

The Community Strategy, one year on.

In March 2003 the Worcestershire Partnership produced a Community Strategy for Worcestershire based on what people from across Worcestershire told us needed doing. We did this by looking at the results of all the surveys and other consultation activities carried out by partners between 2001 and 2003. We also asked what made people mad, sad or glad about living in Worcestershire.

The Community Strategy sets out a vision for Worcestershire in the future and a plan for the next ten years setting out how we will achieve that vision. The aim of the strategy is to improve quality of life for everyone in the County – making Worcestershire a great place to live, work and visit. The Community Strategy document addresses six ‘themes’:

Communities that are healthy, and support vulnerable people

Communities that are safe, and feel safe

Learning and skills for everyone, at every age

Economic success that is shared by all

A better environment – for today and for our children

Connecting Worcestershire

The Local Government Act 2000 requires all local authorities to produce a community strategy and this strategy therefore links to the community strategies covering the six District Council areas in the County. But wherever you live, the Worcestershire Community Strategy is your strategy – whether you are an individual who lives or works in the County, a member of a local group or community organisation or a service provider. You can use the strategy to help you plan for the future to meet the needs of local people. It is likely that you are already contributing through your work, your involvement in your local community, or by buying local produce or doing voluntary work, for example.

What is Worcestershire Partnership?

The Worcestershire Partnership is the Local Strategic Partnership (LSP) for Worcestershire. It brings together District LSPs, local government, public services, the community and voluntary sector and businesses – all working together to improve life in Worcestershire.

The Worcestershire Partnership takes a countywide view, looking at the concerns and services that affect everyone in the county. It is especially important as a voice for Worcestershire that can represent the interests of the County at the regional and national level.

We have formed a Partnership to ensure that we work effectively together and to deliver our commitments in the community strategy.



A message from the chair

Welcome to the first update of the Worcestershire Community Strategy. We are now a little over one year into our ten year vision which sets us a challenging agenda for improving the quality of life in Worcestershire. We believe that it is important to keep track of how we are doing and keep people informed of progress. That is why we have produced this update which reports on the progress made so far by Worcestershire Partnership, District LSPs and individual groups and organisations in delivering the Community Strategy. This update also gives you more information about the Worcestershire Partnership, our work and how you can get more involved in shaping the future of Worcestershire.

Since the launch of our Community Strategy last year, we have been looking at how we can work together in partnership to achieve the things set out in the Strategy. At the heart of this is the Worcestershire Partnership which helps us to work together to generate ideas and actions that address the challenges and opportunities facing the county now and in the future.

The Community Strategy is about both delivering a vision for the County and about change. In the last year notable progress has been made in tackling key issues for the county including:

- The success of the Worcestershire Hub – including the opening of three customer centres – that brings public services closer to you
- The continued development of The Central Technology Belt, which runs from Birmingham to Malvern, bringing jobs and skills to the county
- The plans to expand University College Worcester to deliver educational opportunities for people in the county and enhance our reputation as a centre of learning
- Delivering the targets in our Local Public Service Agreements
- Development of an Economic Strategy for Worcestershire
- Attracting resources to the county to address local issues

The next 12 months and beyond will see us deal with equally important challenges and opportunities. Above all, we need to make sure that we make the best of the extraordinary potential – and the privilege – presented to us.

Prof. Michael Clarke
Chairman, Worcestershire Partnership

How can I find out more?

If you would like to find out more about Worcestershire Partnership, or for a copy of the Community Strategy in full, please contact:

Patrick Clark
Worcestershire Partnership Co-ordinator
Tel: 01905 728738
e.mail: pclark1@worcestershire.gov.uk

Alex Parsons
Worcestershire Partnership Administrative Support Officer
Tel: 01905 728739
e.mail: aparsons@worcestershire.gov.uk

Write or call in:
Worcestershire Partnership, County Hall,
Worcestershire, WR5 2NP

Or visit our **NEW website:**
www.worcestershirepartnership.org.uk
for up to date news and information on the Community Strategy and Worcestershire Partnership.

Copies of the Community Strategy can be requested in different languages, or on audio cassette, large print or Braille.





