WYCHAVON
Annual Report
2017/18 was another successful year for us. It was the second year of our 2016-20 strategy with our three priorities – people, place and prosperity. We continued to build on Wychavon’s reputation as a great place to live and for businesses to locate. This was confirmed when the district was named as the fourth best place, and third best rural place, to live in the UK in the latest Halifax Quality of Life Survey.

Our performance highlights during the year include embarking on an ambitious programme to improve aspirations and life chances in the district’s most deprived ward and setting out a plan for our direct involvement in the provision of housing through a wholly owned housing company.

We supported the creation of new jobs through our investments at Vale Park, Waitrose in Evesham and Worcester Six and we helped attract £500,000 of EU-funded support for local businesses. We also agreed to invest £650,000 of developer contributions in sport and leisure facilities and approved £387,000 of New Homes Bonus funding for community projects across the district.

We are always keen to improve, so in March 2018, with Malvern Hills District Council, we underwent a Local Government Association Corporate Peer Challenge. This was a critical but friendly look at both organisations to understand how we are performing and to provide both councils with independent recommendations on areas for consideration or improvement.

With district council elections in May 2019, the coming year is the final year of the current council. We have plenty to focus on including working with partners to tackle social mobility, supporting people affected by the roll out of Universal Credit, developing a plan to increase visitor numbers and launching a new community legacy grant scheme.
Our year at a glance

- **79 NEW JOBS** created
- **330 AFFORDABLE HOMES** built
- **155 HOUSEHOLDS** prevented from becoming homeless
- **90,000 PEOPLE** reached with wellbeing messages
- **43% OF HOUSEHOLD WASTE** recycled and composted
- **101 EMPTY HOMES** brought back into use
- **101 YOUTH BUS SESSIONS**
- **£387,000 NEW HOMES BONUS** approved for community projects
- **1,478 PLANNING APPLICATIONS** dealt with
- **518 ENFORCEMENT ACTIONS** taken against fly-tippers
- **73% OF RESIDENTS SATISFIED** with how the council is run
- **363,601 WEBSITE VISITS**
- **35,994 VISITS** to our community contact centres
Wychavon is a great place to live so it's no surprise that residents are the happiest in the county. Life expectancy for both men and women is higher than the England average. However, about 11% of children live in low income families and people living in the most deprived areas can expect to live around seven years less than those in the least deprived areas.

We want to help people to be healthy and active as well as supporting those in need, such as older people living alone and families in some of the least affluent parts of Wychavon. Here are some of the things we did to help and support people during the last year.

**Helping people to be healthy, active and supported**

- Allocated about £650,000 of section 106 developer contributions for sport and leisure facilities.
- Enabled nearly 5,000 people to participate in sport and physical activity as part of the Wychavon Get Active programme.
- During Wychavon Wellbeing Week, teamed up with partners to put on a programme of nearly 100 events and activities based around the five ways to wellbeing.
- Ran 11 music workshops for people living with dementia.
- Completed refurbishing the changing rooms at Droitwich Leisure Centre. The improvements have been well received by customers.

**Supporting people most in need**

- Prevented 155 households from becoming homeless.
- Assisted 53 vulnerable households with the costs of fridges, microwaves and utility bills.
- Hosted a homeless summit, which brought together partners from across South Worcestershire to discuss homelessness, the Homelessness Reduction Act and creative housing solutions.
- Invested in a three year programme to improve aspirations, health and life chances in our most deprived ward. Achievements to date include litter picks, a refurbished footbridge, greater police presence, work with the Dame Kelly Holmes Trust to improve confidence and raise aspirations amongst high school students, healthy walks and developing concept designs for estate regeneration.
- Visited people in five villages to offer a range of services, leading to 81 referrals for help and support.
One of our promises for the year was to work with partners to put on a week of activities across Wychavon to promote mental wellbeing. The idea came from the Partners Together event on health that we held back in November 2016.

One in four people will experience a mental health problem in any given year, so we wanted to raise awareness about mental health issues, promote positive and practical ways to improve wellbeing and highlight the help and support available for people experiencing mental health problems.

