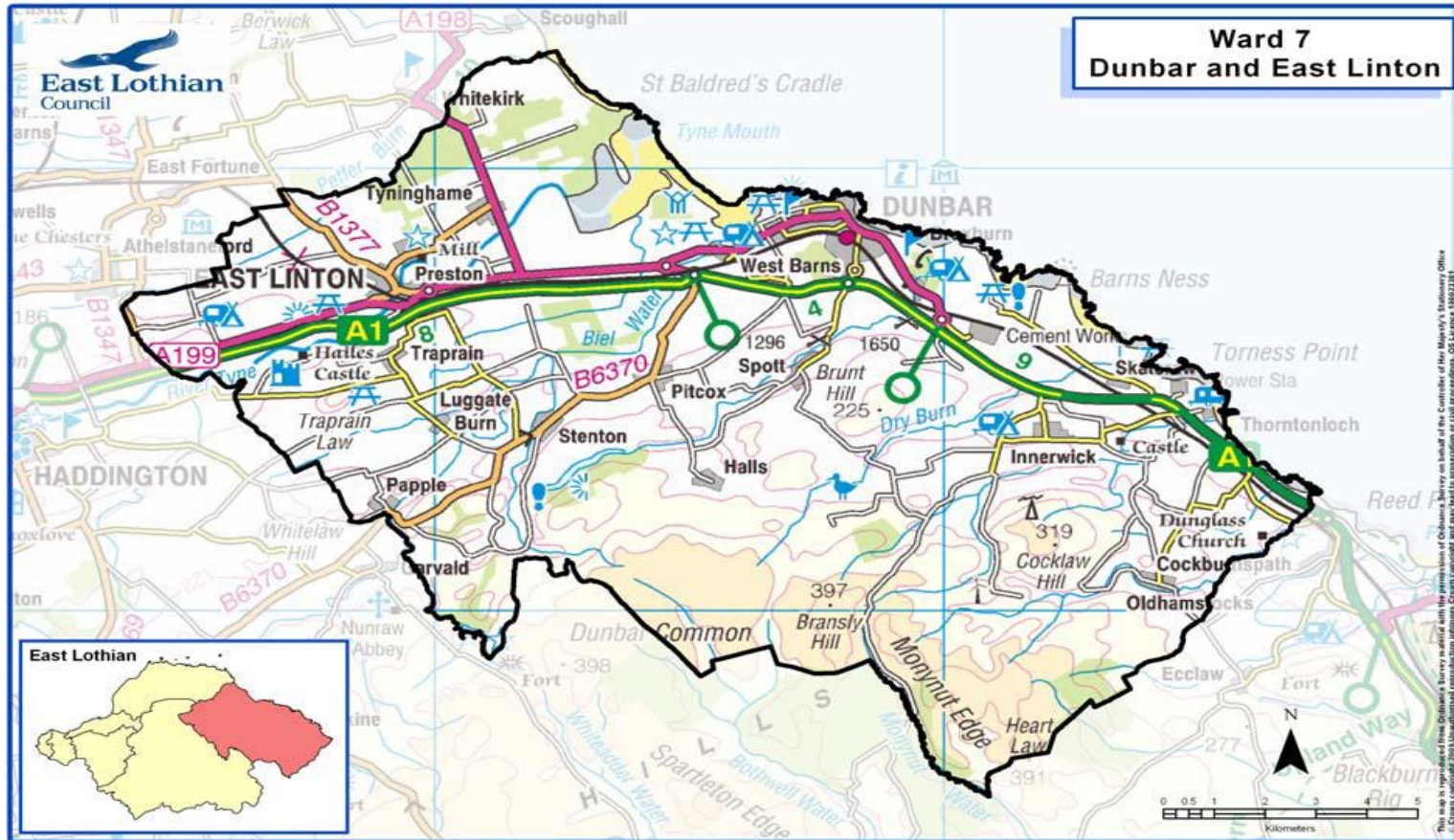


A Local Community Plan for the Dunbar and District area 2010-2012





LOCAL COMMUNITY PLANNING

Making a Difference

across the Dunbar and District Area

What is a Local Community Plan?

