

shaping the future together

Wychavon's Community Strategy 2007-2010



Community strategy – a year on are we delivering?

It's nearly a year since we launched Wychavon's Community Strategy in October 2007. What progress have we made at delivering the priorities in the Community Strategy so far and what action do we need to take?

For each of the Community Strategy's six themes, this paper sets out the following:

- actions that we've already committed to in the Community Strategy and the progress we have made on them during the last year
- new actions from the LSPs' action plans and that other partners have put forward – thank you!
- an alert about any major gaps in our action plan – i.e. priorities that we don't currently have any plans to deliver

You will see that this document is still work in progress. I'd really welcome your help to edit it down and complete it before our next meeting. **It would really help me if you could provide me with the following information where your organisation or LSP is the lead partner,:**

- **progress updates for each action**
- **confirmation of the new actions – whether you want these included in our action plan or not**
- **name of a lead contact for each action**
- **any other actions to be included in the plan that are a) in partnership and b) contribute to one or more of the shared priorities.**

This is already a lengthy document, so to make it more concise and meaningful once I have all the missing information I intend to produce a shorter report summarising our performance from the last year. For each theme this will include:

- a reminder of the shared priorities we've signed up to work together to deliver over the life of the strategy
- a summary of the progress we've made since the launch of the Community Strategy in October 2007
- how we're contributing to Worcestershire's Local Area Agreement
- a reminder of our measures of success and where information is available how we're doing
- any areas that need action highlighted.

Cherrie Mansfield

Strategy & Performance Manager

1. Communities that are safe and feel safe

- Our shared priorities

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

Priorities addressed	We said we will	Lead agency (named contact) Key partners	Progress made so far	On track?
1.1 1.3	We will use mobile CCTV to detect and prevent crime and anti-social behaviour.	South Worcestershire Community Safety Partnership (Dave Hemming)	During 2007/08 we used mobile CCTV on 36 occasions. We are reviewing the locations of our CCTV cameras to check that they are located in the right areas.	Yes
1.2 1.3	We will run PACT Open Days to engage with people and find solutions to local issues.	West Mercia Police Rooftop Housing Group, Worcestershire County Council & Wychavon District Council	Trialled four PACT open events in October 2007 with mixed success.	?
1.1 1.2	We will continue to reassure people that Wychavon is a low crime area and expand the safe and sound security scheme.	South Worcestershire Community Safety Partnership (Dave Hemming)	<p>During 2007/8 Wychavon's Neighbourhood Wardens patrolled a total of 19,194 miles, 5,985 miles was in rural areas. A total of 780 items of security were issued benefitting 243 residents.</p> <p>During the first quarter of 2008/09, the wardens have visited 224 vulnerable residents, 84 residents have received security equipment through the 'Safe and Sound' scheme. SMARTWATER kits are being offered to burglary victims and kits can also be bought from local Neighbourhood Watch Teams.</p>	Yes

Priorities addressed	NEW actions	Lead agency (named contact) Key partners	Progress made so far	Action agreed?
1.1 1.2	We will prevent and reassure victims of crime from becoming repeat victims through further investment in security equipment and target hardening	West Mercia Police Wychavon Community Safety team	West Mercia Police to provide details and named contact	
1.5	We will target speeding in communities where it has a significant impact by using speed guns and issues fixed penalty notices.	West Mercia Police Worcestershire County Council Highways team, Wychavon Community Safety team	West Mercia Police to provide details and named contact	
1.5	We will work with local communities to tackle speeding traffic in rural areas and improve road safety, for example, through installing vehicle activated speed signs and campaigns.	Wychavon District Councils (Dave Hemming) Parish Councils, Worcestershire County Council, Worcestershire CALC	Dave Hemming to provide update	
1.5	Purchase and install five battery operated, moveable 'suitcase' excessive speed displays at village gateways.	Inkberrow & Cookhill Working Group Stock & Bradley Working Group, Feckenham Working Group, Droitwich Area Partnership, Evesham Market Town Partnership, Parish Councils, West Mercia Police, Worcestershire County Council, Wychavon District Council	Contained in Evesham Market Town Partnership's Action Plan 2008/09. Evesham Market Town Partnership to provide update	Yes
1.5	We will develop a 'toolkit' approach to solving traffic problems on housing estates.	Rooftop Housing Group (Ian Hughes) Worcestershire County Council, Wychavon District Council	Rooftop to provide update	Yes
1.2 1.3 1.5	We will implement a programme of estate walkabouts	Rooftop Housing Group (John Sutton) West Mercia Police, Wychavon	Rooftop to provide update	Yes

2.1		District Council		
1.1 1.2	We will reduce the number of distraction burglaries and rogue trader callers in the Pershore area.	Who's the lead?? West Mercia Police, Trading Standards, Age Concern, Neighbourhood Watch	Contained in Pershore Market Town Partnership's Action Plan 2008/09. Update on progress needed.	Yes

ALERT! We have not yet agreed any actions to address priority 1.4, such as increasing the number of young people receiving targeted drug and alcohol education.

