from home/care overnight - NI 71	2011	
	Children who have experienced bullying - NI 69	2011	
	Hospital admissions caused by unintentional and intentional and deliberate injuries to children - NI 70	2011	
First time entrants to the Youth System aged 10 -17 - NI 111			

<b>Safeguarding Priority - Improve quality of life</b>			
<b>Priorities</b>	<b>Measured By</b>	<b>Delivery</b>	<b>Partners</b>
People living free from violence and abuse	Reduce non-domestic violent crime (no. incidents) - LAA Reward Target 7 & NI20	2010	RBWM / TV Police CDRP partnership
	Reduce Serious Violent Crime NI15	2011	
	Reduce the number of repeat incidents of domestic abuse (ensure that any adult or child at risk of abuse or neglect is able to easily access organisations for appropriate interventions) - NI 32	2010	
	Reduced antisocial behaviour - LAA Reward Target 8	2010	
Increased quality of life for older people and vulnerable adults	People supported to live independently through social services (all ages) – LAA Target NI 136	2011	RBWM / NHS Berks East Community & voluntary Groups
	Provide domestic insulation and heating improvements – LAA Target NI 187	2011	
	Increasing levels of volunteering – LAA Reward Target 11	2010	

### Challenge 5 - Raising Education and Skills Attainment (SCS page 10)

Education and Skills Attainment Priority - Narrowing the gap for children			
Priorities	Measured By	Delivery	Partners
Improved life chances for all children and young people	Services for Disabled Children (satisfaction survey) – LAA Target NI 54	2011	RBWM / Children's Trust / Grow Our Own / 14 – 19 Regional Partnership
	Emotional and behavioural health of looked after children – LAA Target NI 58	“	
	Achievement of at least 78 points across Early Years Foundation Stage – LAA Target NI 72	“	
	Achievement of Level 4 or above in English and Maths at Key Stage 2 – LAA Target NI 73	“	
	Secondary Schools judged as having good or outstanding standards of behaviour NI 86	“	
	Secondary school persistent absence rate – LAA Target NI 87	“	
	Narrowing the gap between lowest achieving 20% in Early Years Foundation Stage Profile and the rest - LAA Target NI 92	2011	
		“	
	Progression by 2 levels in English between Key Stage 1 and Key Stage 2 – LAA Target NI 93	2011	
	Progression by 2 levels in Maths between Key Stage 1 and Key Stage 2 – LAA Target NI 94	“	
	LAA Reward Target 2	“	
	<ul style="list-style-type: none"> <li>• % of pupils of Pakistani origin attaining 5+ A*-C at GCSE including English and Maths</li> <li>• % of all pupils (excluding those of Pakistani origin) attaining 5+ A*-C at GCSE including English and Maths</li> </ul>	2010	
		“	
Looked after children reaching Level 4 in English at Key Stage 2 – LAA Target NI 99	2011		
Looked after children reaching Level 4 in Maths at Key Stage 2 – LAA Target NI 100	“		
Looked after children achieving 5 A*-C GCSEs at Key Stage 4 – LAA Target NI 101	“		
Provide appropriate support for young carers – NI135	2011		
Improve carers quality of life - LAA Reward Target 4	2011		

<b>Education and Skills Attainment Priority - Increase skills and employment rates for all</b>			
<b>Priorities</b>	<b>Measured By</b>	<b>Delivery</b>	<b>Partners</b>
Young people better supported to get on the 'right track' to make the transition from education into work	Reduction in numbers of young people not in education, employment or training – LAA Target NI 117	2011	RBWM / FE Colleges / Connexions, Grow, local employers
	Provide work placements for young unemployed people across the Borough - Jobs for the Future Fund (39 work placements 18-24yr olds by March 2011)	2010	
	Reduction in numbers of 16 to 18 year olds who are not in education, employment or training (NEET) decrease to 3.3% by 2011- LAA Target NI 117	Ongoing	
	Implementation of the Jobs for Future Fund initiative, 16 within RBWM Council Directorates, 14 across RBWM via BCA and People to places – July 2010	2010	
	Care leavers in employment, education or training - NI 148	2011	
	Achievement of level 2 and level 3 qualifications by age 19 – NI79, 80, 81,82.	2011	
	Young offenders engaged in suitable education, employment or training - NI 45	2011	

