

Wychavon Community Plan Core Group

Item 6: Feedback on Wychavon District Council's annual promises



Last year Wychavon District Council adopted a new five year council strategy. This sets out our vision for the district and our aim. The strategy is structured under the following five priorities:

- **Safer:** communities that are safe and feel safe
- **Greener:** a better environment – for today and tomorrow
- **Healthier:** improving health and well-being
- **Stronger:** vibrant and inclusive communities with a strong economy
- **Successful:** delivering excellent and value for money services

These priorities are underpinned by our five-year goals, which are set out in the tables below along with our relevant Local Area Agreement indicators and targets. Every year we set promises for each of our goals. We've recently started work on developing our promises for 2009/10. This document sets out some of the ideas for promises that we're currently considering. We'd welcome your feedback on these and any other things you think we could include which:

- a) contribute to the delivery of our five year goals
- b) contribute to the delivery of our LAA targets – where relevant
- c) are affordable.

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Strategy & Performance Manager

1. Safer: Communities that are safe and feel safe

Goals	Relevant LAA indicators & targets	Suggestions for promises
<p>To reduce crime and the fear of crime</p>	<p>NI 20 Assault with injury crime rate</p> <p>Baseline: 2007/08: 7.12 Targets: 2008/09: 7.12 2009/10: 7.00 2010/11: 6.91</p>	<ul style="list-style-type: none"> ▪ Further development of community warden service and link to other on ground presence such as increasing park patrols, parking wardens, dog fouling. ▪ Promotion of Smartwater property marking system – including making it available through Community Contact Centres. ▪ Do more on domestic violence? ▪ Develop training schemes for young people at risk of offending – e.g. offer apprenticeships as part of a contract between Police, schools and the local authority.
<p>To tackle anti-social behaviour and disorder</p>	<p>NI 17 Perceptions of anti-social behaviour</p> <p>Target: deferred until 2009</p> <p>NI 21 Dealing with local concerns about anti-social behaviour and crime by the local council and the police</p> <p>Target: deferred until 2009</p>	<ul style="list-style-type: none"> ▪ Target primary schools on bullying and hate crime. ▪ Tackling anti social behaviour – playing a stronger enabling role <ul style="list-style-type: none"> - respond within 24 hours to reports of antisocial behaviour and signpost to alternative activities encourage `youth nights` in local Pubs (no alcohol!) - public participation e.g., youth summit - positive diversionary activities for young people

2. Greener: A better environment – for today and tomorrow

Goals	Relevant LAA indicators & targets	Suggestions for promises
To minimise waste and increase recycling	NI 193 Municipal waste land filled Baseline: 2006/07: 57% Targets: 2008/09: 53% 2009/10: 51% 2010/11: 48%	<ul style="list-style-type: none"> ▪ We will increase the household recycling rate from 22% in 2007 to 40% by 2009/10 through introducing new wheelie bin service to whole district. ▪ Business recycling – trade waste/support local businesses with info. ▪ Continue to run waste minimisation campaigns: home composting, reuse, via schools, publicity in free newspapers, etc.
To balance new development with protecting the district's natural and built environment		<ul style="list-style-type: none"> ▪ Publish guidance for developments on sustainable construction and eco-standards.
To create a clean environment	NI195a Improved street and environmental cleanliness (levels of litter) Baseline: 2007/08: 11% of transects across Worcestershire surveyed below acceptable standard Targets: 2008/09: 10% 2009/10: 9% 2010/11: 8%	<ul style="list-style-type: none"> ▪ Work with the media and high schools to promote responsible waste disposal and prevent fly tipping and littering.
To reduce the impacts of climate change and	NI 186 Per capita CO2 emissions in the LA area Baseline: 7.2 tonnes per capita	<ul style="list-style-type: none"> ▪ Introduce an incentive scheme to encourage residents to buy renewable energy measures. ▪ Work with the top 5 – 10 businesses/ industrial sites to help them

Goals	Relevant LAA indicators & targets	Suggestions for promises
household energy consumption	<p>Targets: 2008/09: 3.0% reduction 2009/10: 6.0% reduction 2010/11: 9.0% reduction</p> <p>NI 187 Tackling Fuel Poverty - % of people receiving income based benefits living in homes with a low energy efficiency rating Target: deferred until 2009</p> <p>NI 188 Adapting to climate change</p> <p>Baseline: 2007/08: level 0 Targets: 2008/09: all districts and county to achieve level 1 2009/10: districts at least level 1, county level 2 2010/11: all districts at least level 2, county level 3</p>	<p>reduce their energy consumption.</p> <ul style="list-style-type: none"> ▪ Promote the results of the Warmer Worcestershire project and encourage residents to act on the results/make energy efficiency improvements to their homes. Increase awareness of thermal image aerial pictures of Wychavon – target parishes, schools, businesses – energy meters ▪ Produce information to businesses on the financial benefits of implementing measures to reduce their carbon footprint etc. Could include setting up a resource efficiency club, but this does require money up front and would draw on our limited resources.
To aid recovery from flooding and reduce the impact of future floods	<p>LI All vulnerable areas identified, integrated flood risk management plans developed and implemented.</p> <p>Baseline: 0% Targets: 2008/09: 5% of total 2009/10: 50% of total 2010/11: 100% of total</p> <p>LI Improved flood-warning system in place at parish level.</p>	<ul style="list-style-type: none"> ▪ Ensure all future developments don't increase risk of flooding – don't build in the flood plain! Assess the impact of our supplementary planning guidance on water conservation and management for new developments including flooding. ▪ We will make sure rainwater harvesting is incorporated into the designs for new major capital projects as appropriate. ▪ Flood proof our Leisure Centres and Community Contact Centres.