Community Planning is all about communities, organisations and service providers working together to ensure that services meet the needs of the people who use them or who are affected by them. It **aims to bring real improvements to the quality of people's lives.**

Creating a Local Community Plan is about

developing a shared vision for the future of the district areas and identifying what needs to be done locally to realise this vision. The Plan will help guide Local Community Planning activities by:-

- focusing attention on agreed priorities and outcomes
- bringing existing groups together and forming new networks to take work forward
- influencing the delivery of public services locally and informing policy developments and planning
- providing a structure through which progress and achievements can be measured, recorded and reported

Creating this plan

The Dunbar and District Local Area Forum is at the centre of local community planning across the Dunbar and District area. Local community groups, businesses, voluntary sector organisations, public services and individuals can all become part of the Local Area Forum and have contributed to this process.

Starting with the key priorities identified as central to the future of East Lothian, we asked how relevant they were locally and also what was most important in making somewhere a good place to live. The priorities identified through this process shaped a vision for the Dunbar and District area. The consultation also identified a range of ideas and practical suggestions that the people taking part had about how their community could be improved and how to make an impact on local people's quality of life.

These ideas form the basis of the initiatives included within the plan. While not everything could be included this doesn't mean that the other suggestions have been lost or ignored:-

- some that have implications East Lothian wide have been passed on to the East Lothian Community Planning Partnership as they are best dealt with there
- some have been picked up by local groups and services and are already influencing the ways they operate
- and some simply need more time to develop before they can be acted upon

Likewise the things included here are not necessarily the only things that can or will be done.

Local Community Planning is an ongoing process and this plan is only a beginning. Consultation with the community will continue as we work through the actions in the plan - some things will be completed, new initiatives will be added and new priorities may emerge as more and more people have the chance to get involved and contribute to the process.

About The Dunbar and District Area

The Dunbar and District area lies at the eastern end of East Lothian. The area includes the settlements of Dunbar, East Linton, West Barns, Innerwick, Spott, Stenton, Oldhamstocks, and Tynninghame. 12761 live in the Dunbar area, 13% of the population of East Lothian¹

- The district's population has grown by 17% since 2000, faster than the rest of East Lothian
- Almost 25% of all people are children aged 0-15
- 1 in every 5 residents is of pensionable age – 65 or over

Looking to the future...

To develop a vision for the area and prepare this Local Community Plan we have engaged with individuals and local groups covering a wide range of ages, interests and experiences, as well as the organisations and businesses that provide services to these communities.

Through this process a number of key themes kept emerging which together summarise the communities' priorities for their local area.

- Sustainable Communities – which are well connected, thriving places where people want to live now and in the future
- Attractive and well resourced neighbourhoods - which are well maintained and meet the needs of the local communities
- Protecting and enhancing the environment – a local environment which is accessible and respected by all
- Promoting healthier, more active and independent lives – local people can access a range of sports, leisure, medical and social facilities that meet their needs.

The initiatives included in this plan are grouped together under 6 outcomes which sum up the differences we want to make by working in partnership. In developing the initiatives proposed in this plan we have tried to be realistic about what can be done and therefore have focussed on actions which are –

- achievable locally by communities, organisations and service providers working together
- likely to have the most impact on realising the safe, sustainable, attractive and well resourced local area that the community aspires to.

A VISION FOR THE DUNBAR AND DISTRICT AREA

The Dunbar and District area will be a well connected welcoming place, made up of diverse and sustainable local neighbourhoods which each provide opportunities for residents and visitors to enjoy healthy active lives within a well maintained and attractive natural and built environment

The initiatives in this plan are organised under 6 Local Outcomes that we believe will help achieve this vision:-

- 1. Volunteer groups have access to support and training that will strengthen their service capacity**
- 2. Local services and facilities are retained and developed so that they meet the health and social needs of local communities**
- 3. Local Communities are recognised as attractive, diverse and welcoming places that value the natural environment and have unique identities for local people and visitors to enjoy**
- 4. Children and young people have access to services and activities which are relevant to their social, recreational and educational needs**
- 5. Our communities are well informed and engaged with decisions that matter in their local area**

¹ Dunbar Ward Community Profile 2009

How will it happen?