You said, "I want Worcestershire to be a place where everyone is healthy and well looked after"

Our Vision: Communities that are healthy, and support vulnerable people.

You told us you wanted Worcestershire to be a County in which individuals and communities enjoy healthier lifestyles and accept responsibility for their own health.

To achieve this we said we would:

- Help you to improve your own health
- Support older people to live independent lives
- Enable and support adults with physical and learning disabilities to live independently
- Promote good mental health
- Support families at risk of breakdown by providing help and support at an early stage
- Support and protect vulnerable children

Measures of progress include:

- Ensure 100% of people are able to see a doctor within 48 hours by 2004 and a nurse, dentist or other health professional within 24 hours
- Decrease smoking in line with NHS targets by 2010
- Increase numbers of people aged 65 and over able to live at home

Progress:

- Developed an Information Sharing strategy to improve information exchange
- Developed Patient and User panels to enable service users to have a say in how services are run
- Improvements to a significant number of primary care and community healthcare sites and facilities
- Equal access to the National Healthy Schools Programme ensured across Worcestershire schools
- Partnership working to develop Walking Networks in the county
- Encourage vulnerable individuals to access health foods and improve cooking skills
- Delivery of physical activity programmes for vulnerable groups, including Exercise on Referral and extended classes for older people, use of step-o-meters with patients at risk
- Building the capacity of the Expert Patient Programme to enable individuals with chronic long-term illness to better cope with their lives



Health and Social Care Partnership

The Health and Social Care Board is one of the Theme Groups of Worcestershire Partnership and has been set up to lead to better joint working between organisations providing Health and Social Care services in the County. These organisations include the National Health Service and Social Services.

The Board meets twice yearly or more frequently where required. Its priority work area has been the development of formal partnership arrangements for commissioning and providing services across Health and Social Care. As a result, we have agreed to work together to address learning disability, mental health, community equipment and older people's services. Further Agreements are planned.

Future priority work areas which will be reported to the Board include the Worcestershire NHS Financial Recovery Plan, the development of Children's Services, Chronic Disease Management and delivering effective health services. Finally, work will also be done on developing a 2010 Vision for Health and Social Care Services.

The Children & Young People's Strategic Partnership (C&YPSP)

A Children & Young People's Strategic Partnership has been set up to take a strategic overview of the services that are available for children, young people and their families. The Partnership will identify gaps and overlaps, and use this to influence how services are shaped.

The first task of the Partnership is to agree a Children and Young People's Strategy for Worcestershire with input from organisations and groups who work with children, young people and their families. The Strategy will be launched at the end of the year and will show how we will improve services, and detail our top priorities for action. This will promote positive outcomes for children and young people in line with the children's legislation being proposed by the Government.

As part of this we are developing an Engagement Strategy which will help agencies that work with children and young people to better involve them in decision-making, and to work together to do this. A first workshop was held in June



involving members of the C&YPSP and children and young people from across the County, and a set of key principles for the involvement of children and young people is being developed. Our next step is for children and young people to help us to identify how agencies can apply these principles.

We are also developing a directory of services for children and young people in Worcestershire, which will be available to children, young people, their families, and those that work with them. We believe this will be of real benefit to the people of Worcestershire and it will be launched in October 2004.

For further information contact:

Ben Lewing
CYPSP Manager
Tel: 01905 728682
e-mail: blewing@worcestershire.gov.uk

100% of people are now able to see a doctor within 48 hours of making an appointment



Next steps

- ▶ Make Healthy Communities a priority for Worcestershire Partnership
- ▶ There will be further work on promoting health and well being such as reducing obesity and smoking.
- ▶ Implementation of the Children and Young People's Strategy

Supporting plans and strategies

Children and Young People's Strategy
Health Service "Local Delivery Plans"
Young People's Substance Misuse Plan

Key contacts

Eddie Clarke
Head of Adult Services
Tel: 01905 766984
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Ben Lewing
Children and Young People's Strategic Partnership Manager
Tel: 01905 728682
e-mail: blewing@worcestershire.gov.uk

You said: "I want Worcestershire to be a place where people feel safe and never worry about crime"

Our Vision: Communities that are safe, and feel safe.