3. Healthier: Improving health and well-being

Goals	Relevant LAA indicators & targets	Suggestions for promises
<p>To contribute to reducing the incidence of coronary heart disease, cancer, obesity and diabetes</p>	<p>NI 8 Adult participation in sport Baseline: 2005/06: 21.5% Targets: 25.5% by 2010/11</p> <p>NI 56 Obesity among primary school age children in Year 6 Baseline: 2006/07: 15.2% Targets: 2008/09: 15.3% 2009/10: 15.4% 2010/11: 15.5%</p> <p>NI 123 16+ current smoking rate prevalence Baseline: 2006: 681 per 100,000 population aged 16+ Targets: 2008/09: 682 2009/10: 682 2010/11: 682</p>	<ul style="list-style-type: none"> ▪ Consider incentives to encourage non users to try leisure centres and activities. e.g., 'happy hours', taster sessions, reduced rates, reduced car parking costs for leisure centre users. ▪ Open Evesham's new leisure centre. <i>What can we do to get new people through the door?</i> ▪ Raise awareness of our top 3 health issues and implement a programme to reduce their impact. ▪ Grow your own veg projects/community allotments. ▪ Help older people to be more active through 60+ clubs, GP referrals, healthy walking schemes and leisure centre promotions. ▪ Link to 'Wellness Works in Worcestershire' – a Big Lottery funded project which is being investigated. Need to define a SMART target if we do this.
<p>To reduce health inequalities in Wychavon</p>	<p>NI 142 Number of vulnerable people who are supported to maintain independent living Baseline: 2006/07: 97.52% Targets: 2008/09: 98.01% 2009/10: 98.01% 2010/11: 98.02%</p> <p>NI 116 Proportion of children in poverty Baseline: 13.9%</p>	<ul style="list-style-type: none"> ▪ Target health promotions work on the areas and groups with the poorest health following our healthy communities review. <i>How?</i> ▪ Link to national 'Change 4 Life' programme linking work on healthy eating and increasing activity. ▪ Work on creating conditions for more walking e.g. in Evesham working with the County Council to improve the footpaths along the river towards Tescos/Worcester Rd?

Goals	Relevant LAA indicators & targets	Suggestions for promises
	Targets: 2008/09: 13.9% 2009/10: 13.0% 2010/11: 12.0%	

5. Stronger: Vibrant and inclusive communities with a strong economy

Goals	Relevant LAA indicators & targets	Suggestions for promises
To increase the availability of affordable, decent housing	NI154: Net additional homes provided Baseline: 1910 2008/09: 1830 2009/10: 1830 2010/11: 1830 NI155: Number of affordable homes delivered (gross) Baseline: 316 2008/09: 345 2009/10: 380 2010/11: 500	<ul style="list-style-type: none"> ▪ Deliver at least 200/500 affordable homes by 2012/13. ▪ Achieve Sustainable Homes Code level 5 or 6 on new affordable housing schemes. ▪ Try & buy schemes. Rent to mortgage. ▪ Build homes for sole ownership/rent. Community ownership schemes.
To improve activities/ facilities for young people	NI 110 Young people's participation in positive activities Target: deferred until 2009 NI54 Services for disabled children Target: deferred until 2009	<ul style="list-style-type: none"> ▪ Initiatives and promotion of activities for young people. ▪ Youth bus. ▪ Rural leisure outreach: e.g. subsidies for young people at leisure centres, free holiday swims, more discounts on facilities, expand canoe programme on canals, take a mobile climbing wall round the villages. ▪ Proposal for youth facility/drop-in Droitwich.

Goals	Relevant LAA indicators & targets	Suggestions for promises
To support local businesses and village services	NI 166 Average earning of employees in the area Baseline: 93.4% Target: 94.3% by 2010/11 NI 171 VAT registration rate Target: deferred until 2009	<ul style="list-style-type: none"> ▪ Promote an accommodation providers accreditation scheme to increase tourism in the area. ▪ Discretionary rate relief. ▪ Encourage businesses to operate parking refund schemes.
Build vibrant and tolerant communities where people get on well together	NI 2 % of people who feel that they belong to their neighbourhood Baseline to be established from Place Survey results LI Children who have experienced bullying Baseline: 35% 2008/09: unchanged 2009/10: 34% 2010/11: 33%	<ul style="list-style-type: none"> ▪ Develop further actions regarding Gypsies and Travellers? ▪ Something on migrant workers/emerging communities? Something about increasing the number of 'settled' migrant workers. Press and pr work.
To increase leisure and cultural activities		<ul style="list-style-type: none"> ▪ Open the Droitwich Canal (2010).

5. Successful: delivering excellent and value for money services

Goals	Relevant LAA indicators & targets	Suggestions for promises
To provide high performing services that meet customers' needs		<ul style="list-style-type: none"> ▪ Steps in our 'customer insight' programme to be set out and delivered.
To increase efficiency and access to services	NI175 Access to services and facilities by public transport, walking and cycling Baseline: 93% 2008/09: 93% 2009/10: 93% 2010/11: 94%	<ul style="list-style-type: none"> ▪ Something about achieve efficiencies through the better not busier programme. ▪ Promote online services to increase uptake and reduce avoidable contact. ▪ Continue to work with partners through mixed service provision and sharing services.
To keep staff and Members developed and motivated		<ul style="list-style-type: none"> ▪ Coaching for all managers through the West Midlands Regional Coaching Pool. • Provide training to develop 75% of team leaders from service units across the council. • Conduct a skills audit to identify existing skills and abilities and address any shortfalls needed to deliver our strategy. • Use outcomes from Councillors' one-to-ones to develop a focussed and appropriately resourced Member development programme. • 2010/11: Prepare a comprehensive awareness package for individuals considering standing for elections for the district in May 2011.