Making local community planning work in the Dunbar and District area will involve people working in partnership – communities with service providers, local groups with other voluntary and statutory bodies. Without community engagement in the process, and the active contribution of local groups, organisations and services, things will not happen.

In times of economic uncertainty, with growing talk of cuts and efficiency savings, one of the first questions people naturally ask is – ‘where is the money coming from?’ Recognising however that ‘new money’ is only one of the many resources available to communities wanting to achieve change is one of the first steps towards effective local community planning.

- Everyday public bodies are spending money in the local area, providing the services and facilities that we are all used to. Local Community Planning is about identifying local priorities and needs to influence the way these services are delivered and ensure that resources are deployed in the most effective way possible.
- By taking a cooperative approach local groups and organisations will be able to use both their existing resources (knowledge, equipment, networks, facilities and people) and the additional forms of support they are able to access (eg funds, information and professional support) to have a greater impact.
- Further, working in partnership should enable the community to use its collective weight to attract additional funding to the area to address agreed priorities.

The Action Plan

This Action Plan includes ideas and initiatives which are designed to make a difference in the local community and all involve people and organisation working together in a community planning way. It includes:-

- some activities that are already established across the area – highlighting the contribution they are making to achieving the local outcomes
- developing initiatives that have emerged from recent local consultations and engagement and are just beginning to get underway
- proposed new ideas that, if we are able to harness local energy and enthusiasm, could make a real difference

Although the outcomes that shape this plan have been determined locally all of the initiatives also contribute to the East Lothian Community Planning Partnership’s vision for the county as a whole and the goals identified in the East Lothian SOA (appendix 1)

Role of Local Community Planning Officers

The role of Local Community Planning Officers is to support and resource this process. In each area Local Community Planning Officers are charged with:-

- producing a community profile for the District
- identifying local groups, services and individuals and bringing them together through the Local Area Forums (LAFs)
- facilitating wide ranging engagement and consultation within the community
- using these findings to prepare Local Community Plans to guide community planning activity across the area and influence public service policy and delivery
- developing effective methods of communication across and between communities and organisations to support this process

Local Community Planning Officers will be a focal point for co-ordinating activities within the plan and monitoring progress. In many cases they will kick-start the process of taking new actions forward by forming short life task groups made up of relevant service providers, local groups and individuals. Once established these task groups will take the lead on local actions and offer an opportunity for local people to become involved in areas that interested them. Local Community Planning Officers will support the task groups, existing local groups and networks to take actions forward by providing a professional resource, ensuring they have access to relevant training and information and helping with practical things like applying for funding, holding events and distributing information.

Local Outcome 1

Volunteer groups have access to support and training that will strengthen their service capacity

Why is this important?

The need to develop volunteer capacity in Dunbar was demonstrated by local groups at the first Dunbar Local Area Forum (LAF). This need was further explored during an event that focused on the needs of local volunteers and voluntary organisations. The key themes that arose from this event focused on shared communications and resources, encouraging more people to be involved in volunteering and to celebrate the success of local volunteers.

These areas were identified as being important to recognise the good work that has been carried out and to enhance and improve the services that are currently in place. Volunteer groups were also keen to involve more young people in volunteering activities in recognition that they were an untapped key resource. Young people themselves, during consultation on the Youth Vision strategy, had expressed a need for more volunteering opportunities given the current economic climate which is impacting on further education, training and work options.

What will make a difference?