<p>Improved level of skills of the local population to match those required by current and future jobs</p>	<p>Increasing the skills level of the local residents</p> <ul style="list-style-type: none"> <li>• Proportion of the population aged 19-64 for males and 19-59 for females qualified to at least Level 2 or higher - LAA Target NI 163</li> <li>• Proportion of population aged 19-64 for males and 19-59 for females qualified to at least level 3 or higher - LAA Target NI 164</li> </ul> <p>Supporting development of skills such as IT, communication, financial analysis and reporting - Grow our Own - LAA Reward Target 13</p> <p>Uptake of Adult Community learning provision:</p> <ul style="list-style-type: none"> <li>• to deliver 2000 personal and community learning courses in partnership with East Berks College, BCA and Community Council for Berkshire</li> <li>• First Steps Learning (325 learners), Wider Family Learning (324 learners)</li> <li>• Family literacy and Numeracy (117 learners) – below level 2 qualifications</li> </ul>	<p>2011</p> <p>2011</p> <p>On going</p> <p>2011</p>	<p>Grow our Own / RBWM / Adult Skills Council / Job Centre Plus</p> <p>RBWM, EBC, BCA CCB</p>
<p>Increase employment rates for the most disadvantaged adults and those not receiving support</p>	<p>Tailor schemes to help to improve the employment opportunities for those most disadvantaged including: lone parents, ex-offenders, people with a physical or learning disability, and our older residents - LAA Reward Target 13</p> <p>Overall employment rate (to be below the SE &amp; Berkshire Average – all age groups)</p> <p>Implementation of the Jobs for Future Fund initiative, 16 within RBWM Council Directorates, 14 across RBWM via BCA and People to places – July 2010</p> <p>Time taken to process Housing Benefit/Council To benefit and new claims and change events NI 180 &amp; NI81</p>	<p>2010</p> <p>On going</p> <p>2010</p> <p>2011</p>	<p>Grow our Own / RBWM / Adult Skills Council / Job Centre Plus / Executive Job Club</p>

**Challenge 6 - Promoting Sustainable Economic Growth (SCS page 11)**

<b>Sustainable Economic Growth Priority - Supporting the local economy</b>			
<b>Priorities</b>	<b>Measured By</b>	<b>Delivery</b>	<b>Partners</b>
Local businesses supported to thrive	<p>Support local businesses to thrive</p> <ul style="list-style-type: none"> <li>• encourage new businesses and retailers to the area and number of VAT registered businesses- NI 171</li> <li>• help people set up and grow new businesses – Business Link weekly employers surgeries NI171 ( Average 100 new businesses created per 100,000 pa )</li> <li>• 1000 Businesses registered for Maidenhead Town Centre Partnership newsletter</li> </ul> <p>Supporting Town Centres to thrive - Annual Business Plans &amp; Action Plans Maidenhead &amp; Windsor Eton TC Partnerships:</p> <ul style="list-style-type: none"> <li>• A minimum of 12 events delivered annually (in each TC)</li> <li>• Attract 12K press coverage pa (in each TC)</li> <li>• 3 Continental Markets &amp; 4 Framer's Markets (in each TC)</li> <li>• 200 hit per month on TC websites</li> <li>• 20 Maidenhead businesses to undertake skills training through Grow</li> <li>• Town Centre Managers business columns within Maidenhead Advertiser to promote local business opportunities</li> </ul> <p>Complete the Economic Assessment Duty by March 2011</p>	<p>2010</p> <p>On going</p> <p>March 2010</p> <p>On going</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Business Link / SEEDA / RBWM/GROW</p> <p>Town Center Partnerships</p>
More local people working and shopping locally	<p>Number of affordable homes delivered – LAA Target NI 155</p> <p>Undertake the Economic Assessment Duty and respond by March 2011</p> <p>Assist people in changing to local jobs - LAA Target 13</p> <p>Increasing the skills level of the local residents LAA Reward Target 13</p>	<p>2011</p> <p>2010</p> <p>Ongoing</p> <p>Ongoing</p> <p>2010</p> <p>Ongoing</p> <p>2010</p>	<p>Business Link / SEEDA / RBWM / Grow</p> <p>Our Own / EV&amp;IAG</p>