Wychavon Wellbeing Week took place in October 2017. We teamed up with over 15 different organisations including Droitwich Children’s Centre, Fortis Living, Pershore Library, Worcestershire County Council and Wychavon Leisure. Together we put on nearly 100 events and activities across Wychavon to promote mental wellbeing based around one or more of the five ways to wellbeing.

Activities on offer during the week included talks, training courses, health checks, free virtual classes, health walks, martial arts training, lifestyle yoga, workshops, coffee mornings, art activities and bulb planting. Visitors to the libraries created colourful hand prints on a giant map of Wychavon and three of our councillors spent a Saturday morning talking to passers-by and encouraging them to think about wellbeing.

Around 1,000 people took part in events and activities during the week and we reached about 90,000 people with wellbeing messages in print and online.

“"It helped me think about something completely different for a while and perhaps gave me a different perspective on things.”
Wellbeing Week participant

“"It made me realise that it is fun and inspiring to try something different and has given me the confidence to try something new.”
Wellbeing Week participant

“"It has enabled us to work together to create a bigger impact in raising awareness on general wellbeing within our communities - for staff and customers."
Wellbeing Week partner
We know just how important a clean, green and safe environment is to our residents and we’re working to keep it that way. Once again Wychavon was named as one of the best places to live in the country and the third best rural place to live. In 2017, 86% of residents were satisfied with the area as a place to live, most felt safe in the district during the day and three quarters felt safe after dark.

For many people having a decent, affordable home is an important priority, but with average house prices around 11 times the average salary, there is a shortage of affordable housing to buy and rent. So we’re delighted that we exceeded our target to deliver 240 affordable homes to meet local housing needs.

Opposite are some of the things we did to help make Wychavon a great place to live in 2017/18.

Keeping the district clean, green and safe

- Tackled ten fly-tipping hotspots and took 518 enforcement actions against fly-tippers.
- Reused, recycled or composted 43.3% of household waste and collected just under 467kg of residual waste per household.
- Adopted a new play area in Evesham and retained Green Flag awards for five of our parks.
- Secured public ownership of Shorthorn Woods (Bishampton) and worked with volunteers to improve several Wychavon owned wildlife sites including Droitwich Woods, Pershore’s Avon Meadows and Stoulton Woods.
- Installed five early warning flood systems.
- Launched the 2018 Wychavon Intelligently Green Awards, which recognise, celebrate and promote local green projects, activities and lifestyles that are not only good for the environment but also benefit the community or save money.

Delivering quality, affordable homes

- Delivered 330 new affordable homes, including 109 in rural locations and improved the standards of 83 private sector homes.
- Set out a plan for our direct involvement in the provision of housing through a council owned housing company.
- Determined a total of 1,478 planning applications and introduced improved online planning services to provide a better customer experience.
2018 saw the completion of ten affordable and four market homes as part of an exciting new development on land previously owned by us in the village of Tibberton near Droitwich. When complete the development will also include allotments and a new village hall.

Unlike other housing developments in the county, the project is unique as it is being led by Tibberton Community Land Trust (CLT), which has more than a hundred local members. The Trust was set up in 2014 to provide a new village hall and improve facilities for the benefit of the community.

The CLT identified that the village was in need of affordable homes to rent for local people who were priced out of the market. We provided land at no cost to the CLT, which was then leased to Rooftop Housing Group who were appointed to deliver and manage ten affordable homes. We also sold a parcel of land to Rooftop Housing Group for four market homes.

We contributed £250,000 towards the affordable housing element of the scheme and £43,485 towards energy saving photovoltaic panels for eight of the properties to provide these homes with reduced energy costs.

Tibberton residents were directly involved in designing the layout and appearance of the homes, as well as the soon to be built new village hall, through a series of public consultations. The affordable homes have all been allocated with priority given to people with local connections to the parish of Tibberton.

We are holding money generated from the lease and sale of the land to Rooftop as a contribution towards the new village hall, this will be supplemented with £18,000 of New Homes Bonus and a £9,000 community grant.

