

Wychavon's Community Strategy

2007-2010



shaping the future together

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Summary

We have come a long way since we produced our first community plan, 'Making life sweeter for you', back in 2003 and the update in 2004. We've delivered over 100 actions to make life better for people, from building new health facilities and starting the Droitwich canal restoration project, to creating a community arts centre and building skate parks and youth shelters.

'Shaping the future together' is our new and even more ambitious Wychavon Community Strategy. It sets out the vision and priorities for the district from 2007 to 2010.

Wychavon is already a good place to live, with beautiful countryside, a rich historic heritage, low crime and life expectancy higher than the UK average. But there are challenges too, including an annual shortage of affordable housing, recovering from the recent major flooding and limited transport options in rural parts of the district.

Agencies from across the public, private, community and voluntary sectors, plus the district's three Local Strategic Partnerships (LSPs) have come together to develop this plan to make Wychavon an even better place for everyone. We're aiming high for our communities. **Our vision for Wychavon is a safe, green, healthy and beautiful district that is a vibrant and creative place for everyone to live, work and visit.**

The strategy follows the same themes that all the Worcestershire community strategies are using. These are also the thematic blocks of **Worcestershire's Local Area Agreement (LAA)**.

The first theme is **communities that are safe and feel safe**. Wychavon is a relatively low crime area and although surveys indicate people feel safer than they did three years ago, community safety remains a high priority for residents. Our priorities under this theme are to:

- Reduce crime
- Reassure people and reduce the fear of crime
- Tackle anti-social behaviour and disorder
- Reduce the harm caused by drugs and alcohol
- Tackle speeding traffic and improve road safety

With twelve Local Policing teams operating across the district, a popular safe and sound scheme providing free items of security equipment to vulnerable residents and diversionary activities for young people, we're already doing lots to help reassure people and cut crime.

A better environment – for today and tomorrow is the second goal, with priorities to:

- Create a clean environment - free from dog mess, litter, chewing gum and fly tipping
- Reduce the impacts of climate change and household energy consumption
- Aid recovery from recent flooding and minimise the impact of future floods
- Improve the condition of roads
- Plan for the future development of the Hill and Moor landfill site

Tackling environmental crime, employing a Lengthsman to maintain footpaths and ditches and Droitwich Spa Area Partnership's 'Hot house' affordable warmth project are amongst the things we're doing to improve the environment.

Theme three is **economic success that is shared by all**. The priorities are to:

- Support local businesses and village services
- Build understanding about and increase involvement of migrant workers
- Improve access to education and learning opportunities for all
- Develop the Throckmorton airfield

The Evesham Market Town Partnership is promoting both the countryside and the businesses of the Vale of Evesham through a Vale trail brochure and Evesham Food Festival. Meanwhile one of Pershore Market Town Partnership's projects to support the local economy is the Agender businesswomen's group, set up to encourage learning, networking and cross-marketing opportunities between local businesses in the area.

When Wychavon residents are asked what concerns them, good health is always near the top of the list. Therefore theme four of the community strategy is about **improving health and well-being**, with priorities to:

- Reduce the incidence of coronary heart disease, cancer, obesity and diabetes
- Increase levels of physical activity across all generations
- Tackle alcohol misuse
- Improve the care and quality of life of older people
- Increase the availability of NHS dental services and improve access to health facilities and services for all
- Improve treatment and choices for people with mental health problems



Things already happening under this theme include exercise referral schemes, developing healthy walks, providing a range of physical activities and employing a housing based Occupational Therapist.

Wychavon has a higher than average percentage of families – in fact nearly a quarter of the population is less than twenty years old. This makes **meeting the needs of children and young people** a crucial element of the strategy with a single priority to **improve activities/facilities for young people**. Projects that contribute to this priority include piloting a youth drop-in centre, creating youth shelters, providing play areas and encouraging intergenerational projects.

The sixth and final theme of **stronger communities** is the most all encompassing. The priorities are to:

- Increase the availability of affordable housing
- Reduce fuel poverty
- Improve transport choice and availability, particularly in rural areas
- Improve access to services
- Increase sporting and cultural facilities and activities

We're already working to create stronger communities, for example through building new affordable homes, returning empty homes to use, community transport schemes, an annual programme of events and festivals and projects like Pershore's 'art in the park' tree sculpture.

So how did we get to this strategy?

1. Identifying the priorities

To determine the priorities for each theme, we analysed all the information we had about the district, including resident surveys, completed Parish Plans, the Wychavon health profile and research about migrant workers.

2. What we're already doing and what else can we do?

We identified some of the things partners are already doing to contribute to delivering the community strategy's priorities. At our 'Piecing the future together' event we celebrated partnership successes and started to develop ideas of new things we can do together to improve life in Wychavon.

3. How will we know we've got there?

We agreed success measures to help us track the impact of the strategy. These include how safe residents feel, levels of carbon dioxide emissions, rates of obesity and diabetes, the proportion of young people in education or employment and the percentage of people who feel that people from different backgrounds get on well together in their area.

4. Commitment to act!

Now we've agreed the priorities, identified what we're already doing and set some measures of success, we need to agree what we're all going to do to deliver the priorities in this strategy. It's time for action.

Now it's up to all the partners on the Community Plan Core Group and three LSPs - from public agencies such as the Police, PCT, Worcestershire County Council and Wychavon District Council, to business, community and voluntary organisations - to commit to taking action to turn our vision into reality.

Together we really can shape the future.

1. Introduction

This community strategy contains the vision and priorities for the Wychavon district from 2007 to 2010. It sets out how the organisations involved in preparing it are working together to improve the quality of life for everyone who lives in, works in or visits the district.

The strategy has been produced by the **Wychavon Community Plan Core Group**, which brings together representatives from public, private, community and voluntary agencies in Wychavon and the district's three **Local Strategic Partnerships (LSPs)**. Appendix A contains a list of the current Core Group and LSP members.

Our ambition is that this community strategy will influence the future strategy and budget plans of all the partners involved.

1.1 Our shared vision

Our vision for Wychavon is a safe, green, healthy and beautiful district that is a vibrant and creative place for everyone to live, work and visit.

1.2 What's in the strategy?

The strategy starts with a profile of the Wychavon district, describing some of the geographic, demographic and economic characteristics of the area. It explains our innovative approach to LSPs in Wychavon and goes on to highlight some of the three partnerships' achievements and future plans.

The bulk of the strategy (chapters 4 to 9) is structured under the following six common themes agreed for all the Worcestershire community strategies:

- **Communities that are safe and feel safe**
- **A better environment – for today and tomorrow**
- **Economic success that is shared by all**
- **Improving health and well-being**
- **Meeting the needs of children and young people**
- **Stronger communities.**

These are also the thematic blocks of **Worcestershire's Local Area Agreement (LAA)**. The LAA is a three-year agreement, negotiated with Government, setting out the priorities for Worcestershire. We have run the strategy through Worcestershire Partnership's Integration Tool to identify how the shared priorities contribute to the 39 outcomes in Worcestershire's LAA. Appendix B summaries the results.

For each of the six themes the strategy contains:

- a set of **shared priorities**, or **outcomes**
- examples of some **things we are already doing** to contribute to the priorities
- **partnership actions** that we will commit to deliver over the life time of the plan
- **measures of success.**

The **shared priorities**, or **outcomes**, for each of the themes have been developed from an in-depth analysis of a range of intelligence about the district, recent market research and consultation. Sources include Worcestershire Citizens' Panel surveys; completed Parish Plans; the Wychavon health profile; research commissioned by Wychavon District Council and the South Worcestershire Crime and Disorder Audit. Appendix C contains further details about the sources of evidence.

Partners on the Community Plan Core Group carried out a **stocktake** to identify how their current activities and business plans already contribute to the shared priorities and LAA themes. Under each of the strategy's themes we've included examples of some of the **things we are already doing** to contribute to the shared priorities. The abbreviations shown in brackets indicate which organisations are leading on each, these are listed in full in Appendix A.

Our successful '**Piecing the future together**' event in September 2006, was a crucial step in shaping this strategy. The event brought together members of the Core Group, Wychavon LSPs, public, private, community and voluntary organisations to discuss the future of the district. Representatives from the three LSPs spoke about a range of projects delivered by the partnerships over the last few years. Participants heard about the **key priorities** and during workshop sessions, people discussed ways of working together to tackle issues such as road safety in rural areas, meeting housing needs, affordable warmth, walking for health initiatives, providing more activities for young people and migrant workers.

The strategy includes a range of **partnership actions** that we have committed to delivering over the lifetime of the plan, mainly through the three LSPs, plus other ideas about ways we can work together to contribute to the delivery of the shared priorities. We have more work to do to develop some of these into more concrete actions before we publish a detailed action plan in 2008.

We have carried out a diversity impact assessment of the community strategy (available on request). This indicates that the strategy will have a positive impact on a wide range of groups and communities. The **measures of success** will help us track the impact of the strategy over its lifetime and beyond. We will monitor and report on these on an annual basis.

1.3 A spatial dimension

The **West Midlands Regional Spatial Strategy (RSS)** has identified significant levels of potential growth for Worcestershire, and in particular Worcester City. This level of growth is partly a result of the RSS identifying Worcester as one of several main locations for balanced growth in the region outside the conurbation. In addition central Government has also designated Worcester as a New Growth Point to support early delivery of housing to meet local needs.

Under the new **Local Development Framework**, all district councils are required to develop a Core Strategy that is 'the spatial expression' of the community strategy. The issues emerging from the RSS affect the three district councils in south Worcestershire - Malvern Hills, Worcester City and Wychavon. They have, therefore, agreed to develop a **Joint Core Strategy**, which will set out a strategic direction for future growth in the area. The priorities with a spatial dimension in this community strategy

are helping shape the development of the Joint Core Strategy, particularly those relating to the environment, economy and housing.