Improved town centre in Maidenhead	Maidenhead Town Centre Area Action Plan <ul style="list-style-type: none"> <li>• A minimum of 12 events delivered annually</li> <li>• Attract 12K press coverage pa</li> <li>• 3 Continental Markets &amp; 4 Framer's markets</li> <li>• 200 hit per month on MTP website</li> <li>• 20 Maidenhead businesses to undertake undertaking skills training through Grow</li> <li>• Managers business columns within Maidenhead Advertiser to promote local business opportunities (Target??)</li> </ul>	2010  2010	RBWM / PRoM
Maintained visitor attractions and cultural heritage	Visitor Management Strategy, <ul style="list-style-type: none"> <li>• Maintain the balance between domestic and overseas staying visitors (balance 75% to 25%).</li> <li>• Encourage day visitors to the Borough to stay longer (&gt;9%)</li> </ul>	Ongoing  On going On going	RBWM, Visitor Forum, Local employers, Tourism SE

**Challenge 7 - Tackling Climate Change (SCS page 12)**

<b>Tackling Climate Change Priority - Addressing climate change</b>			
<b>Priorities</b>		<b>Delivery</b>	<b>Partners</b>
Reduced greenhouse gas emissions	<p>Per capita CO2 emissions in the LA area – LAA Target NI 186 (measured by Defra CO2 results / Energy Savings Trust and the Carbon Trust action plans for CO2 reduction)</p> <p>Climate Change Strategy:</p> <ul style="list-style-type: none"> <li>• reduce emissions (domestic), transport and business sectors by 13% Per Capita</li> <li>• complete a borough wide, risk-based analysis of threats and opportunities from climate change and develop an action plan to respond and adapt to high priority threats and opportunities likely to affect the Borough</li> </ul> <p>Air Quality Strategy meet EU Standard (below 40 mg per cubic meter)</p> <p>RBWM Carbon Reduction Commitment – 5% CO2 reduction per year until 2013</p> <p>By Partner organisations considering individual action in reducing CO2 emissions (10% reduction in 2010)</p>	<p>2011</p> <p>Dec 2010</p> <p>Apr 2011</p> <p>Apr 2011</p> <p>Ongoing</p> <p>Ongoing</p> <p>2013</p> <p>Dec 2010</p>	<p>RBWM / Transition Town Maidenhead / Windsor Housing / Maidenhead &amp; Dist Housing Assn</p>
Adaptation underway for dealing with the effects of climate change	<p>Adapting to climate change – LAA Target NI 188</p> <p>Flood Forum to be established – strategy and action plan to be developed (April 2010)</p>	<p>2011</p> <p>2010</p>	<p>RBWM / Environment Agency / Thames Water / SE Water / Windsor Housing / Maidenhead &amp; Dist HA</p>
Reduction of resource consumption in the domestic, commercial and public sectors	<p>Reduce waste to landfill and increase recycling - LAA Reward Target 10</p> <p>Recycle Bank pilot – increase overall performance of domestic recycling by 5% March 2010</p> <p>Amount of Household waste recycled and composed NI 192</p>	<p>2010</p> <p>Ongoing</p> <p>2010</p>	<p>RBWM / Transition Town Maidenhead / SEAG Partners</p>
More power generated from sustainable and renewable sources	<p>By Partner organisations considering individual action in reducing CO2 emissions (10% reduction in 2010)</p> <p>Adapting to climate change – LAA Target NI 188</p>	<p>Ongoing</p>	<p>RBWM Transition Town Maidenhead / SEAG Partner</p>