“This is an imaginative scheme which demonstrates what is possible by working together. Most other CLTs are limited to affordable housing but this goes much further than that with the creation of the new village hall and allotments.”

David Campbell, Chairman of Tibberton CLT
The majority of the district’s 6,000 plus businesses are small and medium-sized. Unemployment levels are low at around 3.2% and only 5.9% of 16 to 64 year olds are claiming the main out of work benefits. A shortage of skilled workers is one of the biggest challenges facing local businesses. As our achievements below show, promoting economic growth and improving skills continue to be a focus for us.

With 66 parish councils and hundreds of community groups, clubs and societies in Wychavon there are plenty of active individuals and organisations working with us or seeking our support. During the year we supported and engaged with communities right across the district.

**Attracting businesses and quality jobs**

- Supported the creation of 79 jobs through business start-up grants and our investments at Evesham’s Vale Park and Worcester Six.
- Helped attract £500,000 across a range of EU business support programmes for 27 Wychavon businesses.
- Began work on building a Waitrose store in Evesham.
- Helped launch the production of Droitwich Salt made from the town’s brine water.
- Supported Droitwich High Street businesses during the regeneration programme, helping businesses survive and take advantage of the new improved environment.
- Hosted roadshows to help businesses find the information they need on saving money on energy bills, training staff, taking on apprentices and expanding their business.

**Improving people’s skills to succeed**

- Provided additional funding to encourage small and medium-sized businesses to take on 24 new apprentices.
- Employed four additional apprentices at the council.
- Funded the Dame Kelly Holmes Trust to work with a group of young people from Droitwich High School to improve confidence levels and raise aspirations.

**Supporting and engaging with communities**

- Through our Meet Your Council programme, got councillors out meeting businesses and residents in 14 wards.
- Approved £387,000 of New Homes Bonus funding and 18 community grants for a wide range of projects across the district and produced a New Homes Bonus Protocol covering the period from 2018 to 2022.
- Delivered 101 Youth Bus sessions providing information and activities for nearly 800 young people.
- Supported 66 community groups with advice or financial support and held our annual Community Recognition Awards where we celebrate those who have volunteered, coached or helped others.
- Organised a special event to commemorate Holocaust Memorial Day involving students from Pershore High School.
For many years we have supported and celebrated Droitwich Spa and its historic connection with salt through our annual Salt Fest event. The town benefits from naturally occurring brine springs. When the brine is extracted and heated it produces a very pure salt.

Salt production in Droitwich dates back to the Iron Age and is largely how the town came to make its money. Salt was sold on an industrial scale in the nineteenth century by John Corbett, who from his ‘salt wealth’ built the Chateau Impney for his wife.

Despite Corbett’s success, Droitwich Salt hasn’t been produced for almost a century. We own the extraction rights to the brine, and since the closure of the brine baths it has only been used at the lido.

Around two years ago the town’s Brine Heritage Group decided it was time to bring back Droitwich Salt as an edible product. Droitwich Salt was reborn and private partner Churchfields in Salwarpe took up the opportunity to bring this product back to market.

Droitwich Salt was officially launched at Salt Fest and at Ludlow Food Festival in September 2017 and almost sold out with foodies and locals alike keen to get their hands on this unique product. Droitwich Salt has now featured on regional and national television and producers are working with chefs around the country to keep the profile high.

We are reinvesting some money made from the salt back into the town and its heritage. For more information go to www.droitwichsalt.co.uk

“This is a fabulous product and it has gone down a storm with chefs, foodies and locals alike. People love its uniqueness, purity and its celebration of the town’s heritage. We believe the timing to launch the product is perfect, so I look forward to future developments”

Patrick Davis, organiser of Droitwich Food and Drink Festival
Running a well-managed and motivated organisation underpins everything we do and is vital to our success. We’re proud of our staff and how hard they work for our residents and businesses.

Managing our finances effectively is another essential ingredient to the successful delivery of our priorities and goals. Levels of resident satisfaction and engagement are a good gauge of how well we are doing with this.