1.4 Delivery of the last community plan

The last Wychavon community plan, '**Making life sweeter for you**', ran from 2004 until 2006. It contained 114 actions to be delivered by a range of partners, including the three Wychavon LSPs, West Mercia Police, the then South Worcestershire Primary Care Trust, Worcestershire County and Wychavon District Councils.

A final review of performance against the plan showed that we fully delivered 85 (74.56%) of the actions and partly achieved a further 19 (14%). There were just ten actions that we didn't deliver at all, although some of these will be achieved over a longer time period.

Appendix D contains the final performance report for 'Making life sweeter for you'. This sets out a summary of performance and highlights some of the achievements under each of the previous plan's themes.



2. About Wychavon

Located in the heart of England, Wychavon covers 260 square miles and is the largest of six districts in Worcestershire. With a population of 116,900¹, the district comprises three main towns of Droitwich Spa, Evesham and Pershore, and nearly 100 villages, including the picturesque Cotswold village of Broadway. The area is largely rural with a rich natural environment, diverse geology and historic heritage. The southern part of Wychavon forms part of the Cotswolds Area of Outstanding Natural Beauty. There are a number of Sites of Special Scientific Interest, local nature reserves, conservation areas and many listed buildings.

Droitwich Spa, in the north, boasts one of Britain's only inland brine spas. Pershore is known for its Georgian architecture and is home to an impressive Norman abbey and the thriving Number 8 Community Arts Centre. In the south, Evesham, is situated on the banks of the River Avon. The area is renowned for the quality of its fruit and vegetables, including Victoria plums and world famous asparagus.

There are over 50,000 homes in Wychavon. 76% are owned outright compared with 68.2% nationally². House prices are higher than the average for England and Wales. There is an annual shortfall in the availability of affordable housing. One of the big challenges the areas faces is balancing the need for new development with protecting the natural and built environment that makes Wychavon such an attractive place to live and work. This is currently a big issue, with the Regional Spatial Strategy (see 1.3) identifying significant levels of potential growth for the area.

Wychavon is home to around 5,000 businesses. At 1.5%, unemployment levels are significantly below national and regional averages. The average mean weekly wage is £565.10³. In recent years there has been a noticeable rise in the local migrant worker population, which is as a result of agriculture and food processing employers targeting recruitment at Eastern European and South African workers for jobs that they are unable to attract UK residents to.

22.8% of the population is aged between 0 and 19 years, 58.8% falls into the 20 – 64 age range and 18.5% are 65 or over. The response to the 2007 electoral register canvass showed a considerable rise in the number of Polish residents from 181 to 519.

Although only 1.2% of the district's population is from an ethnic minority, other factors make our communities diverse, for example:

- geographical diversity – contrasts between rural and urban areas of the district
- a higher than average number of elderly people and increasingly ageing population
- a higher than average number of families
- hotspots of relative deprivation
- the presence of Gypsies and Travellers - an estimated 700 to 800⁴ – our largest ethnic minority
- casual labour and migrant workers – 2,000 to 2,400 long-term directly employed in local agriculture and food processing sectors and 400 to 550 employed short term via agencies
- rural isolation and a lack of transport making it hard to access services.

Crime levels are low and the rate of violent crime is significantly lower than the national average. Despite this our research shows that crime and community safety issues remain a high priority for Wychavon residents.

The district has suffered several major flooding events during the last decade. The most recent floods, in July 2007, affected over 1,500 homes, 220 businesses and public amenities. The impact of the floods was felt across most of the district with parts of Droitwich, Evesham and Sedgeberrow most severely affected.

The Wychavon health profile⁵ indicates that the general health of the population is good. Life expectancy exceeds the average for England by more than a year. However, estimates suggest that almost a quarter of the adults in the district are obese and that the percentage of people with diabetes is higher than the national average. The rate of death and injury on the district's roads is higher than the average for England⁶.

Wychavon is located close to national transport networks. However, the nature of the district means that some residents experience isolation, as there are few public transport options available in some rural areas.

78% of residents are satisfied with their local area as a place to live⁶. Statistics show that overall poverty in the area is low and only 7% of residents live in low-income households. Wychavon lies in the bottom third of most deprived local authorities⁷; its overall ranking in the Indices of Multiple Deprivation is 272 out of 354. However, there are localised pockets of deprivation in some parts of the district.

1 Office of National Statistics, mid 2005 estimate.

2 Census, 2001.

3 Annual survey of hours and earnings, 2006.

4 Based on the most recent bi-annual count of Gypsy caravans.

5 Wychavon health profile, 2007

6 Best Value General User Survey, 2006/7.

7 Indices of Deprivation, 2004

3. An area focus

We've taken an innovative approach to LSPs in Wychavon because we recognise that a 'one size fits all' LSP for the whole of the district would not work here. The **Community Plan Core Group** is the strategic partnership for Wychavon. It prepares the Wychavon community strategy, manages delivery of actions in the plan, gives a steer to the three LSPs and builds links with the county LSP, the **Worcestershire Partnership**.

Our three area based LSPs are each centred around the district's main towns and the surrounding rural areas. These partnerships bring the public, private, community and voluntary sectors together at a local level to deliver real improvements for people in the areas that they cover.

The Evesham and Pershore Area LSPs started life as **Market Town Partnerships**, with a significant amount of funding from the national Market Towns Programme to spend on regeneration projects. The **Droitwich Spa Area Partnership** was set up from scratch as the area wasn't eligible for Market Towns funding and didn't have an equivalent partnership already in place.

All three LSPs have a strong track record of delivering projects that improve the quality of life for residents and contribute to delivering the priorities in the community strategy. In this chapter, we highlight some of the LSPs' recent achievements and some of their future plans, which are set out in their annual action/implementation plans. We have also presented the actions thematically in sections 4 to 9.

Areas covered by the Wychavon LSPs



3.1 Droitwich Spa Area Partnership

Based on the priorities identified at the partnership's 'Just Imagine' consultation event in 2005, the LSP has set the following four key objectives up to 2009:

Activities for young people

- A place for young people to go
- More things to do – music, sport, community involvement

Local jobs and opportunities

- The right skills and training
- Creating the conditions for business growth
- More jobs and opportunities locally

Better involvement, better opportunities for older people

- An understanding of what older people want, and need, to live full and rewarding lives
- The right facilities and services, accessible by all our older residents

A healthy environment and active lives for all

- More opportunities for people to get and stay active
- A more sustainable and accessible environment for people to enjoy

The partnership's **recent achievements** include:

- Piloting **Droitwich youth drop-in centre** and **creating a youth shelter** in Ombersley.
- Organising the **Droitwich Spa Young Bands Spectacular** and establishing a **young people's action group**.

- Promoting the town and the surrounding area as a tourism, leisure and shopping destination through the new **Discovering Droitwich** magazine and supporting a range of events.
- **Droitwich High Street** regeneration scheme.
- Providing the **start-up** for a credit union.
- Running **'Sports for all'** events.

The partnership's **future plans** include:

- Delivering the **'Hot house'** affordable warmth education and promotion project.
- Working with the other two LSPs to promote an **accommodation providers' accreditation** scheme to increase tourism to the area.
- Commissioning a piece of work to **identify and promote best practice in delivering co-operative village shop/Post Office services** and draw up recommendations for action locally.
- Securing a long-term solution for the **youth drop-in project**.
- Completing the circuit and promoting the **green necklace footpath**.
- **Developing and delivering healthy cooking/lifestyle courses** on the Westlands estate/areas of deprivation.
- Running more **sports and active lifestyles events** with a free shuttle bus to and from parts of the town and the surrounding villages.
- Developing a **formal local learning network** for the Droitwich Spa area.



Ombersley youth shelter
Photo courtesy of the Droitwich Spa Advertiser

3.2 Evesham Market Town Partnership

The partnership's **recent achievements** include:

- Setting up a **tourist information centre in Broadway** aimed at attracting visitors into the Vale of Evesham and beyond.
- **Vale trail** promoting the niche markets in the Vale of Evesham through a new tourism brochure and **Vale of Evesham Food Festival**.
- Developing **VECTA Vale 100 Action Group** to represent local business, retail and service sectors.
- Improving walking tracks and footpaths as part of the **'Walking your way to health' project**.
- Supporting **healthy living and eating workshops** run by Riverside Surgery involving over 400 school children.
- Running a **wild west youth event** at Evesham Adventure Park and supporting **local Forest schools**.
- Creating **petanque courts** in Evesham.
- **Parish networking project** to improve networking and communications in rural areas.

The partnership's **future plans** include:

- **Aiding recovery from recent floods** and helping regenerate the areas affected.
- **Developing the Vale Trail as a brand** and extending the area it covers.

- Supporting Beneco Energy to **install a hydroelectric turbine** into the Mill Race at Evesham lock and provide an information display.
- Supporting the **development of a capital project at Evesham Country Park** and negotiating an agreement to support road, rail, river and footpath links between the countryside park and town.
- Creating a weekly **Evesham Charter market** of regional excellence that reflects the history of the town and local distinctiveness.
- Working with the other two LSPs to promote an **accommodation providers' accreditation scheme** to increase tourism to the area.
- Forming **healthy living exercise groups**, supporting establishment of a Vale Running Club and producing a **walks leaflet** as part of the 'Walking your way to health' initiative.
- Running an **eat your way to health** campaign with village hall workshops.
- **Youth events** at Evesham Adventure Playground and Wallace House and a **young person's health awareness day**.
- Making improvements to **Evesham railway station**.
- **Supporting the Evesham Volunteer Centre** to acquire larger and more suitable premises.
- Providing **'moving on' packs for young people** setting up their first home, skills training and a young people's support group in partnership with Rooftop Housing Group.