- Hold local events to attract new volunteers and celebrate the success of local volunteers
- Provide training and promote access to training and capacity building opportunities
- Improving networks to communicate information and exchange ideas
- Increase the number of volunteers who participate in Community Engagement activities
- Link with and promote national and local initiatives (such as Volunteers Week and the Inspiring Volunteering Awards)

Putting this in context:

Twice as many people in the Dunbar and District area said they had volunteered within their community over the past 12 months (19% compared with 9% across East Lothian)

The most popular types of volunteering were with: -

- children's activities both in and outside school (11%)
- church or religious groups (4%)
- local neighbourhood groups (3%)
- health and social welfare groups for the elderly or people with disabilities (1%)
- sports/exercise coaching or organising (1%)
- working for the environment (1%)

(Dunbar Community Profile, 2009)

For more detailed information on the proposed actions under each of these initiatives please see the table over page. Note that these actions will need to be prioritised as, at present there are far too many to be realistically taken forward.

Potential Action plan

	Local initiative	Local action	Who is leading on it or already involved	Contributing to SOA outcome
1.1	Form a Volunteers Task Group	Form a group to take local actions on event planning, improving networks to communicate info and training and capacity building forward	Local Community Planning Officers	3, 4, 9, and 25
1.2	Hold local volunteer focused events	<ul style="list-style-type: none"> - Plan and hold a local awards event to celebrate the success of local volunteers and groups and recognise the commitment of volunteers - Plan and hold a volunteer fair to highlight the range of volunteer opportunities (expanding local people's knowledge of possibilities) and encourage more people, especially young people to volunteer - Hold a specific event, such as a short film making session, to attract young people 	Volunteers task group, Local Community Planning Officers	
1.3	Develop and promote training and capacity building activities	<ul style="list-style-type: none"> - analyse training/development needs and map local availability - ensure that existing training opportunities are promoted and accessible - make greater use of accreditation schemes for volunteers - develop training opportunities to address specific needs - community engagement - carry out audits, produce databases and build a profile of volunteering in the area 	Volunteers task group, Local Community Planning Officers	
1.4	Improve local networks to communicate information and exchange ideas	<ul style="list-style-type: none"> - improve networking by holding regular forums for volunteer groups - Develop networks between groups with shared interests (such as village halls, sports groups) - improving knowledge of existing supports/ networks - sharing communications using existing mechanisms/ resources - develop, and organise a "Ploughman's lunch group" - explore the options for developing a volunteers "hub" within the new Dunbar Community Facility 	Volunteers task group, Local Community Planning Officers	

Local outcome 2

Local services and facilities are retained and developed so that they meet the health and social needs of local communities

Why is this important?

Local people were concerned about losing some local health services, particularly services for the elderly. Local people recognised these services as being extremely valuable to residents and wanted to ensure they remained part of their communities. Particular issues were also raised by residents of smaller villages in relation to accessing GP centres at times that co-ordinated with the local bus services.

There were also suggestions around improving access to leisure and social facilities in the District. It was noted that a local tennis club wanted support to improve their provisions and increase their capacity. Local people highlighted that everyone should exercise more and use local sports facilities and the natural local environment to walk and cycle. Dunbar and East Linton host a wide variety of sports and leisure facilities including football, tennis, rugby and running clubs. However, local people felt that it was difficult to find out what is on, where and when.

People local to Innerwick highlighted that they no longer had a “social hub” since the post office closed down. They were keen to explore some options that may increase community cohesion in the village.

Another theme that arose through the consultation process was about access to locally produced food. The perceived health benefits from locally grown food were twofold. The first was that the food was less likely to have been processed or had preserving products added to it and the second was that “growing your own” encouraged more people to go outside and do physical work.

*Local health services and facilities are defined to include medical (GP and hospital), and leisure and social (sports centres, village halls, cinemas) facilities and services

What could make a difference?