You told us you'd like Worcestershire to be a safer place to live, work, learn, travel and do business. A County where crime is less frequent, and the fear of crime is reduced.

To achieve this we said we would:

- Work with local communities to achieve solutions to local crime and safety problems
- Promote involvement in all local family support programmes
- Support victims of crime
- Increase the number of police officers and use neighbourhood wardens as a visible official presence on the streets
- Tackle hate crime
- Raise awareness of domestic violence and enable access to refuges for victims
- Respond speedily and efficiently to civil emergencies such as flooding

Measures of progress:

- Reducing numbers of accidental fires in homes
- Reducing numbers of road traffic accidents
- Reducing numbers of domestic burglaries
- Increasing numbers of offenders dealt with for supply offences in respect of Class A drugs

Progress:

- The Local Public Service Agreement between partners has assisted in significant progress in reducing injury through accidental fires in homes and in road accidents
- There has been an increase in the numbers of Police Officers in the County
- Information, advice and support for young people around drugs and alcohol issues is now available via the SPACE programme (**North Worcs 07976 927499, South Worcs 07976 929196**)
- Education and awareness raising around substance misuse has been addressed through many projects including the development of a CD-ROM containing information on drugs and lifestyles issues for teenagers across the County



Working with communities to achieve solutions to local crime and safety problems

West Mercia Police have developed a 'Rural Safety Initiative' which aims to involve local communities in implementing projects to reduce crime and the fear of crime in their community. The initiative involves local Beat Managers working in rural parishes with safety groups made up of local residents, including Parish Council representatives.

The aim of the safety groups is to identify and tackle local crime and safety issues in partnership with the police, local authorities and other agencies. Rural Safety Groups are already being developed in a number of areas. The group in Offmore and Comberton area of Wyre Forest has already contributed to achieving a significant reduction in disorder incidents.

For more information contact:

PC Stephen Chidlow

Tel: 01905 332104

e-mail: stephen.chidlow@westmercia.pnn.police.uk

In addition to this, other programmes aimed at working with communities include diversionary activities to reduce or prevent crime. A good example of this is the 'Hot Stuff' project in Redditch, which brings together sports and leisure activities for young people.

Raising awareness of domestic violence and provide access to refuges for victims

The County Domestic Violence Forum has continued to work together to tackle issues of domestic violence across Worcestershire with the strong support of the district based voluntary refuges.

The Domestic Violence helpline that offers free, confidential advice, support and information about domestic violence is now established and the Forum responded jointly to the Government's own proposals to domestic violence.

(Helpline: [Freephone 0800 980 3331](tel:08009803331))

An increased presence on the street

Increasing the number of police officers and using neighbourhood wardens has put a visible official presence on the streets.

The number of police in the County has increased over the last year, and new Community Support Officers have been deployed in certain areas.

There has also been significant investment in other forms of official presence, for example.

Malvern Hills Community Safety group has helped to fund a Neighbourhood Warden in Pickersleigh ward of Malvern.

The role of the wardens is to develop links with the local community, to assist with tackling incidents of crime, anti-social behaviour and general

nuisance. Despite Malvern being one of the safest places in which to live; and despite the successes the Police have had in detecting and reducing crime, people still have a fear of crime.

The neighbourhood warden logged well over 400 hundred hours of patrols in the ward in their first four months, helping the Police, Environmental Health Officers and Housing Officers to direct their time to better effect for the benefit of the community.

Together with a Community Development Worker, an 'After School Club' has been set-up at Languard Community Centre for over 30 young people.

The warden has also dealt with about 30 abandoned cars, 35 cases of fly tipping and litter, and helped resolve a dozen incidents of neighbourhood nuisance.

Other similar posts exist across Worcestershire, for example in Westlands in Droitwich, Charford in Bromsgrove and a Park Warden for King George V Park in Worcester.

Initiatives such as the use of neighbourhood wardens make our streets safer places to be



Next steps

- ▶ Each Community Safety Partnership is required to publish their new Crime Reduction Strategy by 1st April 2005.