3.3 Pershore Market Town Partnership

The partnership's **recent achievements** include:

- Running **business networking events** at Deer Park and setting up Agender, the new **Pershore business women's group**.
- Creating a **youth shelter** in Pershore and funding a **programme of summer activities for young people** at the Riverside Centre.
- **Improving rail and bus links** with Pershore station and railway station improvements.
- Supporting the **Drivers and Movers minibus scheme** to raise the profile of community transport and recruit new volunteer drivers.
- Putting on a range of **events and festivals** to promote local distinctiveness, including a jazz festival, plum fayre and Italian market.
- Funding an Operations Manager at **Number 8 Community Arts Centre** and supporting the 'art in the park' tree sculpture (below).
- Supporting two new **village playgrounds** and **village hall improvements**.
- Creating a 'Pershore Welcomes Breastfeeding' leaflet.

- Opening Eckington Manor cookery school as a local food centre of excellence.
- Working with the other two LSPs to promote an **accommodation providers' accreditation scheme** to increase tourism to the area.
- Creating a **circular riverside walk** along the River Avon from Pershore Bridges up to Avon Meadows.
- Supporting **Pershore and District Voluntary Help Centre** in updating its premises and enhancing the profile of the centre and the vital services it provides.
- Putting on a **summer activity programme** and improving river frontage at the Riverside Youth Centre to provide a **modern, fully accessible pontoon** to allow a wide range of water based activities.
- Supporting **Time 4 You** health advice, a **breastfeeding support group** and peer training.
- Improving **Pershore railway station** further.
- Producing a **welcome pack** for new residents containing local information and a directory of local services.



The partnership's **future plans** include:

- **Regenerating the rear of Pershore High street** to link the town to the river, create new housing development, work units, a new access road and car parking.
- Running **business networking seminars** in rural areas and promoting the newly formed **Agender local businesswomen's group**.



'Art in the park' project

4. Communities that are safe and

Crime levels in Wychavon are low and the rate of violent crime is significantly lower than the national average (see chart 1). In fact more Wychavon residents are injured as a result of road traffic accidents than in any crime and disorder category. Despite this, survey results show that crime and community safety are high priorities for Wychavon residents⁸. 45% of residents think the level of crime has got worse over the past three years and just 4% think it has got better. However, this view contrasts sharply with the recent rising trends in residents' perceptions of safety shown in chart 2.

Parish Plans indicate that in many rural areas, there are also high levels of concern about speeding traffic and road safety.

Chart 1: Crimes per 1000 population

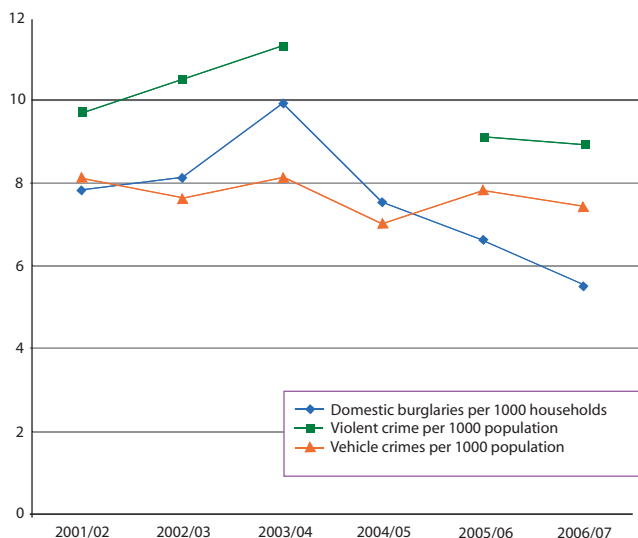
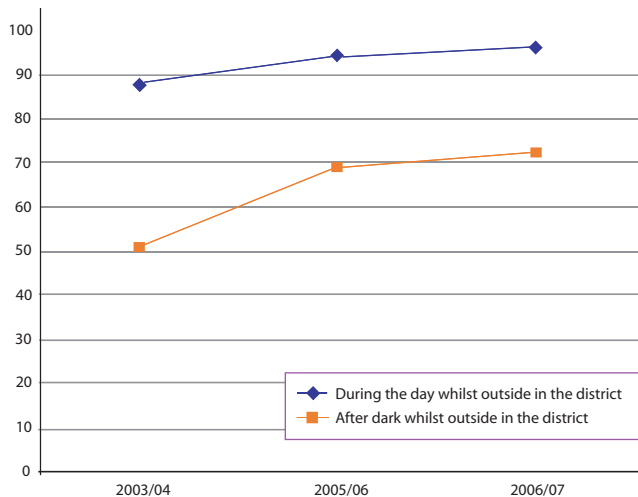


Chart 2: Residents' perceptions of feeling safe



4.1 Our shared priorities

During the next three years we will work together to:

- Reduce crime
- Reassure people and reduce the fear of crime
- Tackle anti-social behaviour and disorder
- Reduce the harm caused by drugs and alcohol
- Tackle speeding traffic and improve road safety

4.2 What we're already doing

Below are a few of the things we're already doing to make communities in Wychavon safe and feel safe. The abbreviations in brackets indicate who is leading on each. Appendix A lists the organisations that these refer to.

- **12 Local Policing Teams** operating across Wychavon to engage with the community, with **19 Community Support Officers** spending most of their time on patrol. (WMP)
- Two **Community Neighbourhood Wardens** with vehicles operating across the district, providing reassurance and responding quickly to issues such as fly tipping and abandoned vehicles. (WDC)
- Educating people about fire, water and road safety, providing **free home fire safety checks** and **fitting smoke alarms** for those most at risk. (HWF)
- Running an **interagency community safety day** to increase awareness of home, road and water safety. (HWF, RHG, WMP, WDC)
- **Visiting victims of crime** to provide reassurance (WMP) and through the **safe and sound security scheme** installing free items of security equipment, such as locks, alarms and intercoms, in vulnerable residents' homes. (SWCP, WDC)
- **Dedicated anti-social behaviour officers** working with residents. (RHG, SH)
- Working together with key partners to **address specific problem cases**, such as the Police Liaison Group and Sanctuary Project for domestic violence. (RHG)
- Providing **diversionary activities for young people** through the Detached Youth Team. (SWCSP)
- Sponsoring the '**Bobby Club**' and **sports groups** working with young people to develop good citizenship and **supporting young people** through the SHiNE project and accommodation provision. (RHG)
- Running **drugs, anti bullying and hate crime sessions** in schools. (SWCSP)
- Using state of the art **speed detection equipment** where local communities identify speeding as an issue. (WMP)

feel safe 

4.3 What else will we do together?

The **South Worcestershire Community Safety Partnership**, which covers the three districts of Malvern Hills, Worcester and Wychavon, will continue to take action to reduce crime, provide reassurance, tackle anti-social behaviour and disorder, and reduce the harm caused by drugs and alcohol.

We will:

- Continue to use **mobile CCTV** to detect and prevent crime and anti-social behaviour. (SWCSP)
- Run **PACT Open Days** to engage with people and find solutions to local issues. (RHG, WCC, WDC, WMP)
- Continue to **reassure people** that Wychavon is a low crime area and expand the **safe and sound security scheme**. (SWCSP)

We will consider other ways we can work together to reassure people and make Wychavon a safe place to live, work and visit, such as:

- Responding to local needs, reducing duplication and increasing efficiency through **community engagement processes**, such as PACT.
- Exploring the feasibility of setting up a South Worcestershire **mediation service** to deal with neighbour disputes and people worried about groups hanging around in public places.
- Increasing the number of young people receiving **targeted drug and alcohol education**, including harm reduction.
- Working with local communities to **tackle speeding traffic** in rural areas and improving road safety, for example through school education programmes.

4.4 Measures of success

- Crimes committed: a) domestic burglaries (per 1,000 households), b) violent offences (per 1,000 population), c) vehicle crimes (per 1,000 population).
- Percentage of residents surveyed who feel 'fairly safe' or 'very safe' whilst outside in the local authority area a) during the day and b) after dark.
- The percentage of residents who think that a) vandalism, graffiti and other deliberate damage to property or vehicles; b) people using or dealing drugs; c) people being rowdy or drunk in public places, is a very big or fairly big problem in their local area.
- The number of a) pedestrian and b) cyclist road accident casualties per 100,000 population.



Community Neighbourhood Wardens on the beat

5. A better environment - for to

Wychavon is a largely rural area, with plenty of countryside and open spaces, high quality parks, many important wildlife sites and a rich heritage. The southern part of Wychavon forms part of the Cotswolds Area of Outstanding Natural Beauty. The district contains a number of Sites of Special Scientific Interest, local nature reserves, seven Regionally Important Geological/Geomorphological Sites, over 3,000 listed buildings and 66 conservation areas. We know these are some of the reasons people enjoy living and working here. But there are threats to the environment too.

One of the big challenges the district faces is balancing the need for new development with protecting the natural and built environment that makes Wychavon such an attractive place to live and work. The **South Worcestershire Joint Core Strategy** will set out a framework for future development in the district and will be the 'spatial expression' of our community strategy.

Concerns about climate change continue to grow. Worcestershire produces around 5.4 million tonnes of carbon dioxide every year⁹ with approximately 50% of it generated by households and transport. Household energy consumption is responsible for 19% of Wychavon's total Ecological Footprint¹⁰.

