

1 Safer: Communities that are safe and feel safe

1.To reduce crime and the fear of crime

- Benefit 25% more at risk residents through the safe and sound security scheme and advise and reassure at least 500 residents through our community wardens service.
- Adopt and publish advice on designing out crime as part of supplementary planning guidance on the design of residential development.

2.To tackle anti-social behaviour and disorder

- Review and relocate static and mobile CCTV cameras in response to reported anti social behaviour and crime.
- Run programmes on anti-bullying, hate crime, alcohol and drugs education in four high schools.

2 Greener: A better environment - for today and tomorrow

1.To minimise waste and increase recycling

- Increase household recycling to 28% by rolling out the new waste and recycling service to all residents.
- Introduce a new garden waste composting service to 7,500 homes.
- Explain the benefits of waste reduction and recycling through at least 5 landfill site open days and at least 20 road shows.

2.To balance new development with protecting the district's natural and built environment

- Publish the South Worcestershire Joint Core Strategy preferred options paper setting out a framework for new development.
- Set up Community Stewardship schemes at Stoulton Woodland and Avon Meadows.

3.To create a clean environment

- Expand street cleaning to a monthly service in the villages, carry out more frequent mechanical cleaning of major rural roads and increase street cleaning in the town centres.
- Take action against people who litter and tackle the top 5 fly tipping hot spots.

4.To reduce the impacts of climate change and household energy consumption

- Through our warmer homes programme use thermal imaging information to target the least efficient homes and people on low incomes with energy advice and grants.

5.To aid recovery from flooding and reduce the impact of future floods

- Make sure all priority ditches are cleared and take enforcement action where necessary.
- Implement our remaining flood alleviation schemes at Harvington and North Littleton and, subject to feasibility being proven, at Bishampton, Tibberton and Queensmead in Bredon.
- Produce flood action plans for those parishes that are susceptible to flooding and raise awareness amongst those that are not.

3 Healthier: Improving health and well-being

1.To contribute to reducing the incidence of coronary heart disease, cancer, obesity and diabetes

- Increase the use of leisure centres by 25,000 visits through working with Wychavon Leisure and targeting non users through promotions.
- "Prescribe" exercise through the NHS to Pershore Leisure Centre pilot and evaluate the health benefits.
- Work with all caterers to encourage healthier menu options through campaigns and guidance.

2.To reduce health inequalities in Wychavon

- Work with 61 schools to promote healthy diet and deliver an increase in exercise in line with the national target.
- Run a 10 week National MEND programme in Droitwich targeting overweight children and their families and assess the benefits in health and fitness

4 Stronger: Vibrant and inclusive communities with a strong economy

1.To increase the availability of affordable, decent housing

- Develop a First Time Buyers Scheme with partners and achieve planning permission stage on a pilot site.
- Work with a Housing Association to pilot 3 shared houses for young people in Droitwich.
- Deliver 40 additional affordable homes.

2.Improve activities/ facilities for young people

- Work with the voluntary sector and county council to provide more youth activities in rural areas.
- Invest £40,000 for the next 3 years in youth sports coaching to deliver over 30,000 visits per year.

3.To support local businesses and village services

- Campaign to maintain post office services in key locations
- Support our food and farming businesses by investing an additional £30,000 in the promotion of local foods through special events and a local food directory.
- Use our land at Vale Park to deliver 60 small business units and attract lorry generating food companies out of the villages such as in the Vale of Evesham.

4.Build vibrant and tolerant communities where people get on well together

- Work with the media and high schools to promote the positive contributions of migrant workers.
- Build relationships with all ethnic minorities through training, a DVD of services and community events.

5.To increase leisure and cultural activities.

- Begin the new section of the Droitwich Canal from Hanbury Wharf to Droitwich Town Centre.
- Run 42 rural performances by professional touring companies attracting over 2500 people.
- Develop a programme of over 300 arts workshops for children and young people.

5 Successful: Delivering excellent and value for money services

1.To provide high performing services that meet customers' needs

- Set out a new customer charter and increase response times to letters, calls and emails.
- Build a better understanding of our customers needs through sharing information across services so we can target the right services to the right people.

2.To increase efficiency and access to services

- Exceed new tougher Government efficiency targets in order to keep council tax increase down to 2.5% for 9th year running.
- Increase the number of services delivered at first point of contact – phone, in person or on line.

3.To keep staff and Members developed and motivated

- Deliver a 'beyond excellence' programme for all staff and members to develop skills of our people to drive further improvements.
- Develop and implement the action plan arising from our top 5 position in the Times best councils to work for survey.