- Carry out consultation with:
 - a. local people on their needs in relation to local medical health care provisions and work with service providers to ensure local communities voices are heard
 - b. local GP practices in relation to setting up a flexible appointment system for residents from outlying villages

Putting this in context:

- 26% of people said that they would like to be more involved in the decisions made which affect their area (1)
- Across the area 66% of people describe their health as good
- 9% of the population provide unpaid care to a friend or family member
- Local residents were asked how easy was it to access a range of health related services using their normal means of transport.
 - 91% across the Dunbar and District area stated that it was easy (or very easy) to get to a GP. However, for people living in the outlying villages who are reliant on public transport, accessing a GP has been identified as being difficult due to the infrequency of the buses.
 - Only 40% of people in the ward said it was easy (or very easy) to access local hospital services (compared to 71% across East Lothian) and 12% reported that it was ‘very difficult’ (2)

(1. ELC Customer Satisfaction Survey, 2009)

(2. Dunbar Community Profile, 2009)

- Map local provisions available in specific areas of the District (village halls, sports and leisure facilities, school facilities available to the public, mobile libraries and post offices, food and fish vans, travelling cinema) to identify gaps and areas for improvement. Also to make sure that this information is made available to local communities.
 - c. Develop actions from the findings of this exercise to increase access to, and improve local facilities by working with and supporting local service providers.
- Work with local sports and community facilities providers and to improve and enhance their community provisions
- Improve local people’s use of the outdoors as a physical exercise option (links with Local Outcome 3)
- Work with local groups to support “grow your own” initiatives (links with Local Outcome 3)
- Explore options with the local community to develop a “social hub” in Innerwick
- Link in with local and national health related initiatives

	Local initiative	Local action	Who is leading on it or already involved	Contributing to SOA outcome
2.1	Form a short life task group to:	Carry out consultation - with local people re health care provisions - GPs re options for flexible appointment scheme Map local provisions - Identify what is and what isn’t available in local areas	Communications task group, Older Peoples strategy group (ELC), LCP Officer	9, 13, and 24
2.2	Improve quality and sustainability of local services	Work with, and support local sports and community facility providers to enhance their provisions	LCP Officer	24
2.3	Improve the health of local people	- use of the outdoors as a physical exercise option -promote walking, cycling routes and ensure that these routes are accessible - support “grow your own” initiatives (expanded on under local outcome 3)	Sustaining Dunbar, Connect Dunbar, LCP Officer	24
2.4	Improve inclusiveness and Community cohesion in Innerwick	Explore the options for developing a “social hub” in Innerwick	LCP Officer	24
2.5	Link with local and national health related initiatives	Promote initiatives and encourage local people to be involved, where practical	Communications group, Hallhill	24
2.6	Develop Village hall networks	Support groups to link and form sustainable networks	LCP Officer, C Forbes	24
2.7	Support the development of the new Dunbar Community Facility	Develop community management/ representation	CLC/ CDO	

Local Outcome 3

Local Communities are recognised as attractive, diverse and welcoming places that value the natural environment and have unique identities for local people and visitors to enjoy

Why is this important?

The Dunbar and District area already has a unique identity, but it is recognised that more needs to be done to protect its natural heritage and promote its distinct character. Access to, maintaining and enhancing the natural beauty of the local area linking with the local environment and sustainability issues were identified as being important by local people in every consultation event held. Also, included here are more general physical environment issues such as traffic issues, speeding cars through village centres, the appearance of recycling facilities and rubbish bin provisions. Many of these will be fixed while new issues arise and hence why a local initiative will be to have communication mechanisms in place to ensure that these issues are firstly heard and then passed on to the right departments or agencies that effectively deal with them.

Dunbar is in the fortunate position of having two well supported, environment groups Be Green and Sustaining Dunbar that are both community development focused. Be Green offer energy efficiency advice and Sustaining Dunbar has a range of projects under way including completing the 2025 Energy Descent Action plan. The plan has been carried out using a community mapping process to engage with local people and organisations to arrive at a vision of a low carbon, locally resilient district.