The district has suffered several major flooding events during the last decade: in April 1998, June 1999 and the most severe in July 2007. Over 1,500 homes, 220 businesses, parks, open spaces and other public amenities were badly affected by the 2007 floods. The impact was felt across most of the district, with Droitwich High Street, Port Street and Waterside in Evesham, Hampton, Sedgeberrow, Cropthorne, Broadway and Pershore amongst the worst affected.

Nearly half of residents (47%) have identified road and pavement repairs as a top priority for improvement¹¹.

5.1 Our shared priorities

During the next three years we will work together to:

- Create a clean environment - free from dog mess, litter, chewing gum and fly tipping
- Reduce the impacts of climate change and household energy consumption
- Aid recovery from recent flooding and minimise the impact of future floods
- Improve the condition of roads
- Plan for the future development of the Hill and Moor landfill site

5.2 What we're already doing

We're already taking action to improve the environment. Here is a selection of the things we're doing:

- Monitoring air quality, dealing with the **effects of air, water and land pollution** and other environmental issues such as **fly tipping** and **abandoned vehicles**. (HWF, RHG & WDC)
- **Operating daily litter patrols** in town centres and supporting community litter picks. (WDC)
- Setting up an **environmental crime hotline** for people to report fly tipping and dog fouling and running an **environmental crime campaign**. (WDC)
- Identifying areas of concern through **community engagement PACT processes**. (WMP)
- Training Community Support Officers to issue **fixed penalty notices** under the Clean Neighbourhoods and Environment Act 2005. (WMP)
- **Learning the lessons from the 2007 floods**, investigating the causes and taking action to improve our response to future incidents. (WCC, WDC, WMP)
- Employing a **Lengthsman** to maintain footways and ditches, and reporting road defects. (CALC, WCC)
- Managing and improving **parks and open spaces**. (WDC)
- Providing **grounds maintenance** on estates with resident involvement including promoting **estate inspection 'walkabouts'** and running an annual garden competition for residents' gardens. (RHG)
- Developing **Avon Meadows in Pershore**, including restoring a wetland habitat and producing a **guide on Wychavon's wildlife species** with Worcestershire Wildlife Trust. (WDC)
- Restoring the **Droitwich canal**. (Droitwich Canals Restoration Partnership)
- Committing to the Worcestershire **Climate Change Strategy** and **Pledge**. (CF, WCC, WDC, WP)
- Achieving the **Decent Homes standard** for existing affordable housing stock by 2008/09, including modern central heating, insulation and double glazing and providing new **homes meeting current environmental standards**. (RHG)
- A range of **initiatives to reduce household energy use** such as a landlord grant scheme. (WDC)
- Promoting **Throckmorton airfield** as a site suitable for environmental technology employment development. (WCC)

9 Worcestershire Climate Change Strategy, 2004

10 Wychavon's Ecological Footprint, 2006

11 Best Value General User Survey, 2006/7

day and tomorrow



5.3 What else will we do together?

The **Worcestershire Partnership Environment Group** acts as the environmental voice for Worcestershire in the county and region. It produces an annual State of the Environment report and has prepared an action plan to promote and develop projects within local priority areas.

We will:

- Set a **target for the provision of on site generation from renewable sources** in all new developments to reduce carbon emissions.
- Deliver the **'Hot house'** affordable warmth education and promotion project (DSAP).
- Seek to increase number of partners that have signed up to the **Worcestershire Climate Change Pledge**.
- Support the **installation of a hydro electric turbine** into the Mill Race at Evesham lock and provide an information display. (EMTP)
- Produce a **South Worcestershire Joint Core Strategy** setting out a framework for future development in the area. This will be the 'spatial expression' of the community strategy, reflecting the plan's key themes and relevant priorities.

We will also consider other ways we can work together to create a better environment, such as:

- Carrying out **joint community 'walkabouts'** to identify priority areas for action in towns and villages and setting up **pride of place** schemes.
- Encouraging **greater energy efficiency and take-up of renewables**, for example through producing information for residents and developers, a partnership campaign promoting practical energy saving tips and incentives to purchase renewables across the county.
- **Sharing skills and resources to achieve energy efficiencies**, for example negotiating bulk energy deals, taking part in the annual county wide switch it

off campaign in November, stimulating innovation and attracting external funding for projects.

- Walk in **events and demonstrations to promote environmental issues** and encourage residents to take action to minimise the impact of their lifestyles.
- **Planning to cope with future extremes of weather**, for example lobbying the Environment Agency to change its policy on ditch clearance, flood prevention activity, promoting self-help, lobbying for flood protection measures to be included in the Decent Homes standard and in new housing, specifying sustainable urban drainage systems for new developments and through future land use planning policies.
- Exploring the potential for **public space and biodiversity gain** as part of new developments, such as at Throckmorton Airfield.
- Developing **biodiversity indicators** as measures of success, for example changes to particular species in Local Nature Reserves.
- Undertaking a **district wide survey of highway and pavement conditions** to identify and agree the worst roads and pavements in need of renewal, lobbying for investment and creating more safe cycle routes.

5.4 Measures of success

- The number of pollution/flytipping incidents per year.
- Percentage of residents surveyed who feel levels of environmental crime (litter, fly tipping, dog mess and graffiti) are a problem in the local authority area.
- Carbon dioxide emissions by sector and per person.
- Average annual household consumption of gas and electricity.
- The number of new developments permitted in the flood plain contrary to Environment Agency advice on flood risk grounds.
- Eco-footprint for the district, which measures how much environmental impact an area makes as a result of the people who live and work there.



6. Economic success that is shared

The district is home to over 5,000 businesses. A significant percentage of the workforce is employed in manufacturing, hotels and restaurants, agriculture, food distribution and the public sector. At 1.5%, unemployment levels are significantly below national and regional averages¹².

In recent years there has been a noticeable rise in the local migrant worker population, which is as a result of agriculture and food processing employers targeting recruitment at Eastern European and South African workers for jobs that they are unable to attract UK residents to. This influx of workers is supporting the local economy by filling occupations where there are labour shortages. However, a continued steady rise in the local migrant worker population, could bring future challenges as demands on services such as health-care and housing may increase.

Wychavon District Council has allocated ten hectares of employment land in the adopted Local Plan at Throckmorton Airfield for development as a new business and technology park. The aim is to help diversify and boost the local economy, delivering high tech business opportunities and creating high quality jobs. A further 24 hectares of employment land has been allocated at Evesham's Vale Business Park, plus four hectares for local distribution businesses. The South Worcestershire Joint Core Strategy will set out allocations for future employment sites in the district.

6.1 Our shared priorities

During the next three years we will work together to:

- Support local businesses and village services
- Build understanding about and increase involvement of migrant workers
- Improve access to education and learning opportunities for all
- Develop the Throckmorton airfield

6.2 What we're already doing

The following are examples of some of things we're already doing to ensure economic success that is shared by all:

- Supporting shops and post offices faced with closure and promoting community shops. (CALC)
- Regenerating high streets: Port Street Heritage Economic Regeneration scheme in Evesham, planning Evesham and Pershore High Street improvement schemes (WCC, WDC) and Droitwich High Street regeneration scheme. (DSAP, WDC)
- Opening Waitrose supermarket in Droitwich. (WDC)

- Arson reduction for businesses to reduce the economic impact on the local community through loss of jobs/businesses. (HWF)
- Workshops and coaching sessions for over 100 food businesses and FiT3 national health and safety programme aimed at improving health and safety within business premises. (WDC)
- Promoting Droitwich Spa and the surrounding area as a tourism, leisure and shopping destination through the new Discovering Droitwich magazine. (DSAP)
- Setting up a tourist information centre in Broadway aimed at attracting visitors into the Vale of Evesham and beyond. (EMTP)
- Vale trail promoting the niche markets in the Vale of Evesham through a new tourism brochure and Vale of Evesham Food Festival. (EMTP)
- Developing VECTA Vale 100 Action Group to represent local business, retail and service sectors. (EMTP)
- Running business networking events at Deer Park and setting up Agender, the new Pershore businesswomen's group. (PMTP)
- Train to Gain service to help businesses get the training they need to succeed. (LSC)
- Upskilling the workforce support through co-financing contracts and encouraging employers to sign a Skill Pledge for their workforce. (LSC)
- Providing the start-up for a credit union. (DSAP)
- Gypsy and Traveller scrutiny review (WDC) and proposal for joint publication of guidance to the Gypsy and Traveller community on access to community services. (RHG)
- Funding research into the economic impact of migrant workers and subsequent action. (LSC, WDC)
- Providing careers information, advice and guidance for adults across the district through the provision of Nextsteps and Learn Direct services. (LSC)
- Adopted a Supplementary Planning Document for part of Throckmorton Airfield setting out objectives for development for part of the site. (WDC)

6.3 What else will we do together?

We will:

- Promote an accommodation providers' accreditation scheme to increase tourism to the area. (DSAP, EMTP, PMTP)

¹² Annual survey of hours and earnings



- Commission a piece of work to **identify and promote best practice in delivering co-operative village shop/Post Office services** and draw up recommendations for action locally. (DSAP)
- Develop the **Vale Trail as a brand** and extend the area it covers with the aim of increasing visitor numbers and supporting local businesses. (EMTP)
- **Regenerate the area to the rear of Pershore High street** to link the town to the river, create new housing development, work units, a new access road and car parking. (PMTP)
- Support the **development of a capital project at Evesham Country Park** and negotiate an agreement to support road, rail, river and footpath links between the countryside park and town. (EMTP)
- Create a weekly **Evesham Charter market** of regional excellence that reflects the history of the town and local distinctiveness. (EMTP)
- Run **business networking seminars**: in rural areas and promote the newly formed **Agender local businesswomen's group**. (PMTP)
- Open **Eckington Manor cookery school** as a local food centre of excellence. (PMTP)
- Develop a **formal local learning network** for the Droitwich Spa area. (DSAP)

We will also consider other ways we can work together to achieve economic success that is shared by all, such as:

- **Improving and joining up local business support**, for example incentives to reduce business environmental impact, business networking, promoting local businesses at events, expanding the 'Train to Gain' service to cover more smaller businesses and business owners, advice to support

diversification opportunities for rural businesses, better promotion of empty business premises.

