

1 June 2017

New year, new promises

As well as agreeing a budget for the new financial year, we've also set some new promises for the coming year. A year ago we agreed a new four-year strategy to take us up to 2020, this includes the following three priorities:

- **People:** healthy, happy, active and supported.
- **Place:** green, clean and safe with quality, affordable homes.
- **Prosperity:** vibrant communities with quality jobs and skills.

16 of the promises in the strategy continue into 2017/18. In addition, we've agreed eight new promises. Among the exciting plans for the year, we have agreed to invest an extra £230,000 of New Homes Bonus to run a three-year programme in the Droitwich West ward aimed at improving aspirations, health and life chances alongside a remodelled Rural Communities Programme. There is also a promise around housing and us investigating direct involvement in the provision of housing to meet the needs of the district. If viable, this will be the first time we have committed to the direct provision of housing since we sold our housing stock in the 1990s. Other new promises include:

- Offering a kerbside recycling collection of batteries and small electrical items such as toasters and kettles through the new waste contract.
- Offering additional support to encourage small and medium sized businesses to take-on up to 40 new apprentices over two years.
- Keeping vulnerable residents on a low income warm through replacing broken boilers, heating controls and insulation.
- Introducing a new well-being week of activities across Wychavon,

focusing on five steps towards well-being and mental health. If your parish or town is interested in being part of this, please contact tracy.perkins@wychavon.gov.uk.

For more information about our strategy and to see a full list of the promises go to www.wychavon.gov.uk/ourstrategy.

2016-2020 WYCHAVON
Our priorities, goals and promises

Our purpose
An outstanding, innovative council delivering great services and making life better for everyone in Wychavon.

People
Healthy, happy, active and supported

1. Helping people to be healthy, active and supported

- Invest up to £5 million in sport and leisure facilities by 31 March 2020
- Run a high profile campaign and promote physical activity, cycling and walking opportunities to get more people active by 31 March 2018
- NEW** Work with partners to put on a wellbeing week of activities across Wychavon focusing on the five areas to wellbeing including mental health

2. Supporting people most in need

- Visit older people in at least 18 care areas and offer them a range of services and support to help with issues including loneliness, isolation, energy, fire safety, health and independence from 31 March 2018
- NEW** Invest in and work with partners to pilot a three year programme to improve operations, health and the experience in the District's care homes
- NEW** Work with partners to help vulnerable residents on a low income to remain warm and healthy in their homes through replacing inefficient broken boilers, installing heating controls and loft and cavity wall insulation

Place
Green, clean and safe with quality, affordable homes

1. Keeping the district clean, green and safe

- Tackle major fly-tipping and take appropriate action in at least 20 hotspots by 31 March 2018
- Improve management of and public access to four Wychavon owned wildlife sites at Drakshill Woods, Shoulton Woods, Ash & Madeline and Drakshill Great PB through increased community involvement and volunteer action by 31 March 2018
- Adopt at least three new play areas and open spaces in the town by 31 March 2018
- Set up a fund of £25,000 for installing further renewable energy technologies in one or more of the council's buildings by March 2018
- NEW** Introduce a household recycling collection for small electrical items and batteries recycling by 31 March 2018

2. Delivering quality, affordable homes

- Identify local housing needs and support the delivery of sites for rural affordable housing by 31 March 2020
- Improve the standards of at least 200 private sector homes through giving advice, carrying out inspections, providing support to owners and taking action where necessary by 31 March 2020
- NEW** Set out a plan for our direct involvement in the provision of housing to meet the various needs in the district by 31 March 2018

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
- Attract at least 100 business start-ups and the growth of existing businesses by helping to deliver an additional Business Enterprise Centre in the district by 31 March 2020
- Invest £20,000 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 reward investment
- NEW** Work with Council's Green Mortgage Group and businesses to investigate the feasibility of using green water to create wildlife wet by 31 March 2018

2. Improving people's skills to succeed

- Create ten new work placements and four more apprenticeships at the council to help local people to develop skills and gain work experience by 31 March 2018
- Help at least 30 more young people a year in Wychavon to gain engineering skills and qualifications by supporting initiatives such as the Mechanical Engineering Technology Academy in Ewelham by 31 March 2020
- NEW** Offer support and additional funding to encourage small and medium sized businesses to take on up to 30 new apprentices a year during 2017/18 and 2018/19