Local people want to:

- encourage tourism to the benefit of the local economy, and promote the local areas rich and diverse heritage
 - by ensuring local walking/cycling routes, culture and heritage information is widely available and easily accessible
- be able to earn and spend their money in the district
- maintain attractive communities, by focusing on streetscape, producing their own floral hanging baskets and effectively dealing with dog fouling
- buy locally produced food and produce renewable energy
- improve public transport options and links, and provide better, safer parking

Putting this in context:

- 7529 people of working age live in the Dunbar and District area
- 1 in every 5 people in employment in the Dunbar and District area commute outside East Lothian to work
- 11% of the working age population are self employed (significantly above the EL average of 8%)(1+2)
- In 2005 the Distribution, hotels and restaurants sector (as defined by The Office for National Statistics NOMIS), is the second largest sector in East Lothian employing 5,453 people, which accounts for 22% of all employment in the area, excluding self employed. (3)
 1. ELC Customer Satisfaction Survey, 2009
 2. Dunbar Community Profile, 2009
 3. East Lothian Tourism Strategy 2007-2010)

What would make a difference?

- Explore the options for developing a “growers group”, with a view to developing a local social enterprise to “buy back” produce to fund the following years activities
- Encourage tourism to the local area by working with partners to promote both indoor and outdoor activities
- Work with Brand Dunbar to explore options for a tourism manager and promote the local identity
- Work with partners to develop and deliver a “Woodlands art” project and an “outdoor museum”
- Work with communities to adopt and promote the “Dog Watch” scheme
- Work with local employment agencies and small businesses to promote access to work related training
- Work with and support local agencies to develop social enterprise to stimulate the local economy
- Work with, support and promote the activities of Sustaining and Connect Dunbar
- Set up reporting/communication mechanisms with other service providers and departments to improve local recycling efforts, resolving parking and traffic issues

	Local initiative	Local action	Who is leading on it or already involved	Contributing to SOA outcome
3.1	Develop a Growers Task Group	Produce flowering hanging baskets, and planters across the district	LCP Officer,	2, 9, 20 and 21
3.2	Encourage tourism to the local area and improve access to the outdoors	<ul style="list-style-type: none"> - improve information for tourists -put up and maintain information boards at key points - specific initiatives in the smaller settlements (maintain Paths leaflets and board, promote walking) - improve the natural beauty of the local landscape by holding outdoors art sessions 	LCP Officer, Growers group, Dunbar Arts Trust, Connect Dunbar	1, 2, and 3
3.3	Promote Dunbar and District distinct identity	<ul style="list-style-type: none"> -work with Brand Dunbar -work with partners to develop a Woodland arts project and outdoor museum - work with local groups to identify areas for improvement 	LCP Officer, Dunbar arts Trust, Community Woodlands Group	1, 2, and 3
	Promote the “dog watch” scheme	Ensure that local people across the Dunbar and District area are aware of the campaign and know how to report fouling offenders	LCP Officer,	20
	Promote access to work related training	Identify what work employment skilled based training is available locally and ensure courses are promoted and classes filled to their capacity	LCP Officer, DCDC	3
	Support local agencies to develop social enterprises	Work with partners to support existing initiatives and develop new initiatives that aim to stimulate the local economy	DCDC, Hallhill Healthy Living Centre, Community Bakery	
	Local people are aware of local environment issues and are working together to form sustainable communities	<p>Work with and support Sustaining Dunbar on linked projects</p> <ul style="list-style-type: none"> -support and encourage local food production -encourage local people to buy locally and where possible by local food 	Sustaining Dunbar, LCP Officer	20 and 21
	Residents of Dunbar and District area can be connected with their communities using the most environmentally friendly means of transport	-encourage more people to cycle and ensure that local routes are safe	LCP Officer, ELC Cycle officer, Road dept, Connect Dunbar,	23

Local Outcome 4

Children and Young people have access to services and activities which are relevant to their social, recreational and educational needs

There are a number of initiatives that could be developed for children and young people under local community planning. These link with the other local initiatives but are expanded on here to include specific actions for children and young people.

Why is this important?

A recurring theme across the district was that there were not enough activities for children and young people to do out with school hours. However, Dunbar boasts a wide range of sports and leisure facilities that offer a wide range of activities for children and young people and the issue appears to be about a lack of knowledge of activities as opposed to an actual lack of facilities and activities. There are a number of existing resources in the District including Hallhill Healthy Living Centre, Youth Cafe, and various village halls who's activities could be more effectively promoted or developed to increase the uptake of out of school activities for children and young people.