- **Regenerating areas of Evesham** affected by the recent floods and enhancing the quality of shopping opportunities and the visitor experience in the town. (EMTP)
- Training and introducing **accredited guides** for one or more of the towns to increase visitor numbers and pass on local knowledge.
- Improving **access to education and learning** for all groups within the community, such as creating a register of all local education providers, promoting University of the Third Age activities, IT skills training in rural areas.
- **Building understanding about and involvement of migrant workers**, for example, supporting the Evesham Eastern Festival with linked activities in Pershore, asking migrant workers what support they need, employing a Polish/Eastern European support worker to enable access to education, training, language skills and health care services.
- Working with the land owner to **progress development of Throckmorton airfield** and considering opportunities for public space and biodiversity gain as part of the development.
- Supporting and promoting existing **debt counselling and advice services** run by organisations such as the CAB and Age Concern.

6.4 Measures of success

- The percentage of people of working age in employment.
- The percentage of new businesses still operating 12 and 24 months after start up.
- Proportion of young people (18-24 year olds) in full-time education or employment.



7. Improving health and well-being

The Wychavon health profile indicates that the general health of the local population is good. Male and female life expectancy has increased over the last decade and now exceeds the average for England by more than a year. However, estimates suggest that almost a quarter of the adults in the district are obese and that the percentage of people with diabetes is higher than the national average. The teenage pregnancy rate is low in comparison to England. The rate of death and injury on the district's roads is higher than the average for England¹³.

Good health continues to be one of the top quality of life priorities for most Wychavon residents. In Wychavon District Council's Waste and Liveability Survey (2005), 61% of respondents identified good health as their top priority. This figure was even higher (81%) amongst those interviewed during the district council's Gypsy and Traveller consultation in 2006.

The 2001 Census figures show that the age profile for Wychavon's population is increasing, with the proportion of people over 75 forecast to increase by 2011. This presents us with challenges for the future, not only in terms of health issues, but also provision of other support services.

7.1 Our shared priorities

During the next three years we will work together to:

- Reduce the incidence of coronary heart disease, cancer, obesity and diabetes
- Increase levels of physical activity across all generations
- Tackle alcohol misuse
- Improve the care and quality of life of older people
- Increase the availability of NHS dental services and improve access to health facilities and services for all
- Improve treatment and choices for people with mental health problems

7.2 What we're already doing

We're already doing lots of things to improve health and well-being in Wychavon, including:

- Developing **health walks** (PCT), improving walking tracks and footpaths (EMTP), **maintaining and developing the local footpath network** and promoting cycle ways where appropriate (CALC) and developing a **green necklace footpath**. (DSAP)
- Supporting **healthy living and eating workshops** run by Riverside Surgery involving over 400 school children. (EMTP)
- Providing a wide range of physical activities at **three leisure centres** and running over 400 **sports**

development programmes involving around 7000 young people. (WDC)

- An **exercise referral scheme**, linked to the hospital physiotherapy services at Evesham Hospital (PCT) and trialling **GP referrals** for exercise to local leisure centres. (WDC)
- **Evesham WiNN programme** offering a wide range of programmes, such as falls prevention, extend course, bereavement support, Mobile Disability Living Centre, Well Leg Clinic, Wise and Well Group sessions education and social programme. (PCT)
- Providing free **home fire safety checks** and **fitting smoke alarms** for the elderly and those most at risk from fire and other hazards in the home. (HWF)
- Employing a **housing based Occupational Therapist** to speed up the process of assessing housing adaptations (RHG, PCT, SH, WDC) and providing **aids and adaptations** to properties including level access showers to all vacant bungalows. (RHG)
- Reviewing **supported housing services** to older people (RHG, WCC) and **Tenant Support Officers** working with vulnerable residents. (RHG)
- Giving **health education talks** for young people at Project 8 (PCT) and supporting local **Forest schools** (EMTP).
- Tackling **under age alcohol sales and smoking** in public places (WDC) and running a **safer drinking campaign** to raise awareness of the risks of binge drinking. (Substance Misuse Action Team)
- Delivering **training to GPs** on how to identify alcohol problems in their patients and deliver 'brief interventions' counselling. (Substance Misuse Action Team)
- Building and opening the new Pershore hospital and health centre and starting to develop **proposals for a new Evesham hospital** (WDC) and exploring future options for related services including housing for key NHS workers and people with special needs. (RHG)
- Creating a '**Pershore Welcomes Breastfeeding**' leaflet. (PMTP)

7.3 What else will we do together?

We will:

- Run more **sports and active lifestyles events** with a free shuttle bus to and from parts of the town and the surrounding villages. (DSAP)
- Complete the circuit and promote the **green necklace footpath**. (DSAP)



- Form **healthy living exercise groups**, support the establishment of a Vale Running Club and produce a **walks leaflet** as part of the 'Walking your way to health initiative'. (EMTP)
- Create a **circular riverside walk** along the River Avon from Pershore Bridges up to Avon Meadows. (PMTP)
- Develop and deliver **healthy cooking/lifestyle courses** on the Westlands estate/areas of deprivation. (DSAP)
- Run an **eat your way to health** campaign with village hall workshops and a **young person's health awareness day**. (EMTP)
- Support **Time 4 You** health advice, a **breastfeeding support group** and peer training. (PMTP)
- **Reduce the number of falls** that result in serious injury and ensure effective treatment and rehabilitation for those who have fallen. (Worcestershire Older People's Strategy)
- Carry out a **review of community meals** ('meals on wheels') including lunch club facilities. (WCC)

We will also consider other ways we can work together to improve health and well-being, such as:

- **Extending the healthy walking project** beyond the Vale of Evesham, producing a booklet of Wychavon walks graded according to level of difficulty, which could include descriptions of the biodiversity and geodiversity of the area.
- Exploring '**green exercise**' schemes and supporting more **Forest schools**.
- Extending the **provision of type 2 diabetes education programmes** through a patient led approach and

voluntary agency support and running weight management clinics.

- Opening **communal facilities at sheltered housing schemes** to the public aged over 55 and using them as a base for activities and campaigns for older people.
- Investigating the feasibility of **mobile health vans** for rural areas, providing 'health MOTs' and other services.
- Developing a **health related English as a Second Language course** to enable and support migrant workers to access health services appropriately.
- Improving **life choices for people with mental health needs** through work placements and healthy lifestyle interventions.

7.4 Measures of success

- Age standardised mortality rates for a) all cancers, b) circulatory diseases, c) respiratory diseases.
- Levels of obesity and diabetes.
- Numbers of physically active adults and children.
- Alcohol related admissions to Accident and Emergency and alcohol related illnesses.
- The percentage of households with one or more person with a limiting long-term illness.



8. Meeting the needs of children

Of the Wychavon population, 22.8% is under the age of 19. Although this proportion is forecast to fall by 2011, children and young people will always be an important part of our local communities.

In resident consultation, activities for young people are frequently identified as a priority for improvement. 43% of respondents to Wychavon District Council's Best Value General User Survey 2006/7, identified activities for teenagers as a key priority for improvement.

8.1 Our shared priority

During the next three years we will work together to:

- Improve activities/facilities for young people

8.2 What we're already doing

Here are some of the things we're already doing to meet the needs of children and young people in Wychavon:

- Providing **play areas** and support for play facilities (RHG, WDC), **skate parks** and **water play** facilities in the three towns. (WDC)
- **Piloting Droitwich youth drop-in centre** (DSAP) and **creating youth shelters** in Ombersley and Pershore. (DSAP, PMTP)

- Organising the **Droitwich Spa Young Bands Spectacular** and establishing a **young people's action group**. (DSAP)
- Funding a **programme of summer activities for young people** at the Riverside Centre. (PMTP)
- Running a **wild west youth event** at Evesham Adventure Park and supporting **local Forest schools**. (EMTP)
- Running '**Party in the park**' events (WDC) and '**Sports for all**' events. (DSAP)
- Providing and maintaining sports fields and supporting Pre-Schools. (CALC)
- Running over 400 **sports development programmes** involving around 7000 young people (WDC) and sponsoring **sports clubs** for young people. (RHG)
- Providing **diversionary activities** for young people through the Detached Youth Team. (WDC)
- **Educating children** to help keep themselves and their families safe from fire in their homes and schools. (HWF)
- Providing **training and learning activities** for 16 –18 year olds. (LSC)
- **Citizenship programme** in schools to engage young people in democracy. (WDC)





8.3 What else will we do together?

The **Worcestershire Children and Young People's Partnership** has produced a strategic plan covering all children and young people from 0 – 19 years old. Its aim is to ensure all children and young people in Worcestershire are healthy, safe, enjoy life and achieve success, make a positive contribution and benefit from economic well-being.

We will:

- Secure a long term solution for the **youth drop-in project**. (DSAP)
- Run **youth events** at Evesham Adventure Playground and Wallace House. (EMTP)
- Put on a **summer activity programme** and improve the river frontage at the Riverside Youth Centre to provide a **modern, fully accessible pontoon** to allow a wide range of water based activities. (PMTP)
- Identify a **young people's champion** on the Community Plan Core Group.