Customer demand and feedback

Following our annual review, we retained Customer Service Excellence Award for the tenth year running.

73% of residents were satisfied with how the council runs things and 58% agreed we provide value for money, both unchanged since 2016.

Satisfaction levels with parks and open spaces (87%), keeping land clear of litter and refuse (61%) and sports and leisure centre provision (69%) all increased.

35,994 visits to our three Community Contact Centres, this was an 18% reduction in visits compared to the previous year.

363,601 visits to our website and the number of subscribers to our email updates on a range of topics grew to 8,231 from 3,000 a year ago.

Issued 137 media releases and had 1,029 articles published about us in print or online.

Received 106 complaints, including ten from the Local Government and Social Care Ombudsman. Only two complaints were upheld by the Ombudsman.

Dealt with 501 Freedom of Information requests and made preparations for the introduction of the General Data Protection Regulations.

Staff matters

- Retained our Gold Investors in People (IIP) award recognising the positive things we do for staff. We will have a full inspection during 2018/19.
- Lost an average of 6.5 working days due to sickness absence per employee,
- Many staff were involved in the smooth running of the county council elections in May and the General Election in June.
- Staff took part in a myriad of fundraisers and charity days raising a total of £234.45 for a range of different charities.
- Organised an impromptu food collection as Evesham’s foodbank stocks ran low, but staff rallied to the rescue and donated essential food items.
Our peer challenge

In March 2018 we welcomed nine visitors from the Local Government Association and from other councils across the country as we took part in a Corporate Peer Challenge for both Wychavon and Malvern Hills District Councils.

This was a critical but friendly look at both organisations to understand how we are performing and to provide us with independent recommendations on areas for consideration or improvement.

During the visit the team spoke to around 150 people including managers, staff, councillors, businesses and external stakeholders. They gathered information and views from around 50 meetings along with additional research and reading.

The team reported that we have a good understanding of the place we represent, a clear plan of what and how we will deliver for residents and strong leadership from senior managers and leading councillors. The team praised our clear four year strategy and our strong community focus both in terms of how we set priorities, but also practical support through grant funding, sign-posting and support for volunteering.

Our strong financial position and projects such as Evesham Fire Station and Waitrose, were also highlighted as ways we use our investments to deliver on our priorities around regeneration and economic growth, as well as a financial return for the taxpayer.

The team made a series of recommendations including developing a joint South Worcestershire strategy for housing to ensure homes were delivered where and when they were needed in support of economic growth.

Working more closely with Malvern Hills District Council on economy, tourism and customer service provision were also areas put forward to be looked at.

In the coming year we will be working to implement an action plan based on the recommendations made by our peer team.

“These are two good performing councils, so far from there being an immediate problem, this is about how they move forward from the very solid position they have built for themselves.” David McIntosh, Chief Executive of Christchurch and East Dorset Councils who led the Peer Challenge team

For more information search online for Wychavon peer challenge
New planning system

This year we launched a new planning system which made it easier for customers to search, comment on and track planning applications. It also provided more efficient payment methods and digitisation of previous paper systems. The new system has worked well and is more resilient.

Housing – filling a gap

Like many councils in the country we have assessed there is a gap in the market for private rental properties and we plan to develop suitable sites using a wholly owned private company set up for this purpose. The properties will be available for a fair rent and will be of good quality. The move will help secure better housing options in the area.

Pub hosts art classes

Thanks to our support, paper making, pottery and printing were on offer at a village pub through the summer months. After the popularity of a new fun, social arts and crafts group at the Coach and Horses pub in Pinvin, the group was able to continue for six more weeks after funding was provided by us and Pinvin Parish Council.

Jenny Davis, Arts Development Officer at Wychavon District Council, said:
“Everyone who has come along to our group has had a fantastic time and the classes are very popular. There is very little for adults to do in the village so I’m glad that we can help reduce loneliness and isolation through the classes, as well as develop creative skills. It’s a lovely friendly group and participants always feel welcome.”
Extension to Evesham Leisure Centre

Due to its popularity we began work to extend the facilities and car parking at Evesham Leisure Centre. The extension will include a new activity studio, dance studio, extended fitness and beauty treatment suites, meeting/consultation rooms, more toilets and changing facilities. Importantly the centre is also set to increase parking by around 90 spaces to ensure the extra facilities can be easily accessed.