There are also a number of local groups holding activities for children and young people to make them more aware of local environment issues, including sourcing local foods from fruit to fish. We will work with these groups to ensure as many children and young people as possible can be involved in these activities.

Young people, especially given the current economic climate also need increased access to voluntary employment opportunities to ensure that they can keep building on their skills and are actively involved in meaningful occupations.

What would make a difference?

The environment

- Work with local groups to hold sessions on:
 - fishing from the Harbour
 - fruit gathering
 - outdoor arts projects

Putting this in context:

- There is a projected increase in the number of 0-17 year olds living in East Lothian and this places increased pressures and demands on existing schools and other resources for children and young people
- A total of 26.44% of all people living in East Lothian are under the age of 21. Roughly equating to 3000 young people in the Dunbar and District area
- To achieve positive outcomes for young people in East Lothian, all children and young people deserve to have accessible and effective services
- Walking is the main form of travel for young people and 32% use a bicycle
- 63% of young people attend activities outside school. Their main interests are sports, gigs, discos, music lessons, outdoor activities, internet, film making, drama, visual arts, volunteering and creative writing.

(East Lothian Youth Vision, October 2009)

Healthy Communities

- Carry out a mapping exercise of all the activities in the district available for children and young people to identify any potential gaps and barriers that prevent them from using local services. Once this has been carried out a further action plan will be developed to increase access to local activities. These could include working with Play Scotland, the travelling cinema club and the Bike club.

Volunteering

- Work with the volunteer task group to develop and promote volunteering activities and opportunities for young people
- Link with 16+ options

	Local initiative	Local action	Who is leading on it or already involved	Contributing to SOA outcome
5.1	Encourage and improve children and young people's knowledge on environmental and sustainability issues	-hold specific teaching sessions on bread baking, fruit gathering and outdoor arts -ensure young people are supported and are involved in local campaigns and actions	LCP Officer, Schools, Sustaining Dunbar	9 and 13
5.2	Children and young people play a part in their healthy community	- carry out a mapping exercise to identify local resources and identify gaps Include (further actions will be dependent on the outcome of this exercise)		4 and 9
5.3	Young people have options for further education and volunteering opportunities when they leave school	-develop volunteer opportunities for young people (these could be accredited and work skill focused) - work with 16+	LCP Officer, volunteer task group	3 and 4

Local Outcome 5

Our communities are well informed and engaged with decisions that matter in their local area

Why is this important

One of the key aims of Local Community Planning is that “people and communities are genuinely engaged in the decisions made on public services which affect them” (Scottish Government, Local Government in Scotland Act (2003) Community Planning: Statutory guidance). Not only do we want to engage with local people we also want to ensure that they get information, responses and replies back. In fact communication is key to making things happen in the Dunbar and District area and to ensure it does happen we will devise a communication strategy to demonstrate how we will communicate with each other.

What will make a difference?

- Developing ways for local people to get involved in influencing decisions that affect them and their communities in ways that are appropriate to them
 - Local Area Forums
 - On-line consultation
 - Themed events re local issues
 - Improved Mechanisms for info distribution
 - Supporting access for those whose voices are less often heard

- A Communication strategy that clearly sets out how local people will be able to have their say and how their wants will be passed to the agencies/depts. that can take action

- Set up a Communication Task Group to establish communication mechanisms.