Supporting plans and strategies

Worcestershire Community Safety Strategy 2002-2005

District, Borough and Town Community Safety Strategies

West Mercia Policing Plan

Worcestershire Local Public Service Agreement

Probation Service Plan

Hereford and Worcestershire Combined Fire Service Plan

Youth Justice Plan

Strategies for addressing Substance Misuse in Worcestershire.

County Road Safety Plan.

Key contacts

Worcestershire Community Safety Steering Group

Tel: 01905 766134

Worcestershire Substance Misuse Action Team

Tel: 01905 766735

Worcestershire County Forum Against Domestic Violence

Tel: 01905 752817

You said: "Worcestershire should be a place where anyone can learn new things, any time in their life"

Our vision: Learning and skills for everyone, at every age

You told us you want Worcestershire to be a County where people will be able to acquire the skills, knowledge and self-esteem they need to allow them to be active citizens and achieve personal fulfilment.

To achieve this we said we would:

- Work with partners, to provide high quality educational opportunities for people of all ages
- Continue to raise educational standards in all our schools for all our pupils
- Provide one-to-one support and guidance for young people via the Hereford and Worcestershire ConneXions Service
- Support further expansion of University College Worcester
- Encourage greater participation and support in learning for people of all ages
- Encourage all members of all communities to achieve their full potential, and develop skills training to meet the needs of employers

Measures of progress include:

- Widening participation of adults (19+) involved in learning
- Increased numbers of people accessing Neighbourhood Learning Centres
- More adults involved in family learning activity
- Increasing access to a range of vocational learning options with schools and colleges for young people
- Offering new adult apprenticeships for those aged over 25, who missed out on learning, or want to develop new skills which meet the needs of local employers
- Developing new bases where local people and employers can access learning through industrial estate learning zones and community facilities

Progress

- Continued support and engagement with six Lifelong Learning Networks involving local communities and organisations in learning opportunities.
- Funding secured to support a pilot project offering 'young apprenticeships' for pupils in the Kidderminster area
- A review and restructure of the County Learning and Skills Partnership to include the development of four key theme groups: Adult and Community Learning, Skills for Employment, Skills for Life and 14-19yrs.
- Education Service gets a good rating from Ofsted
- Widening participation across all age groups in further and higher education
- Two new Industrial Estate Learning Zones to support employers and employees learn new skills in Redditch and Malvern



University College Worcester (UCW)

University College Worcester has been awarded a £10 million grant from the Higher Education Funding Council for England (HEFCE) towards the first phase of the re-development of the former Worcester Royal Infirmary site in Castle Street.

The grant will be used to help transform the now derelict site into a vibrant University campus and learning quarter at the heart of Worcester. The aim of UCW is to develop the site in such a way that it actively promotes participation in higher education and encourages people to acquire new, high-level skills.

It is hoped that key features of the proposed development will be an innovative new library and learning centre and will provide the best available education centre for Herefordshire and Worcestershire.

Professor David Green, Principal of UCW, is delighted. He said, "This is wonderful news. Our region is badly under-provided for higher education opportunities and this will help us remedy this crucial weakness... The reason that we have secured this major grant is that we have worked together in a constructive partnership. Our aim at UCW is to create a high quality, long lasting development, which will truly include and serve the people of the region."

Learning ambassadors: The Neighbourhood Learning Project

This Learning and Skills Council (LSC) funded project was designed to develop a framework to support and train community learning ambassadors. There are nine Learning Ambassadors based in three community venues in the County (Redditch, Worcester and Kidderminster).

Each Learning Ambassador has been trained to work with local and community organisations to increase the number of people involved in learning activities. The Learning Ambassadors network with other learners and encourage them to go on and learn more skills in the future.

A key feature of this project is that individuals learn from each other as well as from the tutor and they value the opportunity to learn in a non-threatening environment with others in a similar position.

This learning also fosters development of community networks that outlasts the training and continues to provide a source of stimulation for further learning and support amongst those who have taken part.

Mapping Adult and Community Learning (ACL)

The LSC have funded a project mapping all Adult and Community Learning (ACL) provision and facilities across Worcestershire and Hereford City.