New look for tourism

In March 2018, we launched Worcestershire’s Vale and Spa – a new website, name and look to provide greater prominence and online offering for tourists.

We are promoting the new style on all our relevant tourism products and the new website provides much more information about the area, events, attractions, places to stay and things to do. In addition, this year we started filming for a number of professionally produced videos to further promote the area. These will be ready to use throughout the year with the flagship product due to be ready for the new season.

Court successes

We had a number of successful court cases during the year including the prosecution of a Hartlebury business owner for food safety offences relating to a major rat infestation. Following a guilty plea at Worcestershire Magistrates’ Court in April, he was ordered to pay fines and costs totalling £4,897.

Helen Cameron from Worcestershire Regulatory Services, said: “We are very pleased with the outcome of this prosecution as it shows how seriously we take the issues of food safety and public health. We hope it will also serve as a reminder to people that businesses need to follow the proper procedures when it comes to registering a food business and that they must always ensure that food is properly stored and safe from contamination and pests.”

In November, a former pub owner who illegally dumped her waste because she could not afford to have it properly collected was ordered to pay more than £2,000 after being convicted of fly-tipping commercial waste.

Cllr Emma Stokes, Executive Board Member for Environment, said: “Fly-tipping is a blight on our beautiful countryside and there is no excuse for it. We’re pleased with the sentence in this case which sends a strong message that Wychavon will not tolerate people dumping their rubbish all over our district and will not hesitate to prosecute offenders.”
Our income in 2017/18

Income from Council Tax, the portion of Business Rates we retain and government grants in 2017/18 was £10.625 million compared to £9.470 million in 2016/17. Government grants reduced year-on-year in line with government policy, however, this was more than offset by growth in Business Rates retained in 2017/18. Council Tax income increased by inflation and because of the significant number of new properties in the district.

Our share of the Council Tax bill in 2017/18 was £120.08 for an average Band D household, an increase of 2% or £2.35 on 2016/17. Despite this increase, our Council Tax remains the lowest in Worcestershire and is still significantly less than the national average of £175.81 for shire district councils.

Our spend in 2017/18

Our revenue account shows what it costs to run our day-to-day services. In 2017/18, we spent a total of £9.665 million on delivering services under our three priorities compared to £9.016 million in 2016/17. This excludes capital charges but includes income from fees and charges.

People
includes swimming pools and leisure centres, sports and arts development, youth initiatives, public conveniences, payment of housing benefits, environmental health

Place
includes parks, recreation grounds and open spaces, sewerage and land drainage, refuse collection, street cleansing, planning, licensing, housing needs and renewal, community safety and CCTV

Prosperity
includes car parking, economic development and promotion, Council Tax and Business Rates collection and central costs relating to running the council

*excluding capital charges
## How we spent Council Tax in 2017/18

**How an average Band D bill is spent**

<table>
<thead>
<tr>
<th>Service</th>
<th>Amount</th>
<th>Service</th>
<th>Amount</th>
</tr>
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<tr>
<td>Street cleaning</td>
<td>£22.42</td>
<td>Housing services</td>
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<tr>
<td>Recycling</td>
<td>£16.98</td>
<td>Environmental health and licensing</td>
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<td>Rubbish collections</td>
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<td>Economic development, regeneration and tourism</td>
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<td>Swimming pools and leisure centres</td>
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<tr>
<td>Parks, recreation grounds and open spaces</td>
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<td>Other</td>
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<tr>
<td>Planning and development control</td>
<td>£4.66</td>
<td>Average Band D council tax 2017/18</td>
<td>£120.08</td>
</tr>
</tbody>
</table>

Our capital account sets out the money we spend on buying and improving our land, property and other assets along with those of others. In 2017/18, we spent £8.366 million on our land and property assets (compared to £3.807 million in 2016/17). We financed this through £1.606 million from the sale of other assets, £2.689 million from grants and contributions and £4.071 million from internal borrowing.