2. A better environment – for today and tomorrow

▪ Our shared priorities

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

Priorities addressed	We said we will	Lead agency (named contact) Key partners	Progress made so far	On track?
2.2	Set a target for the provision of on site generation from renewable sources in all new developments to reduce carbon emissions.	Wychavon District Council (Andy Ford) Malvern Hills District Council, Worcester City Council	Andy Ford to provide update	
2.2 6.2	Deliver the 'Hot house' affordable warmth education and promotion project.	Droitwich Area Partnership	Droitwich Area Partnership to provide update	
2.2	Seek to increase the number of partners that have signed up to the Worcestershire	Wychavon Community Plan Core Group (Cherrie Mansfield)	Cherrie Mansfield to provide update	

	Climate Change Pledge.			
2.2	Support the installation of a hydro electric turbine into the Mill Race at Evesham lock and provide an information display.	Evesham Market Town Partnership	Evesham Market Town Partnership to provide update	
2.2 2.3	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.	Wychavon District Council (Andy Ford) Malvern Hills District Council, Worcester City Council	Published the Issues and Options Paper in autumn 2007 and ran a six week consultation period. Promoted the consultation widely, for example through media campaigns and holding a series of public events across South Worcestershire. Received over 2000 responses to the consultation. Published the Preferred Options paper on 19 September for a six week consultation period. This sets out the preferred strategy for accommodating 24,500 homes and 183 hectares of employment in South Worcestershire to 2026 and identifies the main areas of growth.	Yes
Priorities addressed	NEW actions	Lead agency (named contact) Key partners	Progress made so far	Action agreed?
2.2 6.2	Promote home energy efficiency and renewable energy resources through: <ul style="list-style-type: none"> ▪ Local champions to be identified & trained ▪ Parish Councils to have more active role ▪ Raise awareness of help available to the vulnerable and fuel poor via leaflets, articles, presentations, thermal imaging tool on website etc also findings of the Hot house Project 	Wychavon District Council (Elaine Salter) Parish Councils, LSPs, local employers, utility companies, insulation companies affordable housing providers social care, PCT, Home Improvement Agency, Telecare providers, local community	Draft proposal. Elaine Salter to provide update.	No

	<ul style="list-style-type: none"> Local competitions e.g. free insulation measures for winner 			
2.3 6.5	We will create a community wetland at Avon Meadows in Pershore to promote the value of flood plains for wildlife and people, especially local residents.	Whos' the lead? Worcestershire Wildlife Trust, Wychavon District Council, Pershore Town Council, Severn and Avon Vale Wetland Partnership, Severn Trent Water, tenants, local schools, colleges and community groups.	Contained in Pershore Market Town Partnership's Action Plan 2008/09. Update on progress needed.	Yes
2.3 3.1	We will organise a day-long Pershore Green Festival aimed at promoting environmental issues and the town itself.	Pershore Market Town Partnership Worcestershire Wildlife Trust, Wychavon District Council, Pershore Town Council, Pershore College, local schools and colleges and environmental groups.	Contained in Pershore Market Town Partnership's Action Plan 2008/09. Pershore Market Town Partnership to provide update on the green festival which was held on 26 May.	Yes
2.2 6.2	We will deliver a Pershore Energy Efficiency Project aimed at achieving significant improvements in the energy efficiency improvements in all homes in Pershore and reducing the energy budget of the town.	Pershore Market Town Partnership WEEAC, Wychavon District Council, Pershore Town Council, Worcestershire County Council, Rooftop Housing, The Co-operative Retail Society	Contained in Pershore Market Town Partnership's Action Plan 2008/09. Pershore Market Town Partnership to provide update	Yes
2.3	We will deliver a project to alleviate flooding by water storage in farmland soils and wetlands.	Farming Wildlife Advisory Group Advantage West Midlands, Environment Agency, Evesham Market Town Partnership, GY Associates, Severn and Avon Vales Wetland Partnership, Worcestershire Wildlife Trust	Contained in Evesham Market Town Partnership's Action Plan 2008/09. Evesham Market Town Partnership to provide update	Yes

ALERT! We have not yet agreed any actions to address priorities 2.4 and 2.5.