The findings of this study will provide evidence to help inform strategic planning and the work of training providers. This work will assist in widening participation in learning across Worcestershire.

Local Learning Network workers have undertaken community research for the first stage of this project and a report has been produced.

The project, which is now in the second round of data collection, has been well received both locally and regionally.



Learning more about adult and community learning provision will make it accessible to all



Next steps

- ▶ WCC Skills on Show summer event to promote Lifelong Learning to the County
- ▶ Implementation of the new Worcestershire Learning and Skills Partnership
- ▶ Three year development plans have been submitted to the LSC which provide a coherent County wide strategy for adult learning.

Supporting plans and strategies

Early years and Childcare Development Plan
Adult Learning Plan
LSC Local Strategic Plan 2002-2005
Cultural Strategy for Worcestershire

Key contacts

Kathy Kirk
Lifelong Learning Officer
Worcestershire County Council
Tel: 01905 766264
e-mail: kkirk@worcestershire.gov.uk

You said: "I want Worcestershire to be somewhere that's good to do business – and everyone profits"

Our vision: Economic success that is shared by all.

You told us you wanted Worcestershire to continue to be prosperous.

To achieve this we said we would:

- Ensure premises and sites are available for new investors and local companies who wish to expand
- Expand and modernise the economy in Worcestershire
- Keep towns, villages and surrounding areas vibrant and prosperous
- Offer business support to both established and new businesses in the County
- Promote the County of Worcestershire and its many attractions whilst ensuring protection of the environment

Measures of progress include:

- Increase numbers of high technology businesses in the County
- Successful implementation of Market Towns Action Plans
- Increase lengths of visitor stays and amount of visitor spend in the County

Progress:

- Development of a 25 acre Bromsgrove Technology Park
- All units at Malvern Hills Science Park full with sufficient demand for the next phase of development
- Launch of a Worcestershire locations guide to attract film and TV production to the County
- Development of a process for identifying hot-spots of deprivation in the County
- Launch of Cultural and Creative Industries Strategies
- £300,000 of funding to 17 start-up and small businesses through the Prograta fund
- Launch of Worcestershire Economic Strategy
- Launch of Worcestershire Rural Action Plan
- Supporting the Rural Hub to enable rural business and farm diversification
- Improving access to services for ethnic minority businesses
- Developing support for community enterprise



Worcestershire Partnership's Economic Strategy sets out a vision for the future of the Worcestershire economy:

In ten years time, Worcestershire will be an economic driver for the region – with a prosperous and sustainable economy, driven by technology-led enterprises, offering well paid and highly skilled jobs and a high quality of life for its residents.

The strategy will be delivered through 'local' plans and programmes including: the Central Technology Belt; the Worcestershire Rural Action Plan; the Framework for Regional Employment and Skills Action; and cluster development in food and drink, creative industries and medical technologies and services.

Central Technology Belt

The Central Technology Belt, which stretches from Birmingham to Malvern, aims to harness the intellectual capacity of the County to provide support for existing and emerging businesses, creating jobs and raising the skill levels of the workforce.

The Belt has a comprehensive strategy which links the technology base to sites, premises,

people and skills. This will act as a catalyst for modernising and diversifying the County economy across all sectors. Two key schemes in Worcestershire are underway: Bromsgrove Technology Park is being developed to provide development space for existing technology businesses and attract new technology firms to the County, and the further expansion of Malvern Hills Science Park is underway to accommodate businesses supporting QinetiQ.

Keeping towns, villages and surrounding areas vibrant and prosperous

We are continuing to support the established 'Market Towns' of Evesham, Pershore and Bewdley and development of the latest Market Town – Stourport-on Severn.

Each Market Town Partnership has developed in a unique way, reflecting local aspirations. Initiatives developed include 'Number 8' – the Pershore Arts Centre, new shop fronts in Bewdley, and improvements to the waterfront in Evesham.

Stourport-on-Severn have now prepared their Strategic Action Plan with a range of initiatives aimed at improving the town and its rural hinterland.



County Visitor Guide launched, promoting the County of Worcestershire and its many attractions.