<b>Tackling Climate Change Priority - Promote sustainable lifestyles and behaviours</b>			
<b>Priorities</b>	<b>Measured By</b>	<b>Delivery</b>	<b>Partners</b>
Greater community understanding of environmental sustainability	Per capita CO2 emissions in the LA area – LAA Target NI 186 (measured by Defra CO2 results)  Adapting to climate change – LAA Target NI 188  NI 175 / NI 177, 198 Learning for Sustainability initiative: <ul style="list-style-type: none"> <li>• number of schools engaged with</li> <li>• number of children participating in walking to school/events scheme (&gt; 7,000 pa)</li> </ul>	2011	RBWM / Transition Town Maidenhead
More people making their journeys by more sustainable forms of transport	Local bus passenger journeys originating in the authority area – LAA Target NI 177  Per capita CO2 emissions in the LA area – LAA Target NI 186  Implement Local Transport Plan Strategies: <ul style="list-style-type: none"> <li>• Travel to work and school plans - 5 employers pa, 100% of schools participating by 2011.</li> </ul>	2011  2011  2010  2010  On going	RBWM / Transition Town Maidenhead / PRoM
Reduced need for people on lower incomes to travel into or out of the Borough for work	Tailor schemes to help to improve the local employment opportunities for those most disadvantaged including: lone parents, ex-offenders, people with a physical or learning disability, and our older residents - LAA Reward Target 13  Increase supply of local affordable housing – LAA Target NI 155  Per capita CO2 emissions in the LA area – LAA Target NI 186 (measured by Defra CO2 results)	2011  2011	RBWM / Housing Assn's
New developments have a reduced carbon footprint	Per capita CO2 emissions in the LA area – LAA Target NI 186 (measured by Defra CO2 results)  Adapting to climate change – LAA Target NI 188	2011  2011	RBWM / Housing Assn's

Reduced consumption of high carbon footprint products	Per capita CO2 emissions in the LA area – LAA Target NI 186 (measured by Defra CO2 results)	2011	RBWM / Housing Assn's / Transition Town Maidenhead
	Adapting to climate change – LAA Target NI 188	2011	
	Joined up promotion of sustainable products (10% reduction in 2010)	On going	

<b>Climate Change Priority - Reduce, reuse and recycle waste</b>			
<b>Priorities</b>	<b>Measured By</b>	<b>Delivery</b>	<b>Partners</b>
Reduced domestic waste generated in the Borough	Per capita CO2 emissions in the LA area – LAA Target NI 186 (measured by Defra CO2 results)	2011	RBWM / Veolia
	Reduce waste to landfill and increase recycling - LAA Reward Target 10 <ul style="list-style-type: none"> <li>Landfill tax data</li> <li>Recycle Bank initiative – increase overall performance of domestic recycling by 5% March 2010</li> </ul>	2010	
	Residential household waste per Household – NI191 % of municipal waste land filled NI193`	2011	
Reduced commercial waste generated in the Borough	Per capita CO2 emissions in the LA area – LAA Target NI 186 (measured by Defra CO2 results)	2011	RBWM / Veolia
	Adapting to climate change – LAA Target NI 188	2011	
	Reduce waste to landfill and increase recycling - LAA Reward Target 10 <ul style="list-style-type: none"> <li>Landfill tax data</li> <li>Recycle Bank pilot – increase overall performance of domestic recycling by 5% March 2010</li> <li>Trade waste amounts received at RBWM recycling centre</li> </ul>	2010	

A developed local market for recycled products	% of household waste sent for reuse, recycling and composting NI 192  Reduce waste to landfill and increase recycling - LAA Reward Target 10 <ul style="list-style-type: none"> <li>• Landfill tax data</li> <li>• Recycle Bank pilot – increase overall performance of domestic recycling by 5% March 2010</li> <li>• Joined up promotion of sustainable products (10% reduction in 2010)</li> </ul>	Dec 2010	RBWM / Transition Town Maidenhead
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