

What have local people *already* said?
 Make sure consultation co-ordinators know of and are promoting the results of any LA21, SD or environmental attitudes surveys (including those of environmental agencies!), and link them with local facilitators or voluntary sector workers, LA21 forums and neighborhood partnerships.

Data is influence
 Build an 'environmental' picture of your area through data from environment agencies/staff, the Audit Commission's Quality of Life Indicators, and local SD or CLIP indicators. Highlight important issues and market these to your LSP as priorities needing their support.

Make use of quality of life indicators
 Your council will already use many quality of life indicators. Tie these into the CS wherever possible. How do you compare to other districts on quality of life issues? Use this comparative data to motivate your LSP members or community planning officers.

Link into best value performance plan
 Report progress against CS objectives in the BVPP, and identify where local performance is poor. Initiate a rolling programme of cross-cutting reviews to consider performance against individual CS objectives.

Build in accountability – develop a community scrutiny culture
 Hold the LSP to account for the action taken on developing and implementing the CS. LA21 forums and local partnerships should scrutinise the work of the LSP, and progress against the CS.

Get the experts turned on
 Make sure key contacts (both council and beyond), who work on water, waste, energy, biodiversity etc, as well as LA21 and SD, understand how the process of community planning and LSPs could help them use the new power of wellbeing to buy influence.

Build on existing strategies
 Most community strategy processes include a research stage where existing plans and strategies are brought together and examined to bring out key messages. Make sure that all SD-related plans and strategies, as well as specific strategies on water, waste, energy, biodiversity etc are included in this stage.

Promote existing decision making and appraisal tools
 Promote current SD criteria recognised within the authority (from Best Value or land use plan for example) as an existing tool for integrated decision making, rather than reinventing the wheel. This is a starting point – eventually these objectives should be adapted to fit the fully sustainable CS.

Map existing local need (ie community consultation and local data)

Map existing plans and strategies

Turning points routemap: tactics for getting sustainable development and the environment into community strategies

Put your corporate objectives to work
 Many councils now have sustainable development or wellbeing written into the core of their corporate commitments. Use this as a lever for the CS. Make sure that global impact and the needs of future generations are reflected in the new understanding of these objectives.

Use local pressures
 The CS should contain an environment theme on a par with other themes (community safety, health etc), have explicit environmental links in all themes, or a cross-cutting environmental strand if organised in 'geographic' chapters (see DETR guidance, p6). Use local consultation results, environment plans and local organisations and agencies to lobby for this theme to be included.

There's loads of support out there
 Community strategy guidance, regional sustainable development frameworks, Local Government White Paper 2001 all state that the environment/sustainability should be included in your LSP. Make sure you understand the links between SD and emerging CS issues so you can argue the case effectively.

Scope the issues covered
 Check the issues covered against sustainability criteria. Do they address all the key SD concerns? If not, is this an oversight or because the issue is not important locally?

Check what issues have not been covered
 What are the national, international or future imperatives that a CS must respond to even if not a local priority eg climate change, international migration, social inclusion, biodiversity, waste reduction and disposal.

Identify framework for CS

Discuss and agree local longterm vision

Community dialogue – don't reinvent the wheel
 A wealth of experience has already been built up about how to do (and not do) visioning processes. Many LA21 officers have first hand experience of the process and there are many resource materials to help. Don't make all the same mistakes again ...

Whose vision is it anyway, and for where?
 Be clear about the who, what, where and how. For example is this a 'community' or 'professional' vision? A vision for a local neighbourhood often makes more sense to people. Think about nesting visions for different spatial areas such as villages or towns.

Strategic partners deal with strategic issues, not 'apple pie'
 Engage environment/SD agencies and stakeholders who should play a part in the process. Go for powerful strategic environmental issues for your area – water resources, waste management, biodiversity, energy generation and efficiency, climate change impacts etc, rather than 'apple pie' statements. Identify possible scenarios for your area based on current trends (using partner data) and market these to your LSP. Make the links to emerging CS issues obvious to other partners.

What doesn't add up?
 Many of the issues raised will contradict each other, or pull in different directions, for example the need for more affordable housing versus protecting the countryside. Focus on reconciling these between members of the LSP through 'getting to know you/learn each other's business' sessions (softer approach) or conflict resolution (harder approach). Reshape visions to accommodate the 'environmental' implications of future scenarios. This will hopefully reduce future conflicts and enable each sector to win support of other interests for their strategic objectives.

Joining things up
 Use the DETR guidance to demonstrate the imperative for integrating social, economic and environmental priorities/actions (para14), with the potential to rationalise existing plans. Tools to achieve this could include templates or checklists (use existing SD objectives from regional frameworks etc) which build in social, economic and environmental perspectives for each theme, scenario planning to explore implications of decisions, and dialogue between partners and with the community.

Opportunities to rationalise plans
 Help partner agencies explore how their own environment/SD plan and priorities fit into the CS. Integrating their service planning mechanisms with the CS means more influence at the LSP table and more mainstream support from other partners. Make explicit the links between their agendas and other cross-cutting issues such as sustainability, regeneration, community health, education or community safety. What plans can be rationalised?

Don't forget about local action
 There is a strong tradition of community environmental action which, by its very nature, tends to offer integrated solutions, build local ownership and lead to real change – the CS should link up with this. Use the Community Empowerment Fund, where possible, to support and recognise local action.

Develop an understanding of the crunch issues (or points of conflict between key issues)

Revise or develop the CS to reflect and deliver the community vision

Monitor implementation of CS