3. Supporting and engaging with communities

- Work with at least 14 parish councils and community groups to increase awareness of local needs through village health checks and by supporting new and existing local activities by 31 March 2018
- Provide our services and get ourselves out to meet residents and businesses in every ward through our Meet Your Council programme and by attending community events by 31 March 2018
- NEW** Develop a New Homes Bonus Protocol setting out how we will use funding received from recent housing growth to benefit the district's communities and economy by 31 March 2018

Keeping people active
Helping you recycle
Keeping streets clean
Investing in communities
Supporting the economy

www.wychavon.gov.uk/ourstrategy

WYCHAVON DISTRICT COUNCIL
good services, good value

New Homes Bonus

We have recently published the up-to-date New Homes Bonus figures on our website. On 1 April 2017, we released another tranche of years 3, 4 and 5 New Homes Bonus (NHB) allocations for parish and town councils, and this is now available to draw down. The latest figures can be checked [here](#).

The figures on the website take into account the reduction in payments made by the Government from six to five years in 2017/18 and from six to four years in 2018/19 that we previously notified you about. These changes mean that under the existing Wychavon NHB scheme, there is just one tranche of Year 5 NHB left for future years – this will be available to you from 1 April 2018.

Prior to the announcement of the General Election, the national NHB scheme

was set to continue with a number of other changes. As you know, we have not made any commitments about how we will use Year 6* New Homes Bonus and beyond. We had started to consider various options about how we might use this, but plans are now on hold until we have clarity from the new Government about the future of New Homes Bonus.

**Year 6 is New Homes Bonus money associated with homes completed and occupied between October 2014 and October 2015.*

If you're thinking of submitting an application for new Homes Bonus funding, you might find it useful to read about and consider what some successful parishes have already done, both in terms of their projects and the creative use of the money available to them, but also the way they have consulted residents in their area (this is a key requirement of any application for NHB funding).

In Norton, a village hall has been transformed into a new coffee and lounge bar thanks to our New Homes Bonus funding.



[Coffee@WRFive](#) (pictured above) officially opened to the public in March 2017, having been created out of an underused public room in Norton Parish Hall. The project, led by trustees of the hall, was inspired by a survey of

parishioners. It revealed there was overwhelming demand for café type facilities at the hall for both residents and the wider public.

We invested £37,000 into the scheme through a NHB grant to Norton-juxta-Kempsey Parish Council to allow the conversion of the room to take place. Another £10,000 came from the Big Lottery Fund for equipment.

More recently we agreed £92,712 of New Homes Bonus Funding to Hartlebury Community Sport, Recreation, Leisure and Parish Hall Development Project.

This ambitious, landmark project aims to realise some of the 'Hopes for Hartlebury' as identified in their Parish Plan. Their vision is to create a renewed, modern, safe and vibrant hub in the heart of the village that meets the recreation, sport, play and leisure needs of all sections of the community in Hartlebury.

As part of the process for developing their parish plan, the Parish Council carried out an extensive consultation process in 2015-2016, and this included:

- a community survey;
- a public consultation event (65 attendees - including residents and representatives

from local businesses, societies, local clubs and the church);

- a young people's questionnaire;
- interviews with local business owners;
- a primary school project, and;
- a formal six-week public consultation.

From this consultation key priorities for improvement in the parish were initially identified, and one such area was the need to 'improve and increase parish amenities', including sport and recreation facilities and the play area and the surrounds to the parish hall. At a 'drop in' consultation event, attendees then prioritised the need to increase and improve parish amenities and support the parish hall as a 'high' priority.

The effort made to consult with residents and the details provided from the consultations and questionnaires was powerful information and helped to persuade us that the NHB funding was right for Hartlebury's needs.

If you would like any help and advice before submitting a New Homes Bonus application, please contact Tracy Perkins, Localism and Communities Officer, on 01386 565517 or email tracy.perkins@wychavon.gov.uk.

Since 2012, we have invested more than £1.1 million of New Homes Bonus money into community projects. The money is given to councils by the Government for every new home built and occupied. Most local authorities use the funds to support their overall budget but we decided to use part of the money we have received to share the economic benefits of housing growth with local communities.

Knowing Wychavon Communities

WYCHAVON

Knowing Our Communities



The Knowing Wychavon Communities report has now been published and it is packed full of information about the district and its residents from a wide range of sources. Inside you can find out what the biggest health concerns in the district are, what the average house price is, how much energy is consumed here and who the biggest employer in Wychavon is. You can also read about how happy people are and how Wychavon has been named the third best place to live in the UK!

We are also producing profiles on each of the 32 wards and these include a wealth of information including latest population figures, deprivation and crime

figures, as well as a profile of the residents. These are being added to our website as they are completed.