Visitors to Worcestershire in 2004 will be able to enjoy the best of the County with the help of a brand new guide from Worcestershire County Council. The main visitor guide to Worcestershire is updated each year but has been completely revamped this year to include comprehensive listings of attractions and accommodation.

The A4, magazine-style publication has sections on heritage, gardens, gentle enjoyment, more active pursuits and many more, alongside a map of key county features and contacts for local Tourist Information Centres.

The guide is available from Tourist Information Centres, libraries and public buildings around the County and beyond, as well as being available directly from the County Council.

The right working environment and promotion attracts new business to the County



Next steps

- ▶ Implement Worcestershire Economic Strategy to ensure all areas of the County and all communities within it benefit from its outcomes

Supporting plans and strategies

- Worcestershire Economic Strategy
- Central Technology Belt
- Worcestershire Rural Action Plan
- Worcestershire Tourism Strategy
- Worcestershire Creative Industries Growth Plan
- Framework for Regional Employment and Skills Action

Key contacts

Peter Smith
Planning and Economic Regeneration Manager,
Worcestershire County Council

Tel: 01905 766370
e-mail: psmith3@worcestershire.gov.uk,



You said: “I want Worcestershire to be a beautiful environment – for all of us now and the kids in the future”

Our vision: A better environment – for today and for our children.

You told us you would like Worcestershire’s environment and everything it contains to be protected, conserved and enhanced to ensure that we keep the best of our inheritance for future generations.

To achieve this we said we would:

- Protect and enhance the landscape and its associated wildlife within the County
- Develop a Climate Change Plan for the County that contributes towards national and international actions tackling the causes and effects of climate change
- Promote and develop Farmers Markets and the sale of local produce
- Encourage the active management of woodlands
- Increase access to our countryside
- Ensure housing provision includes all housing types including affordable and social housing
- Manage recycling, fly-tipping, litter and water issues

Measures of progress include:

- Maintain river quality in the County’s rivers
- Increase wildlife and biodiversity
- Increase recycling of household waste

Progress:

- A climate change education programme is running in schools
- Free energy surveys and loans to improve energy efficiency in local businesses
- Farmers Markets supported across the County
- A Rethink Rubbish Campaign changing people’s attitudes to disposing of rubbish
- Kerbside recycling schemes are being expanded to cover most of the County by the end of the year



Monitoring the state of our environment

The Worcestershire Partnership Environment Group (WPEG) has developed an innovative way of helping us to map and recognise changes in state of the local environment in Worcestershire. Called the State of Environment report, this will enable us to track changes annually and over the longer term through bringing together in one place information from a range of partners.

Why have a State of the Environment Report?

The Report is very important to the County as it provides information that can be used widely by people and organisations. As the report contains up to date, accessible and accurate information we will be able to make informed decisions about what actions to take to improve our environment.

What is the Worcestershire Partnership Environment Group (WPEG)?

WPEG is a subgroup of the Worcestershire Partnership, and is made up of over 30 individuals representing many interests in the environment, including scientists, voluntary sector, businesses, government agencies and Local Councils, elected members and farmers.

To see the State of the Environment Report visit the Worcestershire Partnership website at www.worcestershirepartnership.org.uk

Improving our parks and open spaces

The Worcestershire Partnership has recently been successful in bidding for over £3 million from the Government’s ‘Liveability Fund’. As one of only 27 pilot projects in the Country, this will result in improvements to parks and public open spaces across the whole of Worcestershire. 24 different projects include high profile schemes such as work on the Droitwich Canals, the enhancement and regeneration of urban parks and improving access on the Malvern Hills. It also includes a team to support and deliver the project and to involve volunteer ‘Worcestershire Wardens’, who will carry out vital work such as surveys of park users and reports on fly-tipping or abandoned cars.