- Improving the capacity of local groups and organisations to reach into the community and involve them in decisions about issues that matter to them
 - Access to equipment and expertise
 - Training and skills development
 - Access to funding

	Local initiative	Local action	Who is leading on it or already involved	Contributing to SOA outcome
6.1	Information – Developing a local communication strategy to get information out to the community about what is going on locally and how they can get involved	Quarterly newsletter – available in paper and e formats	LCPO	26
		An accessible, online local calendar of events, meetings and activities		
		Developing a mechanism for relevant LCP information to be incorporated in existing newsletters etc for greater distribution – eg ELTRP, ELREC, Community Councils, Community Centres	LCPO	
		Effective use of re-launched ELCPP websites LCP pages to provide a focus for information exchange, consultation and engagement	LCPO, CPO,	
6.2	Engagement - Developing ways for local people to get involved in influencing decisions that affect them and their communities in ways that are appropriate to them	Expanding participation in the Dunbar and East Linton Local Area Forum and involving the general public		18
		Using on-line consultations		
		Themed events on key local issues		
		Taking consultations out to where people are – eg Galas, the High Street,		
6.3	Capacity Building - Improving the capacity of local groups and organisations to reach into the community and involve them in decisions about issues that matter to them	Providing access to equipment and expertise	LCPOs	18
		Facilitating the increased use of VOICE – a tool to help groups and organisations plan more effective community engagement	LCPO's and CE Officer	
		Deliver training and skills development opportunities for local groups	CBPG ELVON	
		Supporting local groups to access funding from the CE Fund to assist them to undertake more creative and effective engagement with local communities	ELCP Com Engagement Group	

APPENDIX 1

The East Lothian Single Outcome Agreement (SOA) sets out the Community Planning Partnership's vision for the future of East Lothian and identifies 8 priority themes and 26 outcomes to work towards, as listed below. For more information on the SOA see -

www.eastlothiancommunityplanning.org.uk/files/SOASnapshot.pdf

PRIORITY THEMES	OUTCOMES
Encouraging enterprise, with a focus on small businesses, tourism, and local food production	1. Enable business start up, development and growth through supported and sustainable economic development
	2. Increased visitor numbers, visitor spend and economic activity in East Lothian by positioning East Lothian as a place to visit within local, regional, national and global tourism markets
	3. Individuals are equipped with appropriate skills to secure and retain employment, to progress onto more rewarding jobs and to lead satisfying lives
Ensuring that our children and young people have the best start in life	4. All young people fulfil their potential
	5. All children in East Lothian will get a better start in life
	6. The needs of children and families will be met at the earliest identified point
	7. Children and Young people at risk are protected and have improved life chances through appropriate intervention and support
Promoting healthier, more active, and independent lives	8. The most vulnerable children's needs are met through receiving high quality support and where appropriate care
	9. In East Lothian we will live healthier, more active and independent lives
Building safer communities	10. Fewer people in East Lothian will be the victim or cause of crime or anti-social behaviour
	11. Everyone living in, working or visiting East Lothian will be safer
	12. East Lothian roads will be safer for all road users
Addressing inequality, with a focus on tackling poverty and health inequalities, especially in the west of the area	13. We have reduced the gap in health inequalities with East Lothian
	14. Fewer people will fall into unmanageable debt
	15. Fewer people will be affected by Hate Crime
	16. Fewer people will be affected by domestic abuse
	17. Adults in East Lothian will have the core and life skills, knowledge and confidence to makes decisions in their lives
	18. Residents of East Lothian are confident and responsible with a positive sense of wellbeing
Protecting and enhancing the environment	19. East Lothian has a well-maintained built and historic environment, where new development is well-designed and reflects and reinforces distinctive individual place identity
	20. East Lothian has an attractive and healthy environment with a rich diversity of wildlife, habitats and distinctive historic built environments, which enhances people's lives
	21. East Lothian will be a less resource intensive, oil dependent county, by reducing its carbon footprints by 80% by 2050.

Ensuring the everybody in East Lothian has access to affordable housing	22. People in housing need have access to an appropriate type, tenure and standard of housing and are prevented from becoming homeless
Encouraging stronger and more vibrant communities	23. East Lothian has well connected communities with increased use of sustainable transport modes
	24. East Lothian's towns and villages are sustainable, thriving places with good access to services and amenities
	25. East Lothian and Scotland's culture and diversity is recognised and celebrated
	26. Effective and efficient services are delivered, which are valued by the people of East Lothian