3. Economic success that is shared by all

- Our shared priorities

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

Priorities addressed	We said we will	Lead agency (named contact) Key partners	Progress made so far	On track?
3.1	Promote an accommodation providers' accreditation scheme to increase tourism to the area.	Droitwich Area Partnership Evesham Market Town Partnership Pershore Market Town Partnership	Chris Brooks to provide update	
3.1	Commission a piece of work to identify and promote best practice in delivering co-operative village shop/Post Office services and drawing up recommendations for action locally	Droitwich Area Partnership	Droitwich Area Partnership to provide update	
3.1	Develop the Vale Trail as a brand and extend the area it covers with the aim of increasing visitor numbers and supporting local businesses	Evesham Market Town Partnership	Evesham Market Town Partnership to provide update	
3.1	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.	Pershore Market Town Partnership	Pershore Market Town Partnership to provide update	
3.1	Support the development of a	Evesham Market Town Partnership	Evesham Market Town Partnership to	

7.2 6.3	capital project at Evesham Country Park and negotiate an agreement to support road, rail, river and footpath links between the countryside park and town		provide update	
3.1	Create a weekly Evesham Charter market of regional excellence that reflects the history of the town and local distinctiveness	Evesham Market Town Partnership	Evesham Market Town Partnership to provide update	
3,1 3.3	Run business networking seminars: in rural areas and promote the newly formed Agender local business women's group	Pershore Market Town Partnership	Pershore Market Town Partnership to provide update	
3.1 3.3	Opening Eckington Manor cookery school as a local food centre of excellence	Pershore Market Town Partnership	Pershore Market Town Partnership to provide update	Yes
3.3	Develop a formal local learning network for the Droitwich Spa area.	Droitwich Area Partnership	Droitwich Area Partnership to provide update	
Priorities addressed	NEW actions	Lead agency (named contact) Key partners	Progress made so far	Action agreed?
3.2	Migrant workers:		Angela Smith and Chris Brooks to finalise action	
3.3	Skills gap: Angela & Chris to draft		Angela Smith and Chris Brooks to finalise action	
3.1 3.3	Sectoral approach on high tech and medical technology to identify potential employers to attract to the district, future locations, links with schools and colleges.		Angela Smith and Chris Brooks to finalise action	
3.3	Education Business Partnership		Angela Smith and Chris Brooks to finalise action	

3.1 6.5	We will deliver a range of 'Better Welcome' projects to improve Pershore as a visitor destination.	Pershore Market Town Partnership Visit Britain, AWM, AMTi, Wychavon District Council	Contained in Pershore Market Town Partnership's Action Plan 2008/09. Pershore Market Town Partnership to provide update	Yes
3.1 6.5	We will deliver a range of 'Better Welcome' projects to improve Evesham as a visitor destination.	Evesham Market Town Partnership Visit Britain, AWM, AMTi, Wychavon District Council	Contained in Evesham Market Town Partnership's Action Plan 2008/09. Evesham Market Town Partnership to provide update	Yes
3.3	Develop digital inclusion schemes for older people.	Rooftop Housing Group (Kate Gallant) Evesham and Malvern Hills College, Wychavon District Council	Rooftop to provide update	Yes
3.1 3.2 6.5	We will carry out a range of initiatives to promote Pershore including recruiting and training town guides and putting on a range of festivals and events.	Pershore Market Town Partnership Wychavon District Council, Pershore Town Council, Pershore Chamber of Trade	Contained in Pershore Market Town Partnership's Action Plan 2008/09. Pershore Market Town Partnership to provide update	Yes
3.1 6.3 6.5	We will commission an independent study on the opportunities for riverside regeneration in Evesham.	Evesham Market Town Partnership Evesham Country Park, Worcestershire County Council, Wychavon District Council	Contained in Evesham Market Town Partnership's Action Plan 2008/09. Evesham Market Town Partnership to provide update	Yes

ALERT! We have not yet agreed any actions to address priority 3.4.