The outcomes of this project will be:

- Enhanced quality of public space, including issues such as public safety and improved facilities
- Sustaining the quality of public space – particularly management, maintenance and setting new standards
- Better use of public spaces – with social inclusion, diversity and equality of access as key issues

For more information, please contact:

David Manning, Liveability Programme Manager
Tel: 01386 565478 / 07970 484410

Planning to address climate change

A wide range of organisations has been working together to develop a Climate Change Plan for the County outlining our contribution to this issue that affects all of us. The Climate Change Plan, which covers the period 2004-2011, aims to:

- 1 Raise awareness of the issue of climate change**
- 2 Reduce climate change causing gas emissions across the County by 10% by 2010 and 20% by 2020**
- 3 Assist adaptation to the impacts of climate change on the County**

The strategy sets out in broad terms how organisations within the County will work to achieve these aims, highlighting in particular the importance of awareness raising and education on climate change.

The Strategy will act as a basis for a multi-agency action plan, which will put the strategy’s aims into action. Existing actions to address climate change are:

- A Climate Change education programme in schools
- An Action Energy Business energy efficient programme offering free energy surveys and interest free loans for improving local business energy efficiency
- An Affordable Warmth Strategy identifying those most at risk and offering them reduced or no cost insulation and energy efficient appliances

Next steps

- ▶ Implement and raise awareness of the Climate Change Strategy

Supporting plans and strategies

- State of the Environment Report
- Climate Change Strategy
- Landscape Character Appraisal
- County Structure Plan

Key contacts

Senior Planner, Environment

Tel: 01905 726727

Mark Middleton

Chair,
Worcestershire Partnership Environment Group
Tel: 01905 766720





You said: “I’d like to live in a place where everyone cares about what goes on – and feels part of it”

Our vision: Connecting Worcestershire

You told us you wanted Worcestershire to be vibrant and to celebrate diversity, to include everyone and give them equal access to public services. This would also mean that people would have opportunities to take part in community life so that they’d be able to influence decisions that affect them and have a strong sense of citizenship.

To achieve this we said we would:

- Use modern technology to improve access to all local services
- Ensure young people at risk, minority ethnic groups and those living in rural communities are fully involved in relevant projects
- Provide a transport system that is safe, efficient, clean and fair, and improve bus services along key routes
- Make use of any sources of funding available to develop solutions to transport problems and to recognise the role of ‘community transport’
- Promote Worcestershire’s needs at a regional, national, European and international level

Measures of progress include:

- Provide seven ‘one stop’ service centres by 2005
- Increase the number of people satisfied with local bus services
- Increase the numbers of people represented by a district-based forum

Progress:

- The launch of the Worcestershire Partnership website, promoting the County regionally and nationally
- Worcester attracts an additional £5.7 million for sustainable transport, as one of only three successful towns to access resources under the Sustainable Town Initiative
- Launch of a study into the representation of all equalities groups in the County
- Development of co-ordinated support for Market Towns and Parish Plans and over 50 Parish Plans in development across the County
- Worcestershire Citizens Panel involves 2,000 Worcestershire residents who are regularly consulted on issues affecting their lives
- Area Forums in Redditch, Bromsgrove, Wychavon and Malvern Hills give people a say over local services.



Narrowing the ‘digital divide’

Worcestershire Partnership has set up a multi-agency group in response to the ‘digital divide’ – the gap between those who have access to, and understand information technology (ICT), and those who do not.

The group is focussing on finding ways of improving access to broadband across the County.

The group has already published a leaflet and distributed it to 15,000 employees of Worcestershire County Council encouraging them to log on and register their interest in broadband with BT.

The group now plans to target areas where broadband is currently unavailable and distribute a further 20,000 leaflets through the media and other local campaigns.

Using modern technology to improve access to services



The Worcestershire Hub aims to enable people in the County to access a wide range of local government services in three ways:

- 1 In person by visiting one of a network of customer centres across the County
- 2 By telephone
- 3 On the Internet

A wide range of organisations are working together to develop the Worcestershire Hub to bring about these improvements.

Our aim is that in the future all customers of local government services will:

- Have a clear point of contact
- Have greater choice about how and when to access services
- Have access to a large number of services in one place
- Only have to provide information once

Already four customer centres are operating across the County handling contacts in person, in Malvern, Worcester, Evesham and Droitwich. By March 2005 a further three centres will be open in Redditch, Bromsgrove and Kidderminster.