### Looking forward

We continue to be recognised for our sound financial management and for providing good value services despite continued reductions in our government grant.

In response to the financial challenges that we have been facing for some years, we adopted our Grow, Save, Charge Business Plan in December 2013. This was refreshed following the election of a new Council in May 2015 and the introduction of a new corporate strategy and now covers the period 2016-21. The aim of the plan is to protect services, wherever possible, and for Wychavon to become a self-funded council with income streams from investments and by selling services to supplement Council Tax and Business Rates before our government grant disappears in 2019/20.
On these pages we take a brief look at the performance of three of our key partnerships and how we’re working with a range of partners to address issues that affect the district through our annual Partners Together events.

South Worcestershire Revenues and Benefits Services

The South Worcestershire Revenue and Benefits Service, run by Civica, achieved or exceeded most of its key performance measures. However, the proportion of Housing Benefit overpayments collected and the average time taken to answer a call were below target.

- Took 8.9 days to process Housing Benefit and Council Tax Support new claims and change events against a target of 13 days.
- Collected 98.9% of Council Tax and 99.1% of Business Rates against targets of 98.6% and 98.5%.
- 75.1% of Council Tax and 55.8% of Business Rates were paid by direct debit, both above target.
- Collected 39.3% of Housing Benefit overpayments, down on last year’s performance of 45.9% and below the target of 43%. Performance was affected by large overpayments identified as a result of Department for Work and Pensions fraud and error reduction activity.

Worcestershire Regulatory Services (WRS)

Worcestershire Regulatory Services’ key performance measures focus on customer satisfaction and the positive compliance of businesses. Satisfaction remained high in spite of some changes to service delivery and WRS were delighted to be highly commended in the Outstanding Environmental Health Team category in the Chartered Institute of Environmental Health’s 2017 Excellence Awards.

- Across Worcestershire, 74% of service requests were resolved to the residents’ satisfaction and 98% of business service requests were resolved satisfactorily.
- 72% of customers felt better equipped to deal with problems after speaking to WRS, which is marginally down on last year.
- 98% of businesses that received a food hygiene inspection were broadly compliant, which means they are well run and the food they produce is safe.
- 2.5 noise nuisance complaints received per 1,000 of the population, well below the county average of 2.9.
- Received 25 complaints and 138 compliments.

Wychavon Leisure

Wychavon Leisure runs our three leisure centres and the Droitwich Spa lido. Despite a decrease in the number of visits, leisure centre membership remained buoyant with a small growth on last year.

- 1.3 million visits to the leisure centres, down 4.6% compared with 2016/17. The cold weather in early 2018 had an impact on the number of visits.
- Completed the refurbishment of the wet side changing room at Droitwich Leisure Centre.
- Developed a range of new classes and introduced two Simply Run (Couch to 5k) at Pershore, two climbing competency courses at Evesham and Swim Fit at all the centres.
- All three centres took part in the Worcestershire ‘This Girl Can’ campaign (part of the nationwide campaign of the same name).
- Continued to offer free health checks and a free trial. This initiative has had some success at engaging with some harder to reach groups.
In September, we hosted a Partners Together event to examine the state of tourism in Wychavon and how we can make more of the district’s assets and work to attract more visitors.

Delegates watched a film highlighting why Wychavon is such a great place to visit. Nigel Huddleston MP told us that the area should be taking advantage of the current boost to UK tourism by attracting more overseas visitors. We heard the results of the Wychavon visitor survey and an economic assessment into the impact of tourism, plus the challenges of marketing the district as a visitor destination. Masterclasses covered a range of topics including using food and drink as your USP, attracting international visitors and running a successful social media campaign. The event concluded with a panel session and the opportunity for participants to sample some local food and drink products.