We will also consider other ways we can work together to meet the needs of children and young people, such as:

- **Jointly commissioning activities for young people** to increase the number of places to go and things to do.
- Developing **district youth forums** to engage young people in decision making.
- Setting up **mentoring schemes** for looked-after

children to ensure all young people are in education or employment.

- **Better promotion and use of existing rural facilities** and venues by young people, such as village halls.
- Encouraging **intergenerational projects** to help build understanding and respect between younger and older generations. For example linking up young people at ShiNE housing project with sheltered schemes, projects where older people share their skills with young people, broader cross-generational use of venues.
- **Simplifying grants** for voluntary youth groups and lobbying to remove barriers that prevent young people from volunteering.
- Exploring the **feasibility of providing a rural youth worker** to work with young people to ensure they have a voice about their housing needs and to help them engage and develop local activities.

8.4 Measures of success

- Percentage of residents who think that for their local area, over the past three years, the following have got better a) activities for teenagers, b) cultural facilities (e.g. cinemas and museums), c) facilities for young children.
- The proportion of young people (16-24 year olds) in full-time education or employment.
- Numbers of children and young people accessing leisure facilities and summer holiday schemes.

9. Stronger communities



This theme covers a wide range of issues including, housing, inclusion, leisure, culture and transport.

There are over 50,000 homes in Wychavon. 76% are owned outright compared with 68.2% nationally. House prices are higher than the average for England and Wales and there is an annual shortfall in the availability of affordable housing. One of the big challenges we face is balancing the need for new development with protecting the natural and built environment. In addition to accommodating the eventual housing allocation set out in the **West Midlands Regional Spatial Strategy** for each district, Wychavon and Malvern Hills will also need to take some of Worcester City's allocation due to the nature of the city boundaries. The **South Worcestershire Joint Core Strategy** will address housing growth, delivery of recreation facilities and finding better ways to get around.

78% of residents are satisfied with their local area as a place to live¹⁴. Statistics show that overall poverty in the area is low and only 7% of residents live in low-income households¹⁵. Wychavon lies in the bottom third of the most deprived local authorities. It has no areas either in the Indices of Multiple Deprivation top 10% or the top 20% nationally. The district's overall ranking in the Indices of Multiple Deprivation is 272 out of 354. However, there are localised pockets of deprivation in some parts of the district. Whilst the overall condition of housing stock in Wychavon is better than average, energy efficiency and fuel poverty are of particular concern, with significantly higher levels of fuel poverty in Pershore.

Although only 1.2% of the district's population is from an ethnic minority¹⁶, there are other factors that make our communities diverse. These include contrasts between rural and urban areas; a higher than average number of elderly people, a higher than average number of families, the presence of Gypsies and Travellers - an estimated 700 to 800¹⁷ - our largest ethnic minority, and casual labour and migrant workers.

Wychavon is located close to national transport networks. The local transport network is vital in enabling people to access employment, housing and services, however, for many rural communities alternatives to the car are limited and as a result some residents experience isolation.

There is a high level of grassroots community planning activity in the district. Fourteen parishes

have now completed **Parish Plans** and another 20 or so are at various stages of development. Parish Plans set out how particular localities want their area to develop based on the views of the local community. We have used the completed Parish Plans as a key evidence source to identify the shared priorities in this strategy.

9.1 Our shared priorities

During the next three years we will work together to:

- Increase the availability of affordable housing
- Reduce fuel poverty
- Improve transport choice and availability, particularly in rural areas
- Improve access to services
- Increase sporting and cultural facilities and activities

9.2 What we're already doing

We're already working to create strong communities. Here are some of the things we're doing:

- Providing ongoing financial support for the **Rural Housing Enabler** project. (RHG)
- Carrying out **housing needs surveys** with the Housing Enabler, information via Parish Council and village web sites. (CALC & CF)
- Allocated £1 million for **affordable homes** and completed over 120 new affordable homes during the last two years. (WDC)
- Programme of **new affordable housing provision** for rent and shared ownership covering all types of accommodation. (CF, RHG)
- Returned over 75 **empty homes to use** in the last two years. (WDC)
- Introduced **choice based lettings** and piloted a **rent deposit scheme**. (WDC)
- **Improving rail and bus links** with Pershore station and railway station improvements. (PMTP)
- Supporting the **Drivers and Movers minibus scheme** to raise the profile of community transport and recruit new volunteer drivers. (PMTP)
- Providing **free bus passes** for the over 60's and **travel tokens** for the over 80's and people with disabilities. (WDC)
- Providing one stop access to council services through the **Worcestershire Hub** at our three Community Contact Centres and on our website, also access to our services via **Digi-TV**. (WDC)

14 Best Value general user survey, 2006/07

15 Wychavon health profile, 2007

16 Census, 2001

17 Based on the most recent bi-annual count of Gypsy caravans

- **Reaching out presentations** to community groups and businesses. (WDC)
- Created **petanque courts** in Evesham (EMTP) and run **‘Sports for all’ events**, (DSAP), and the **‘art in the park’ tree sculpture**. (PMTP)
- Put on **annual programme of events and festivals** to promote local distinctiveness, including the Asparagus Festival, Eastern Festival, Music Festival and River Festival (EMTP) and Jazz Festival, plum fayre, Italian market. (PMTP)
- Offering a programme of live theatre, dance, cinema, art exhibitions and educational courses at **Number 8 Community Arts Centre** and funding an Operations Manager. (PMTP)
- Supporting two new **village playgrounds and village hall improvements**. (PMTP)
- Providing three **leisure centres** in the towns, redeveloped **Droitwich Lido** and building a new **Evesham Leisure Centre**. (WDC)
- **Supporting the development of Parish Plans** (CF, WDC) and adopting completed plans as ‘a local information source’. (WDC)
- **Parish networking project** to improve networking and communications in rural areas. (EMTP)

9.3 What else will we do together?

We will:

- Deliver the **‘Hot house’** affordable warmth education and promotion project. (DSAP)
- Provide **‘moving on’ packs for young people** setting up their first home, skills training and a young people’s support group in partnership with Rooftop Housing Group. (EMTP)
- Make improvements to **Evesham and Pershore railway stations**. (EMTP, PMTP)
- Produce a **welcome pack** for new residents containing local information and a directory of local services. (PMTP)
- Support the **Evesham Volunteer Centre** to acquire larger and more suitable premises. (EMTP)
- Support **Pershore and District Voluntary Help Centre** in updating its premises and enhancing the profile of the centre and its services. (PMTP)
- Run more **sports and active lifestyles events** with a

free shuttle bus to and from parts of the town and the surrounding villages. (DSAP)

We will also consider other ways we can work together to create stronger communities, such as:

- **Lobbying and a campaign** to raise awareness about the need for affordable housing, promoting parish needs surveys and increasing awareness of opportunities to bring empty homes back into use.
- Bringing forward **more rural exception sites for affordable housing**.
- Assessing strategic partners’ own land portfolios for **affordable housing development opportunities** and making local land available at affordable cost.
- **Educating young people about housing** options and responsibilities.
- **Targeting under-occupation**, for example providing support to help people that are downsizing and creating attractive smaller housing units for elderly people.
- **Promoting home energy efficiency**, particularly targeting the fuel poor and an awareness event for people living in older houses.
- Finding **solutions to transport issues**, identifying local champions for community transport in each village, exploring the possibility of ‘stop anywhere on request’ minibus services in rural areas.
- Exploring the **feasibility of ‘one stop shop’ services** to rural communities linked in with the mobile library service and ICT solutions to increase access to services.

9.4 Measures of success

- Percentage of residents surveyed who are satisfied with their local area/neighbourhood as a place to live.
- Affordable housing and fuel poverty indicators.
- Percentage of children travelling to (a) primary school, and (b) secondary school by different modes.
- Percentage of residents surveyed finding it easy to access key local services.
- Percentage of people surveyed who feel their local area is a place where people from different backgrounds get on well together.



10. What happens next?

We launched this strategy at a partnership event in October 2007. At the event partners made a public commitment to delivering the community strategy by signing up to the shared priorities. They were also invited to commit to working with others on taking forward some of the ideas for action set out in this plan.

Over the coming months we have more work to do to develop and agree partnership actions that will contribute to the delivery of the priorities in this strategy. We have produced some guidelines and a template to assist partners with this task. We intend to produce an action plan to support the delivery of this strategy in early 2008.

We will monitor progress on delivering the actions contained in the strategy and supporting action plan every six months. We will monitor progress against the success measures on an annual basis as far as possible.

We will produce an annual progress report for residents and partners, setting out our progress on

delivering actions and tracking the measures of success over the lifetime of the plan. We will promote this through the Wychavon magazine, other partners' publications and on Wychavon District Council's website at www.wychavon.gov.uk.

For more copies of this strategy, our summary booklet or the action template and guidelines please contact:

Cherrie Mansfield
Strategy and Performance Manager
Wychavon District Council
Civic Centre
Queen Elizabeth Drive
Pershore
Worcestershire
WR10 1PT

Telephone: 01386 565508
Email: cherrie.mansfield@wychavon.gov.uk

or visit our website: www.wychavon.gov.uk.