All these profiles can be found on the [Information about our district](#) page on our website.

New Chairman and councillors



We officially handed over the chain of the Chairman's office at our Annual Council meeting on 17 May. Outgoing Chairman, Councillor Frances Smith (on the left), who has had a very successful and interesting year, handed over her chain to incoming Chairman, Councillor Liz Eyre – the well known member for Broadway. The first order of Council was to welcome newly elected councillors Sital Harris (Droitwich South East) and Matthew Snape (Evesham South). Chairman Eyre has a number of themes that she will focus on – these are mental health, physical health, heritage and culture. The Chairman's consort for public engagements will be her husband, Doug Eyre.

Bin it!

We currently offer a dog and litter bin service that covers the supply, fitting and emptying of a range of dog and litter bins. The service can be tailored to each individual parish or town council with regard to collection frequencies.

We supply a range of litter bins to suit budgets and they are available in 100 litre floor-mounted, 85 litre floor-mounted and 50 litre post-mounted sizes. For example, a post-mounted litter bin (50 litre) would cost £150 plus VAT. There is a one-off fitting cost (for all bins) of £21.37 plus VAT, and weekly emptying (a maximum of two collections per week) is £61.36 per annum. We can also offer to clean the bins twice a year for just £4.94 per annum.

A post or suitable existing location would be needed for the 50 litre bin – this is due to these bins being predominately put on posts already in situ. The 85 litre bin is available with a lid (not pictured), and the 50 litre dog bin is post-mounted and comes with its own post.

If you would like further information and costs, please call Phillip Childs on 01386 565399 or email phillip.childs@wychavon.gov.uk.

Here are a few examples of the bins...





Free signage for your play parks

We want to ensure that our children have pleasurable and healthy places to play in their communities. But we also know that children are influenced by what they see around them and copy behaviour, and this includes smoking.

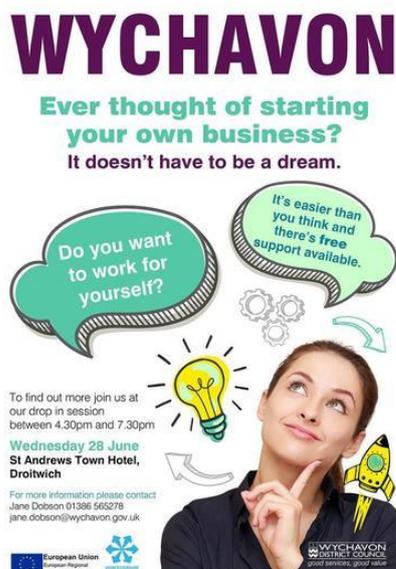
That's why we are inviting parish councils to get in touch if the benefits of a

smokefree environment for children is important for their community. Many successful smokefree play parks can be found in the South West and we are keen to re-create this in Wychavon. We have found that the success of these parks was increased when:

- There was consultation with the local community (parents, young people and children).
- Local school children or young people submitted designs for the signage.
- The signage asked smokers not to smoke and/or thanked smokers for not smoking.

If your parish wants to join the growing movement to protect children from second-hand smoke, please contact Clare Charlton, Public Health Practitioner, on 01386 565182 or email clare.charlton@wychavon.gov.uk. Funding is available from Worcestershire County Council Public Health to pay for the installation of signage promoting smoke-free parks, and Clare can support you through the straightforward application process.

Business start-up event



WYCHAVON

Ever thought of starting your own business?

It doesn't have to be a dream.

Do you want to work for yourself?

It's easier than you think and there's free support available.

To find out more join us at our drop in session between 4.30pm and 7.30pm

Wednesday 28 June
St Andrews Town Hotel, Droitwich

For more information please contact
Jane Dobson 01386 565278
jane.dobson@wychavon.gov.uk

European Union
European Regional Development Fund

WYCHAVON
DISTRICT COUNCIL
Good services. Great ideas.

The poster features a woman in a dark blue shirt looking upwards with a thoughtful expression, her hand to her chin. Surrounding her are various icons: a glowing lightbulb, a rocket ship, gears, and arrows. The text is arranged in a clear, readable layout with a mix of bold and regular fonts.

We are inviting any people with business brains and bright new ideas to come along to our business start-up event, which is taking place on 28 June at St

Andrew's Town Hotel in Droitwich Spa. The aim of the event is to stimulate and encourage individuals with a business idea and direct them to the new programmes available that will help them start-up and develop their new business and turn their idea into a reality.