4. Improving health and well-being

▪ Our shared priorities

- 4.1 Reduce the incidence of coronary heart disease, cancer, obesity and diabetes
- 4.2 Increase levels of physical activity across all generations
- 4.3 Tackle alcohol misuse
- 4.4 Improve the care and quality of life of older people

4.5 Increase the availability of NHS dental services and improve access to health facilities and services for all

4.6 Improve treatment and choices for people with mental health problems

Priorities addressed	We said we will	Lead agency (named contact) Key partners	Progress made so far	On track?
4.1 4.2 5.1 6.3 6.5	Run more sports and active lifestyles events with a free shuttle bus to and from parts of the town and the surrounding villages.	Droitwich Area Partnership	Droitwich Area Partnership to provide update	
4.1 4.2	Complete the circuit and promote the green necklace footpath.	Droitwich Area Partnership	Droitwich Area Partnership to provide update	
4.1 4.2	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.	Evesham Market Town Partnership	Evesham Market Town Partnership to provide update	
4.1 4.2	Create a circular riverside walk along the River Avon from Pershore Bridges up to Avon Meadows.	Pershore Market Town Partnership	Pershore Market Town Partnership to provide update	
4.1 4.2	Develop and deliver healthy cooking/lifestyle courses on the Westlands estate/areas of deprivation.	Droitwich Area Partnership	Droitwich Area Partnership to provide update	
4.1 4.2	Run an eat your way to health peripatetic campaign with village hall workshops and a young person's health awareness day.	Evesham Market Town Partnership	Evesham Market Town Partnership to provide update	
4.2	Support Time 4 You health advice, a breastfeeding	Pershore Market Town Partnership	Pershore Market Town Partnership to provide update	

	support group and peer training.			
4.4	Reduce the number of falls that result in serious injury and ensure effective treatment and rehabilitation for those who have fallen.	Worcestershire County Council	Worcestershire County Council to provide update	
4.4	Carry out a review of community meals ('meals on wheels') including lunch club facilities.	Worcestershire County Council	Worcestershire County Council to provide update	
Priorities addressed	NEW actions	Lead agency (named contact) Key partners	Progress made so far	Action agreed?
4.1 4.2	GP referral to activity scheme	Worcestershire PCT	Lodee Dudley to provide update	
4.2	We will support more Forest schools.	Worcestershire PCT	Lodee Dudley to provide update	
4.1 4.2	targeting hard to reach groups to participate in the walking groups	Worcestershire PCT	Lodee Dudley to provide update	
4.1 4.2	Walking your way to health projects in Droitwich?	Droitwich Area Partnership??	Droitwich Area Partnership to provide update	
4.6	Set up an out of hours rota/contact for mental health services	Worcestershire PCT	Lodee Dudley to provide update	
4.5	Better provision and co-ordination of health related services in Peshore.	Pershore Market Town Partnership Pershore Medical Centre, Abbotswood Medical Centre, Alzheimer's Society, Evesham and Pershore MIND, Onside Independent Advocacy, Relate, Turning Point, Worcester Association of Carers, Worcestershire Carers Unit, Multiple Sclerosis Society, Parkinson Disease	Contained in Pershore Market Town Partnership's Action Plan 2008/09. Pershore Market Town Partnership to provide update	Yes

		Society, Epilepsy Foundation, Stroke Association, Help the Aged		
4.1 4.5	We will set up a run a pilot cardiac rehabilitation centre.	Worcestershire PCT Evesham Market Town Partnership, Evesham Rowing Club, Stewart Pharmacy	Contained in Evesham Market Town Partnership's Action Plan 2008/09. Lodee Dudley to provide update	Yes
4.1 4.2	Exercise Programme for all	Pershore Market Town Project To be completed	Contained in Pershore Market Town Partnership's Action Plan 2008/09. Pershore Market Town Partnership to provide update	Yes

ALERT! We have not yet agreed any actions to address priority 4.6

5. Meeting the needs of children and young people

▪ Our shared priority

5.1 improve activities/facilities for young people

Priorities addressed	We said we will	Lead agency (named contact) Key partners	Progress made so far	On track?
5.1	Secure a long term solution for the youth drop in project.	Droitwich Area Partnership	Droitwich Area Partnership to provide update	
5.1	Run youth events at Evesham Adventure Park and Wallace House.	Evesham Market Town Partnership	Evesham Market Town Partnership to provide update	
5.1	Put 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.	Pershore Market Town Partnership	Pershore Market Town Partnership to provide update	
5.1	Identify a young people's	Community Plan Core Group	Cherrie Mansfield to provide update	

	champion on the Community Plan Core Group.			
Priorities addressed	NEW actions	Lead agency (named contact) Key partners	Progress made so far	Action agreed?
5.1	Provide more information and raise awareness about activities for young people through targeted communications, including promoting Plug & Play and communicating with schools.	Worcestershire County Council Wychavon District Council LSPs Town & Parish Councils, Worcestershire CALC	Worcestershire County Council to provide named contact and update Contained in Evesham Market Town Partnership's Action Plan 2008/09.	
5.1	Set up youth councils to enable young people to be involved in decision making, get funding and implement local projects.		Maggie Bryan to provide update	
5.1?	Create an employer's guide to young people in work (is this promoting employment regulations? Or a guide for young people on careers – getting work experience etc? Or two separate guides?), promoting the usefulness of apprenticeships.	Who are the partners?	Action needs firming up	
5.1	Create x number of new youth shelters across the district and working with LSPs to expand youth provision, negotiating with businesses to encourage evening youth support. Could potentially include a non-alcoholic pub?	Who are the partners? Worcestershire CALC?	Action needs firming up	
5.1	Programme of street parties in rural areas – this would be an inter-generational project,	Who are the partners?	Action needs firming up	

	would also empower parishes to promote good community relations			
5 4.6?	Improve child bereavement services	St Richard's Hospice (Mark Jackson) Noah's Ark and Curse	Mark Jackson to provide update	
5.1	We will create a youth shelter in Broadway.	Evesham Market Town Partnership Broadway Parish Council	Contained in Evesham Market Town Partnership's Action Plan 2008/09. Evesham Market Town Partnership to provide update	Yes

6. Stronger communities

Our shared priorities

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

Priorities addressed	We said we will	Lead agency (named contact) Key partners	Progress made so far	On track?
6,2 3.3	Deliver the 'Hot house' affordable warmth education and promotion project	Droitwich Area Partnership	Droitwich Area Partnership to provide update	
6.1	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.	Evesham Market Town Partnership	Evesham Market Town Partnership to provide update	
6.3	Make improvements to Evesham and Pershore railway	Evesham Market Town Partnership Pershore Market Town Partnership	Evesham Market Town Partnership to provide update	

	stations.			
6.4	Produce a welcome pack for new residents containing local information and a directory of local services.	Pershore Market Town Partnership	Pershore Market Town Partnership to provide update	
?	Support the Evesham Volunteer Centre to acquire larger and more suitable premises.	Evesham Market Town Partnership	Evesham Market Town Partnership to provide update	
?	Support Pershore and District Voluntary Help Centre in updating its premises and enhancing the profile of the centre and the vital services it provides.	Pershore Market Town Partnership	Pershore Market Town Partnership to provide update	
6.5	Run more sports and active lifestyles event with a free shuttle bus to and from parts of the town and the surrounding villages.	Droitwich Area Partnership	Droitwich Area Partnership to provide update	
Priorities addressed	NEW actions	Lead agency (named contact) Key partners	Progress made so far	Action agreed?
6.1	Raise awareness of the need for affordable housing with the aim of bringing forward possible development sites more quickly through: <ul style="list-style-type: none"> ▪ Road shows for local groups / stakeholders ▪ Promotion of local Parish Plans and Needs Surveys ▪ Liaison with local Parish Councils, local employers and communities ▪ Review of partner land banks and advertisement 	Wychavon District Council (Elaine Salter) or Community First (Nigel Potter) Parish Councils, local employers Rural Housing Enabler , Housing Services , Planners, Highways etc Supporting People, Social Care, PCT, Worcestershire CALC Affordable Housing Providers Local landowners Local community	Elaine Salter to provide update	

	<p>for potential sites</p> <ul style="list-style-type: none"> Community engagement 			
6.3	Create a cycle route between Evesham and Pershore off main roads.	Who are the partners?	Action needs firming up	
6.1	Run a pilot project based in Droitwich. A shared housing scheme for young people who are vulnerable or homeless. These will be 2 bed properties, which are owned by Spa Housing Association with floating support. We are initially looking at 3 properties which will give us housing for 6 young people on a pilot scheme.	Who are the partners?	Action needs firming up	
	Youth Conference to educate young people about their housing options and responsibilities, include a theatre style presentation	Wychavon District Council (Dee Bough) Parish Councils, LSPs, Housing Providers /Advice services Children's Services / PCT / Benefits Agency / Connexions Local schools / Youth Clubs / local employers, Voluntary organisations Young people	Dee Bough to provide update	
6.1	Implement a review of rural garage courts to identify possible sites for affordable housing.	Rooftop Housing Group (David Hannon) Parish Councils, Wychavon District Council	Rooftop to provide update	Yes
6,5 4.2	We will produce a design and cost study for Evesham Watersports Centre.	Evesham Market Town Partnership & Lower Avon Navigational Trust Evesham Paddle Club, Evesham Rowing Club, Evesham Sailing Club, Evesham Town Council, Wychavon District Council	Contained in Evesham Market Town Partnership's Action Plan 2008/09. Evesham Market Town Partnership to provide update	Yes