Appendix A: Community Plan Core Group and LSP Members

Partner and abbreviation

Broadway Village & Traders Association
 Community First (CF)
 Campaign for the Protection of Rural England
 Country Land & Business Association
 Droitwich Canals Trust
 Droitwich Spa Area Partnership (DSAP)
 Droitwich Spa High School
 Droitwich Spa & Rural Council for Voluntary Services
 Droitwich Spa Town Council
 Evesham & Malvern Hills College
 Evesham Market Town Partnership (EMTP)
 Evesham Rambling Club
 Evesham Town Council
 Evesham Volunteer Centre
 Hereford & Worcester Fire & Rescue Service (HWF)
 Job Centre Plus
 Learning & Skills Council, Herefordshire & Worcestershire (LSC)
 Number 8 Community Arts Centre
 Pershore Chamber of Trade
 Pershore Civic Society
 Pershore College
 Pershore & District Voluntary Help Centre
 Pershore High School
 Pershore Market Town Partnership (PMTP)
 Pershore Tourism Association
 Pershore Town Council
 Rooftop Housing Group Limited (RHG)
 South Worcestershire Community Safety Partnership (SWCSP)
 Spa Housing (SH)
 Vale of Evesham Civic Society
 Vale of Evesham Commerce & Tourism Association (VECTA)
 West Mercia Police (WMP)
 Westlands Forum
 Worcestershire County Council (WCC)
 Worcestershire Federation of Small Businesses
 Worcestershire Partnership (WP)
 Worcestershire Primary Care Trust (PCT)
 Worcestershire Wildlife Trust
 Wychavon CALC Area Committee (CALC)
 Wychavon District Council (WDC)
 Wychavon & Redditch Rural Transport Partnership

Partnership(s)

Evesham Market Town Partnership
 Core Group
 Evesham Market Town Partnership
 All 3 LSPs
 Droitwich Spa Area Partnership
 Core Group
 Droitwich Spa Area Partnership
 Droitwich Spa Area Partnership
 Droitwich Spa Area Partnership
 Evesham Market Town Partnership
 Core Group
 Evesham Market Town Partnership
 Evesham Market Town Partnership
 Evesham Market Town Partnership
 Core Group
 Evesham Market Town Partnership
 Core Group
 Pershore Market Town Partnership
 Pershore Market Town Partnership
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 Pershore Market Town Partnership
 Pershore Market Town Partnership
 Pershore Market Town Partnership
 Core Group
 Pershore Market Town Partnership
 Pershore Market Town Partnership
 Core Group
 Core Group
 Droitwich Spa Area Partnership
 Evesham Market Town Partnership
 Evesham Market Town Partnership
 Core Group
 Droitwich Spa Area Partnership
 Core Group & 3 LSPs
 Core Group
 Core Group & 3 LSPs
 Droitwich Spa Area Partnership
 Core Group & 3 LSPs
 Core Group & 3 LSPs
 All 3 LSPs

Appendix B: Contribution to Worce

The table below shows how the shared priorities in Wychavon's Community Strategy directly align with 24 of the 39 outcomes in Worcestershire's Local Area Agreement (LAA).

Community strategy theme	Our shared priorities
Communities that are safe and feel safe	Reduce crime.
	Reassure people and reduce the fear of crime.
	Tackle anti-social behaviour and disorder.
	Reduce the harm caused by drugs and alcohol.
	Tackle speeding traffic and improve road safety.
A better environment – for today and tomorrow	Create a clean environment - free from dog mess, litter, chewing gum, fly tipping.
	Reduce the impacts of climate change and household energy consumption.
	Aid recovery from recent flooding and minimise the impacts of future flooding.
	Improve the condition of roads.
	Plan for the future development of the Hill and Moor landfill site.
Economic success that is shared by all	Support local businesses and village services.
	Build understanding about and increase involvement of migrant workers.
	Improve access to education and learning opportunities for all.
	Develop the Throckmorton airfield.
Improving health and well-being	Reduce the incidence of coronary heart disease, cancer, obesity and diabetes.
	Increase levels of physical activity across all generations.
	Tackle alcohol misuse.
	Improve the care and quality of life of older people.
	Increase the availability of NHS dental services and improve access to health facilities and services for all.
	Improve treatment and choices for people with mental health problems.
Meeting the needs of children and young people	Improve activities/facilities for young people.
Stronger communities	Increase the availability of affordable housing
	Reduce fuel poverty.
	Improve transport choice and availability, particularly in rural areas.
	Improve access to services.
	Increase sporting and cultural facilities and activities.

Worcestershire's Local Area Agreement

Visit www.worcestershirepartnership.org.uk for more information about Worcestershire's LAA.

LAA outcomes

A1 To reduce crime.

A2 To reassure the public reducing the fear of crime.

A4 To build respect in communications and reduce anti-social behaviour.

A3 To reduce the harm caused by illegal drugs.

None relevant

B1 To have cleaner, greener and safer public spaces.

B2 To reduce greenhouse gas emissions and adapt to the impacts of climate change.

None relevant

None relevant

C1 To develop a vibrant and sustainable economy.

F3 To develop an inclusive community which empowers local people to have a greater voice over local decision-making and delivery of services.

C3 To improve the skills base of the local population.

E3 To increase participation in education and training.

C2 To develop the economic infrastructure.

C4 To ensure access to economic benefits.

D1 To increase life expectancy and reduce morbidity in adults

D2 To reduce the incidence of coronary heart disease and cancer.

E7 To increase life expectancy and reduce morbidity of children and young people.

D3 To improve the quality of life of older people.

D4 To improve the quality of life of older people with a limiting long term illness.

D5 Health inequalities.

D6 Improved life choices for people with mental health problems.

E5 To enrich the experiences and development of children and young people through activity and positive contribution.

F1 To increase the availability of affordable, appropriate and decent housing.

D5 Health inequalities.

F5 To improve passenger transport, leading to improved accessibility and an increase in passenger numbers.

F6 To improve access to services.

F2 To increase opportunities for recreation, leisure and culture for all.

Appendix C: Sources of evidence

The key sources of evidence we used to identify the priorities in this community strategy are set out below. We have also derived a couple of the priorities from data from the 2001 Census and English Indices of Deprivation 2004.

1. Area profile for Wychavon, available at August 2006 – Audit Commission

Area Profiles bring together demographic and performance information, the views of residents and service users and assessments made by independent inspectors in one place. They provide a picture of the quality of life and public services in a particular area. www.audit-commission.gov.uk/areaprofiles

2. Citizens' Panel survey 2005 – Worcestershire County Council

In May 2005, Worcestershire County Council sent out 1,160 surveys to people on its Citizens' Panel. The survey was themed around quality of life and focused on four of the six Worcestershire Community Strategy themes. 210 respondents (23.9%) were Wychavon residents. www.worcestershire.gov.uk/citizenspanel

3. Citizens' Panel survey 2006 – Worcestershire County Council

In April 2006, Worcestershire County Council sent out 2,043 surveys to people on its Citizens' Panel. The survey was themed around the Lyons Inquiry and also included questions about Worcestershire's Trading Standards service. 24% of respondents were Wychavon residents. www.worcestershire.gov.uk/citizenspanel

4. Waste and Liveability Survey 2005 – Wychavon District Council

Wychavon District Council commissioned RBA Research Ltd to find out what residents thought about a number of issues around waste, liveability and quality of life. During November and December 2005, RBA carried out face-to-face interviews with sample of 703 Wychavon residents in their homes. The results were weighted by age, gender and area. www.wychavon.gov.uk/consultation

5. Parish Plans – various parishes

A Parish Plan is a document setting out how a particular village, parish or locality wants to develop over the next ten years or so. It should reflect the views of all sections of the community, obtained through local consultation. The following Wychavon parishes have completed Parish Plans:

Abbots Morton	Eckington	Little Comberton
Ashton-under-Hill	Hanbury	Nauton Beauchamp
Bishampton & Throckmorton	Hill & Moor	Stock & Bradley
Broadway	Honeybourne	Wyre Piddle
Cleeve Prior	Inkberrow	

Work is underway on another 20 or so, with several due to be finished soon. www.wychavon.gov.uk/parishplan

5. South Worcestershire Crime and Disorder Audit 2004 – South Worcestershire Community Safety Partnership

The Crime and Disorder Act 1998 requires Crime and Disorder Partnerships to undertake a comprehensive audit of crime and disorder in their area every three years. The South Worcestershire Community Safety Partnership undertook such an audit in 2004 and used the results to develop its three year strategy (2005-2008) for improving community safety. The audit drew on a wide range of sources of statistical data and consultation results, including resident focus groups and surveys, drugs mapping, a business crime survey, street interviews and monthly crime and disorder figures.

6. The Ecological Footprint of Wychavon 2006 – Stockholm Environment Institute

Produced by the Stockholm Environment Institute, Wychavon's Ecological Footprint represents the amount of biologically productive land and water its residents use. The Footprint provides a complete picture of the environmental impacts of consumption patterns including transport, consumables and waste, services, food, buildings and residential energy, as well as shared resources such as the health service. The 2006 report shows Wychavon has an ecological footprint of 5.67 global hectares per person compared with a UK average of 5.4 and a world average of 2.2. www.sei.se/reap

7. The extent, size and characteristics of the migrant workforce in the Vale of Evesham 2006 – Wychavon District Council, Worcestershire Diocese & South Worcestershire Primary Care Trust

In 2005, Wychavon District Council, with support from the Worcestershire Diocese, commissioned Mercia Research & Strategy to carry out research into the size of the migrant workforce primarily in the agriculture and food processing sector in the Vale of Evesham. The research also looked at housing, travel patterns, employment terms and overall contribution to the economy. www.wychavon.gov.uk/ruraleconomy

8. Choosing Health in South Worcestershire: Annual Report of the Director of Public Health 2005 - South Worcestershire Primary Care Trust

The report covers a range of public health activity. It includes the headline results for health related data from the 2005 West Midlands Regional Lifestyle Survey. The survey was commissioned on behalf of, and funded by, a range of public bodies including Primary Care Trusts, local authorities, West Mercia Police and the Learning and Skills Council. 1,153 responses were from Wychavon residents, representing 39.7% of the total survey sample. The report also includes extracts from the Compendium of Clinical and Health indicators 2003.

