

# summary business plan 2006 - 9



“Sustainable communities are places where people want to live and work, now and in the future. They meet the diverse needs of existing and future residents, are sensitive to their environment, and contribute to a high quality of life. They are safe and inclusive, well planned, built and run, and offer equality of opportunity and good services for all”.

*(Communities and Local Government –  
see [www.communities.gov.uk](http://www.communities.gov.uk))*



Creating:excellence is the South West centre for sustainable communities. We exist to help bring people together across the public, private and voluntary sectors to learn from each other and to develop their work towards creating places where people really want to spend their lives.

## Approach

### Our Aims

To build the skills and knowledge of people working for sustainable communities.

To increase the number of people working in the sustainable communities' field.

### Our Strategy

#### — Improving the learning culture

Ensuring learning and development of the workforce is a high priority

#### — An enabler not a permanent provider

Mainstreaming through other regional organisations and strategies e.g. Regional Economic Strategy

#### — Working within regional strategies

To identify where changes can be embedded in other organisations' activity

#### — Working with national partners

e.g. the Academy for Sustainable Communities

#### — Strong evaluation framework

### Our Approach

Openness and creativity

Focussed on practice

Activity based on evidence

Challenging and influencing

Sustainability

Inclusive and accessible

Continual improvement

Building skills and knowledge in the South West

Encourage more people to work for sustainable communities

Seek to positively influence strategies of other relevant organisations

## Activities

### Learning

#### — Networking

Continue the work of the Regeneration South West Network getting people talking across sectors, and build on our database of over 2,000 members

#### — Learning culture

Embedding learning for sustainable communities into mainstream learning provision

Support for the Way Ahead skills programme

Work with the Market and Coastal Towns Association (MCTA)

Ensure local access to learning is available

#### — Learning quality

Putting Real Ways of Learning into action

Supporting skills development around the new Local Area Agreement (LAA) programme

Continued effort to develop partnership and collaboration skills

Sustainable development knowledge and skills (with Sustainability SW)

Highlighting and rewarding good practice

#### — Career Development

Improving recruitment into the sector

Developing a bespoke professional development programme for senior local authority officers (contributing to the Way Ahead strategy)

#### — Support for Local Strategic Partnerships

Working with public agencies

#### — Support for Local Authorities

#### — Support for the Voluntary and Community Sector

#### — Learning for inclusion

### Evidence

Advisory service for practitioners

Tailored analytical support for individual partnerships

Supporting networks e.g. Local Intelligence Networks

Events to improve knowledge of key evidence sources

Identify and spread good practice in the use of evidence

### Funding South West

Support networks of funding advisers and a regional forum (George)

Funding advisers' database upgraded

Steering group for funders' forum

Event for funding advisers and launch of funding advice research

Development of evaluation training course

Facilitator for funding advisers' forum

### Design South West

Design Review Panel underway

High quality learning programmes for built environment professionals

New Architecture and Built Environment Centre for Devon and Cornwall

Design and Historic Environment Champions' Network

### Research

Creating:excellence believes in basing activity on evidence and has a planned programme of research to establish what the issues really are before it proposes any work. Some of the planned research includes: mapping of capital investment programmes, impact of capacity building initiatives on the (SW) Black Voluntary/Community sector, impact of funding advice, and a membership survey.

### Marketing and Communications

It is crucial that creating:excellence raises knowledge and understanding both of sustainable communities and its work across the region. Thus the organisation is investing in a thorough marketing and communications programme.

### Equality-proofing our work

Equality is crucial to sustainable communities. Creating:excellence will focus on mainstreaming equality throughout its work as an employer and as an agent working in regeneration, renewal and sustainable development.

### Evaluation and impact assessment

We want to be able to evaluate our work in a real and meaningful way. An evaluation framework is being established against which all activity will be measured and achievements identified. This will enable our Board and members to judge our impact against our objectives.

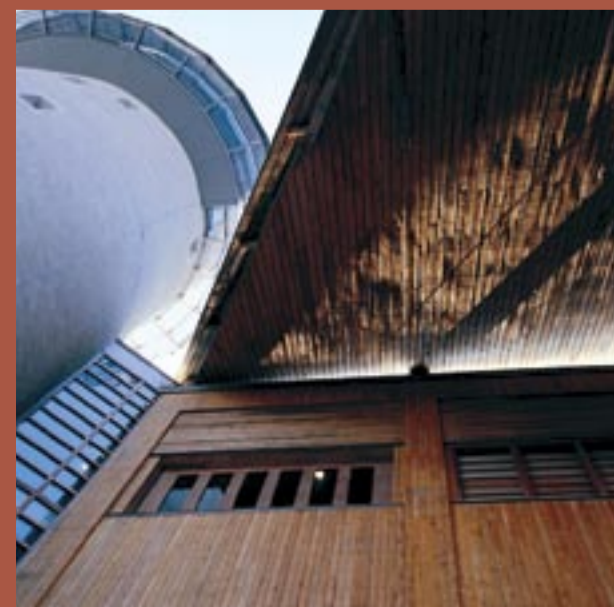
### Delivery Structure 2006-9

We will change our legal status from unincorporated association to limited company. Our staffing will be reviewed regularly by the Executive Officer and Board to ensure it is appropriate to our objectives.

Creating:excellence's Board is made up of representatives from the public, private, and voluntary and community sector to reflect the interests of those involved in sustainable communities' work – our core audience.

### Funding sources

Between 2003-2006 the bulk of creating:excellence's funding has been provided by the South West Regional Development Agency. Over the period of this plan we will be seeking to diversify our funding base through partnership with the Academy for Sustainable Communities, collaboration with national and regional partners, tendering for work appropriate to our objectives, and by maximising income from our events and publications.





Supported by



**South West of England**  
Regional Development Agency



**creating:excellence**

the south west centre for sustainable communities

For more information call **0800 328 3234**  
or visit: **[www.creatingexcellence.org.uk](http://www.creatingexcellence.org.uk)**