Here is a typical illustration of what the centres do. A woman visited one of the centres specifically to discuss a benefits claim. It emerged that her husband was terminally ill and she was concerned about the future. The Customer Service Advisor helped not only with the benefits claim, but also with information on respite care, counselling services, and a carer’s allowance.

Worcester – Sustainable Towns Initiative

Transport in the City of Worcester has been given a significant boost by a successful bid under the Sustainable Town Initiative. As one of only three successful towns bidding for these resources, an additional £5.7m revenue funding has been secured that will enable a number of initiatives to be supported in the city, including:

- Putting in place the infrastructure to promote safe and pleasant cycling and walking in the City
- A marketing strategy to increase awareness and use of sustainable transport
- Supporting development of travel plans, car clubs and car sharing
- Travel Centre and travel information terminals to provide information on all modes of transport into the city centre area.

The sustainable towns initiative has significant benefits in achieving best value from capital funds and will be a major feature in the next County Local Transport Plan.

Malvern Hills Strategic Transport Action Plan

Partnership work on the Malvern Hills Strategic Transport Action Plan is an excellent example of a truly integrated and cross-sectoral approach to transport delivery, and led to the County Council receiving the award of Commended Authority in the Joined Up Government Initiative of the Year for their part in developing the Plan.

Next steps

- ▶ Three new customer centres in key towns
- ▶ Further develop partnership working between agencies and partnerships across Worcestershire
- ▶ Widespread consultation on the 2005-2010 Local Transport Plan
- ▶ Further development of initiatives aimed at consulting and involving local people in decision making
- ▶ Further development of a Cultural Theme Group to deliver the County Cultural Strategy
- ▶ Launch of a Consultation Database to ensure better planning and delivery of public consultation

Supporting plans and strategies

- County Transport Plan
- District Community Strategies
- Cultural Strategy for Worcestershire
- E..Government Strategy

Key contacts

Worcester Partnership website:
www.worcestershirepartnership.org.uk

The Worcestershire Partnership



“Now I am one – how am I doing?”



Local Government

Worcestershire County Council
Bromsgrove District Council
Malvern Hills District Council
Redditch Borough Council
Worcester City Council
Wychavon District Council
Wyre Forest District Council
Worcestershire County
Association of Local Councils

Public Service

Employment Service
Learning and Skills Council
National Probation Service, West Mercia
Redditch & Bromsgrove
Primary Care Trust
South Worcestershire
Primary Care Trust
University College Worcester
West Mercia Constabulary
Wyre Forest Primary Care Trust
Worcestershire Acute Trust

Business

Chamber of Commerce –
Herefordshire and Worcestershire
Individual board members from
businesses in Worcestershire
Federation of Small Business
Thomas Vale Construction plc

Voluntary and Community

Community First
Worcester Diocese
Local Development Agency Network
Worcestershire Racial Equality Council

Local Strategic Partnerships

Bromsgrove Partnership
Vision 21 Malvern Hills Partnership
The Redditch Partnership
Worcester Alliance
Wyre Forest Matters
Wychavon LSP Core Group

Copies of this booklet can be made available in larger print, Braille or audio cassette on request.

Call 01905 766642

If you need help with understanding this in your own language, contact Ethnic Access.

Call 01905 25121

এটার জন্য কি সাহায্য দরকার? টেলিফোন : ০১৯০৫ ২৫১২১
需要幫助嗎? 請致電 01905 25121
ਇਹਦੇ ਬਾਰੇ ਮਦਦ ਦੀ ਲੋੜ ਹੈ? ਨੰਬਰ 01905 25121 'ਤੇ ਫੋਨ ਕਰੋ।
Bisogna di aiuto con questo? Telefona 01905 25121
Jezeli potrzebna pomoc do tego, zadzwon: 01905 25121
کیا آپ کو اس کیلئے مدد کی ضرورت ہے؟ ٹیلیفون: 01905 25121

Thanks to the children of Stanley Road Primary School for the paintings, and to Worcestershire County Council for the photographs they supplied.

**2004 update
on the ten year
community strategy**