www.worcestershirehealth.nhs.uk/swpct

9. Health profiles for Wychavon 2006 & 2007 - Association of Public Health Observatories and Department of Health

Local authority health profiles show the health of people in a particular local authority area. The health profiles include a carefully selected collection of health-related indicators and comparisons with other similar populations. www.communityhealthprofiles.info

10. Housing needs survey 2001 & 2003 update – Wychavon District Council

In 2000, Wychavon District Council commissioned Fordham Research to carry out a survey of housing need in the district. The survey employed a hybrid approach combining personal interviews and postal questionnaires. In total there were 2,569 responses comprising 501 personal interviews and 2,068 postal survey returns. The survey data was weighted for bias by tenure and area. In 2003, Fordham Research carried out a desk top review of the 2001 survey to update the estimate of housing need in the context of changes that had occurred since the time of the first survey. www.wychavon.gov.uk/housing

11. House condition survey 2004 – Wychavon District Council

In 2004, Wychavon District Council commissioned pps to carry out a comprehensive review of housing stock in the district. The survey was based on a simple random sample of addresses in order to gain a representative picture. 1,011 properties across all tenures were surveyed. The survey covered a range of issues relating to the condition of dwellings, such as fitness, state of disrepair, hazards, energy efficiency and thermal comfort.

www.wychavon.gov.uk/housing

12. Gypsy and Traveller consultation 2006 – Wychavon District Council

In 2006, Wychavon District Council commissioned researchers, employed through Research for Today, to carry out research with the district's Gypsy and Traveller communities. The researchers carried out face-to-face, in home interviews with 52 Gypsies and Travellers during July 2006. The survey covered quality of life issues, the council's services and information provision within Gypsy and Traveller communities on both public and private sites. www.wychavon.gov.uk/consultation

13. Best Value General User Survey 2006/07 – Wychavon District Council

In 2006, Wychavon District Council commissioned Ipsos MORI to conduct the three-yearly national Best Value General User Survey on its behalf. Questionnaires were posted to a random sample of 3,200 addresses in September 2007. A total of 1,483 questionnaires were completed and returned. The overall adjusted response rate was 47%. www.wychavon.gov.uk/consultation

14. A Strategic Housing Market Assessment for the South Housing Market Area of the West Midlands Region – South Housing Market Partnership

In 2006, the South Housing Market Partnership commissioned an assessment of the strategic housing market in the area. The assessment drew on a comprehensive range of data sources, including housing need and supply figures, survey data and information from stakeholder groups. www.wychavon.gov.uk/housing

D: 'Making life sweeter for you'

The last Wychavon community plan, 'Making life sweeter for you', ran until June 2006. It contained 114 actions to be delivered by a range of community plan partners, including the three Wychavon Local Strategic Partnerships, West Mercia Police, the then South Worcestershire Primary Care Trust, Worcestershire County Council and Wychavon District Council.

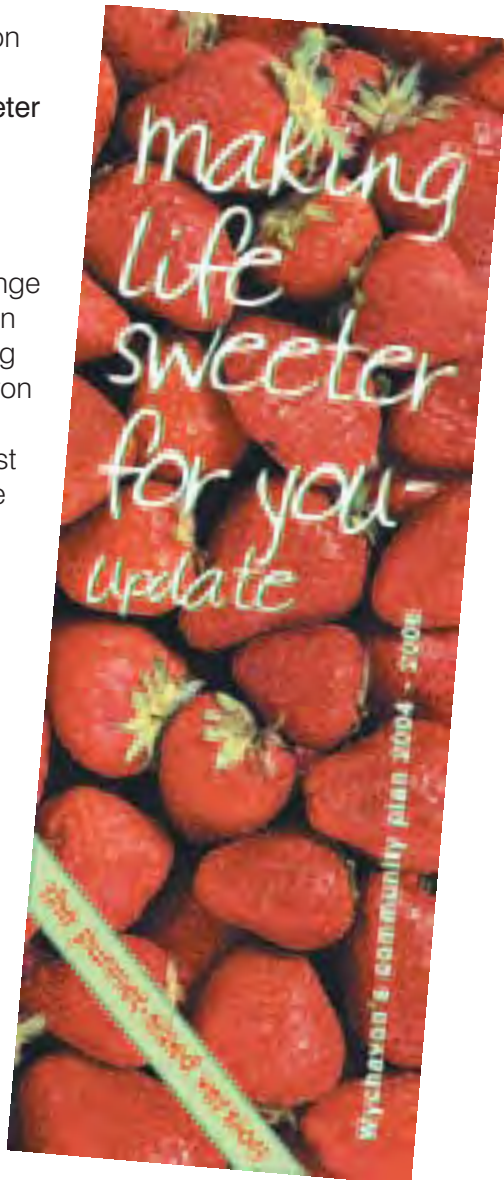
A final review of performance against the actions in the plan shows that we have delivered the majority of them.

Between March 2004 and December 2006, we fully delivered 85 (74.56%) of the actions and partly achieved a further 19 (14%). There are just 10 actions that we didn't deliver at all, although some of these, such as regenerating the rear of Pershore High Street and producing a Building Design Guide will be achieved over a longer time period. Here are some of the performance highlights under each of the plan's five themes.

Reducing crime and helping you feel safe

The final performance results for this theme are excellent. We fully delivered 20 of the 24 actions under this theme and at least partly delivered the other four. Achievements include:

- carrying out 32 crime prevention assessments on homes and business premises
- issuing 14 anti-social behaviour orders
- reducing deaths and injuries from fire by 25%
- installing over 300 items of security equipment,



including locks, alarms and intercoms in homes

- reassuring residents through community wardens
- introducing six rural safety schemes
- implementing ten safer routes to school
- running parenting and mentoring sessions.

More importantly, the quality of life indicators in Charts 1 and 2 on page 12 suggest that partnership working is having a real impact on community safety outcomes - reducing crime levels and improving perceptions of safety.

A better environment – for today and tomorrow

Performance on this theme is a little more mixed. We fully delivered 21 (68%) of the 31 actions with an environmental flavour and partially delivered another six (19%). Highlights include:

- increasing recycling rates
- building a new multi-sports court at Crowle
- developing a 'green necklace' of circular footpaths around Droitwich
- securing funding for and started the Droitwich canal regeneration project
- improving energy efficiency in homes
- running a programme to raise community awareness of biodiversity
- improving 21 main roads, 42 minor roads and 14 pavements.

There were four actions we didn't achieve. One of these, the Building Design Guide, will be produced over a longer time scale. The other three were reducing energy use in the Civic Centre and Community Contact Centres, working with others to develop a community renewable energy scheme, and developing a website with information about Wychavon's wildlife. Wychavon District Council has picked up some of these issues through its 2007/08 corporate promises.

Quality of jobs & opportunities

Of the 22 actions on jobs and opportunities, 19 (86%) were fully or partly achieved. During the life of the plan, the action on supporting rural broadband became redundant as BT committed to and has subsequently provided broadband to all telephone exchanges in the district. As already mentioned, the rear of Pershore High Street regeneration scheme has been subject to significant delays, and therefore wasn't delivered during the lifetime of the plan. However, the project is still progressing.

final performance report

Actions delivered under this theme include:

- finishing the Waitrose supermarket in Droitwich
- producing and distributing the Vale of Evesham guide promoting the local area to residents and visitors
- opening the new courtyard room and auditorium facilities at Number 8 Community Arts Centre
- running business start-up training courses
- research in the Evesham west area to identify the issues that have created a high concentration of unemployment
- providing 24 mopeds through the Workwise scheme to help people in isolated areas access training or work opportunities
- introducing a rent deposit scheme and choice based lettings

- bringing over 50 homes back into use.

Improving health

Overall performance on health actions was good. We fully delivered 10 of the 14 actions under this theme, partly delivered three. The only action we didn't deliver was introducing an exercise on referral scheme in Pershore. Following the resignation of a key post holder, there was a lack of service capacity to take this forward. Actions delivered under this theme include:

- running exercise classes for older people in Pershore and Drakes Broughton
- creating 'walking your way to health' routes
- building and opening the Pershore hospital and health centre
- engaging most schools in the healthy school programme
- helping people with mental health problems through a team of health professionals and counsellors working across the district
- building a new GP practice in Inkberrow
- running the Royal Rides hospital transport scheme in Droitwich.

Vibrant communities

This theme covers a broad range of issues from transport and access to services to community events and activities for young people. We delivered, in full or part, 20 (86.96%) out of the 23 vibrant communities actions. We didn't run a pilot safe transport home minibus service for young people at Droitwich youth house or set up an outreach youth panel, however, we used other ways to engage with young people and get their views.

Achievements include:

- providing a minibus link between Evesham Country Park and the town centre
- helping 24 schools implement school travel plans
- running a pilot rural transport service linking Pershore with the surrounding villages using minibuses
- increasing the use of Sharelink vehicles and expanding the volunteer pool
- installing lockers at Evesham and Pershore stations
- electing three young people from the district to the Worcestershire Youth Cabinet
- building skate parks in Evesham and Pershore
- building a youth shelter in Eckington and a play area and skateboard area in Cropthorne and Charlton
- delivering ten Parish Lengthsman schemes
- increasing the range of services accessed via the Worcestershire Hub.



Pershore's Number 8 Community Arts Centre

To request a copy of this document in larger print or audio format or if you need help understanding it in your own language please ring 01386 565517.

Produced and designed by
Wychavon District Council
on behalf of the
Wychavon Community Plan Core Group.



good services, good value

September 2007