As a result of the event, we will be developing a visitor action plan, discussing with partners the idea of organising a Worcestershire food and drink buyers’ event and relooking at how we market Wychavon as a visitor destination.

“For the fifth or sixth year running we are likely to have record numbers of inbound tourists and Wychavon needs to make sure it’s getting its fair share. We have major international tourist destinations, like Stratford and Oxford, just a hop, skip and a jump from Wychavon yet we’re not feeling the impact of that. Wychavon has the most tremendous tourism offering but we’re not taking full advantage.”

Nigel Huddleston MP, Parliamentary Private Secretary in the Department for Digital, Culture, Media and Sport

For more information and a write-up of the event search online for Wychavon partners together
We’ve set 26 promises as part of our strategy for 2018/19. A selection of these are listed below, including the 14 brand new promises for this year. We will also focus on delivering our Peer Challenge action plan and start preparing for the district council elections in May 2019.

**People**

**Healthy, happy, active and supported**

1  **Helping people to be healthy, happy and active**

- NEW Complete the extension and additional parking area at Evesham Leisure Centre and investigate improvements to increase Pershore Leisure Centre usage by 31 March 2019.
- NEW Work with partners and sports clubs to set out detailed plans and investment opportunities for multi-sports hubs for Droitwich Spa, Evesham and Pershore by 31 March 2020.

2  **Supporting people most in need**

- Invest in and work with partners to pilot a three year programme to improve aspirations, health and life chances in the Droitwich West ward.
- NEW Work with partners to support people affected by the roll out of Universal Credit from November 2018 by 31 March 2020.
- NEW Develop and implement a homeless prevention plan including earlier intervention for those threatened with homelessness, more prevention tools and a personal engagement plan for customers setting out how we will work together to solve their housing difficulties by 31 March 2020.

**Place**

**Green, clean and safe with quality, affordable homes**

1  **Keeping the district clean, green and safe**

- Set up a fund of £24,000 for installing further renewable energy technologies in one or more of the council’s buildings by March 2019.
- NEW Investigate options for installing new green and active travel options such as electric car charging points and cycle routes by 31 March 2020.
- NEW Run a three year campaign to reduce litter and use of plastics involving a package of measures including education, litter picks and enforcement action by 31 March 2021.
- NEW Install adult changing places in public toilets in Broadway, Droitwich, Evesham and Pershore by the end of 2019.

2  **Delivering quality, affordable homes**

- Identify local housing needs and support the delivery of sites for rural affordable housing by 31 March 2020.
- NEW Promote opportunities for custom and self-build housing by March 2020.
- NEW Start building our first homes through the new Wychavon housing company by 31 March 2020.
Prosperity

Vibrant communities with quality jobs and skills

1 Attracting businesses and quality jobs
- Use our investments to support the creation of 400 new job opportunities by March 2020 with a focus on advanced engineering and the agri-tech sectors.
- Invest £25,000 a year for three years to help attract £8 million of European Union funding to support business growth, new businesses, resource efficiency, developing new products and inward investment.
- NEW Produce a visitor plan setting out how we will increase visitor numbers and overnight stays, market the district more effectively and exploit further opportunities to champion the things that make Wychavon special (e.g. brine, local food, lido) by 31 March 2019.

2 Improving people’s skills to succeed
- Offer support and additional funding to encourage small and medium sized businesses to take on up to 30 new apprenticeships a year during 2018/19 and 2019/20.
- NEW Set up a forum for the Wychavon Enterprise Advisors and encourage more businesses to offer apprenticeships at all levels and other routes into training and employment by 31 March 2019.
- NEW Tackle social mobility in the district by holding a summit with partners, developing an action plan, committing an initial fund of £30,000 and investigating other funding opportunities.

3 Supporting and engaging with communities
- NEW Run a two year programme of workshops for town / parish councils and community groups on a range of topics such as funding, running a successful village hall, setting up a community shop, local transport schemes that bring together successful examples and share best practice to enable other communities to implement their own solutions to local needs.
- NEW Launch a Wychavon Village of Culture competition and trial it for three years.

For a full list of our promises search online for Wychavon promises.