A business advisor will be there to provide one-to-one general advice, and programme staff will also be there to explain the support and grant funding available to them.

The event will be a 'drop-in session', which means people can come along from 4.30pm until 7.30pm to speak to business advisors about their ideas and how to get them up and running.

As well as receiving our support and advice, the other organisations that will be there to offer guidance include Worcestershire Business Central, Blue Orchid business advisors, and Worcestershire County Council advising on the recently launched Business Start-up and High Growth Programme.

There is no need to book an appointment for this event; people can just turn up from 4.30pm. Light refreshments will be provided.

If you know of anyone in your parish or town who is looking for some help to get their new business idea up and running, please suggest they come along or have them contact Jane Dobson, Economic Development Officer, on 01386 565278 or email jane.dobson@wychavon.gov.uk.

Market gardening

We're working in partnership with Worcestershire County Council, and a host of other organisations, to develop a five-year project for the Vale of Evesham based around our market gardening tradition and how this has shaped the landscape and the way that people have lived, worked and changed the land. With a series of interlinked projects over five years, we will:

- Conserve and improve the built and natural environment that has supported the development of horticulture in the Vale.

This will include the recording and restoration of key market gardening hovels (in the Vale of Evesham, market gardeners' huts are known as hovels) as well

as work to secure the apple store at the Tithe Barn to allow public access. We will also work to establish where our traditional orchards are and how they can be supported, we will restore and recreate traditional flower-rich flood meadows, make new wetland features and improve the water quality in the River Avon.



- Create more and better opportunities for people to get out into the Vale and find out about its market gardening traditions.

We have plans to improve footpaths and cycle routes around the Vale, taking in some of the best buildings and marvellous views across this landscape. We'll also boost the welcome from and along the river and encourage people to enjoy the riverside, in addition to using new technology to bring our landscape to life.



- Make sure that traditional skills are celebrated and shared alongside the new technologies that mean the Vale is still a great place to grow.

We'll create an exemplar market gardening plot, with its own hovel, where we can teach traditional growing skills, as well as having a collection of orchard fruits that are important to the Vale. We'll support existing community orchards and develop more spaces where people can grow food and run cooking classes to help people make the best of their produce.

- Tell the story of the Vale through the people, places and events that made it a thriving centre for vegetable and fruit production.

We will capture the stories of the market gardeners who made the Vale and the changes in transport and working methods that enabled them to transform the Avon Valley into the vegetable garden of England. We'll also look back further in time and investigate who came to the Vale and what skills and ideas they brought, and search for evidence and tales that tell this story of change and growth.



Working with schools, special interest groups, local community groups and individuals, as well as growers and local businesses, will be key to making sure that we can deliver a project that makes lasting improvements to the Vale landscape, its people and communities.

If you would like further information about the project and how you can get involved, please contact Liz Etheridge, Environmental Projects Officer (maternity cover), on 01386 565217 or email liz.etheridge@wychavon.gov.uk.

St Richard's Hospice – open afternoon



St Richard's Hospice in Worcester provides free care for adult patients living with a life-limiting illness, and support for their loved ones. Each year the hospice team cares for 2,500 patients, family members and carers.

St Richard's, which is an independent registered charity, has 17 hospice beds and day services in Worcester, but cares for many more patients in the community. Patients in the community are cared for by nurse specialists and the Hospice at Home team.

If you would like a guest speaker to come to one of your parish or town council meetings to tell you a bit more about the work they do, please contact Alice Spearing on 01905 763963 or email apsearing@strichards.org.uk.

On Sunday 11 June, from 12-3pm at Wildwood Drive in Worcester, St Richard's Hospice will be holding an open afternoon. The afternoon will be an opportunity to walk around their homely hospice, admire their beautiful gardens and find out about their free care and support. Tea and cake will be served in the marquee in their gardens.

For more information about St Richard's Hospice, and to find out about their fundraising events, please go to www.strichards.org.uk.

War Memorials

Five war memorials in the district were added to the heritage list in December 2016. The war memorials added were Birlingham, Crowle, Flyford Flavell, Ombersley and Wyre Piddle. Parishes can nominate their memorial for inclusion on the list by making an [application to Historic England](#), and for those already on the list it is possible now to '[enrich the list](#)' with photographs. Parishes wishing to make a survey of the condition of their memorial can go to the Civic Voice website and [download a form](#).

Civic Voice holds workshops and The War Memorials Trust provides grants for repairs and restoration – for more information on this go to www.warmemorials.org/grants or [make a grant application here](#).

Stay connected:

