



Bromsgrove Partnership  
**Your District Your Future**

Bromsgrove  
Partnership  
**Draft Annual  
Report**

2009/2010

**Bromsgrove**  
Your District Your Future Partnership

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**Welcome** to the fourth annual report of the Bromsgrove Partnership. 2009/10 was a really busy year for the Partnership. We have worked hard on our governance to make sure the Partnership adds value and working together is really beginning to bear fruit. As Chairman of the Partnership, I knew who to call when the Multi Agency Resource Centre in Charford was about to collapse and working with our partners we were able to launch an improved service to our residents through The Trunk. It is difficult to measure things like that, but I believe it is a really good example of New Localism in action. We know at a local level what our residents want, after all, they turned up and demonstrated outside the Council House ! And we delivered a local solution.

I am also delighted to be able to report real progress on the town centre. It has taken a long time, but the town centre regeneration project is complex and multi-agency; we simply could not deliver our resident's aspirations for the town without working in partnership. Similarly, affordable housing and the right mix of housing so that we can sustain our communities is a subject close to my heart. Working with our preferred registered social landlord BDHT, the Perryfields housing scheme, the biggest affordable housing scheme in the District for many a year, is now under construction. For our older residents, Gilbert Court extra care housing scheme has re-opened.

Finally, partnership working is not meant to be cosy, in fact, I would argue that if the atmosphere around the table is too cosy, the partnership probably isn't working. We do argue and we do have our moments, but I am convinced that everyone round the table has a shared ambition to deliver a District that is Safe and Feels Safe, has Economic Success, Stronger Communities, a Better Environment, where residents are Healthy and one where our Children and Young People are designed in, not out of our communities.

I look forward to reporting more progress on these next year.

**Roger Hollingworth,**  
**Chairman of the Bromsgrove Partnership and Leader of the Council**



# Safe and Feel Safe

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**Bromsgrove Community Safety Partnership (BCSP)** is responsible for ensuring the community is safe and feels safe. Our priorities are: changing the perception of crime, disorder, and anti-social behaviour, intergenerational and diversionary activities.

The Theme Group has created key actions with an aim to reduce the perception amongst residents that anti-social behaviour is a problem within their local area.

An intergenerational activity strategy is yet to be developed; however partners have been delivering a programme of diversionary activities - these include free multi-sports activities at multi-use games areas around the District, free football coaching in Sidemoor and DJ and MC workshops in Sidemoor and Charford. The Bromsgrove Community Safety Partnership has also worked with partners to ensure diversionary activities are delivered at times and locations that regularly experience youth related anti-social behaviour.

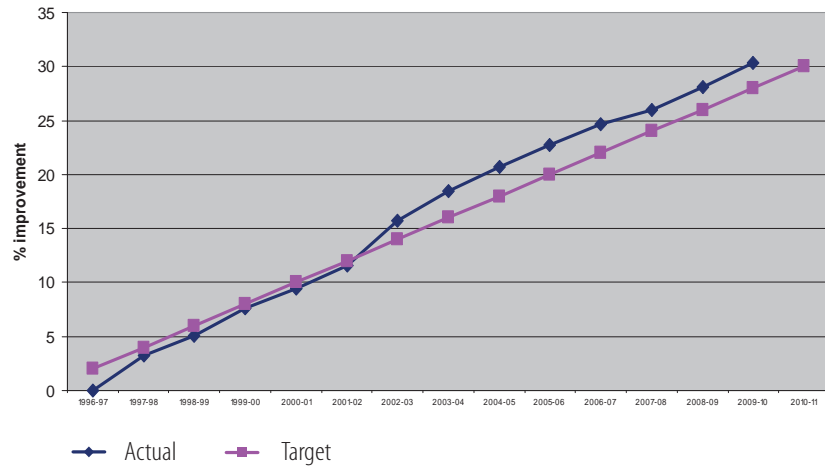
The most recent Place Survey and previous Crime Surveys indicated that Bromsgrove residents were most concerned about young people 'hanging around on the streets'. West Mercia Police and Bromsgrove District Council have teamed up to take a zero tolerance approach to underage alcohol consumption in parks and open spaces. Through high visibility presence, local policing teams and Neighbourhood Wardens, over 300 young people were encountered during the 'Operation Harness' leading to mass confiscations of alcohol. Young people were advised about the risks of alcohol misuse and the legal consequences of their activities; letters were also sent home to parents.

Bromsgrove Community Safety Partnership has secured one page of press space in the Bromsgrove Standard which is published on the third Friday of every month. These articles focus on a different service agency within the Community Safety Partnership each month; showcasing the services they provide and explores how their work makes Bromsgrove a 'Safer Bromsgrove'.

# Better Environment

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Bromsgrove BC HECA Progress



**The Better Environment Theme Group** is challenged with the objective *“A better environment for today and tomorrow”*. The Group’s priorities are reducing CO2 emissions to improve energy efficiency and adapting to the impacts of climate change.

The Theme Group is a combination of partners from across the District and County whose aim, through working together, is to improve and enhance the environment for those who live, work and visit Bromsgrove District. The Theme Group’s key areas of focus are to address the issues, including the challenges and opportunities of climate change through mitigation and adaptation.

Since the 2005 baseline Bromsgrove District has shown a reduction in CO2 emissions. The recent data suggests a 3.2% per capita reduction to 6.1 tonnes per head of population, which is lower than the overall county figure of 6.9 tonnes per capita. In conjunction with this the Council has achieved its Home Energy Conservation target a year ahead of schedule. The Home Energy Conservation Act (HECA) monitors the improvement in energy efficiency of the housing stock. The target was to achieve a 30% improvement. The graph opposite illustrates Bromsgrove’s improvement.

The largest proportion of CO2 in the District comes from housing. To help tackle this the following partner activities have taken place:

- The Council in conjunction with partners, and utilising the countywide Warmer Worcestershire thermal imaging, has promoted the free and subsidised insulation schemes offered through the fuel utilities.
- Over 300 households received energy advice and 537 referrals were made for insulation and to Warm Front.
- The social housing stock in Bromsgrove is owned by Bromsgrove District Housing Trust. During 2009 they undertook a programme to thermal insulate a number of their hard to treat properties in Charford (Austin Road).



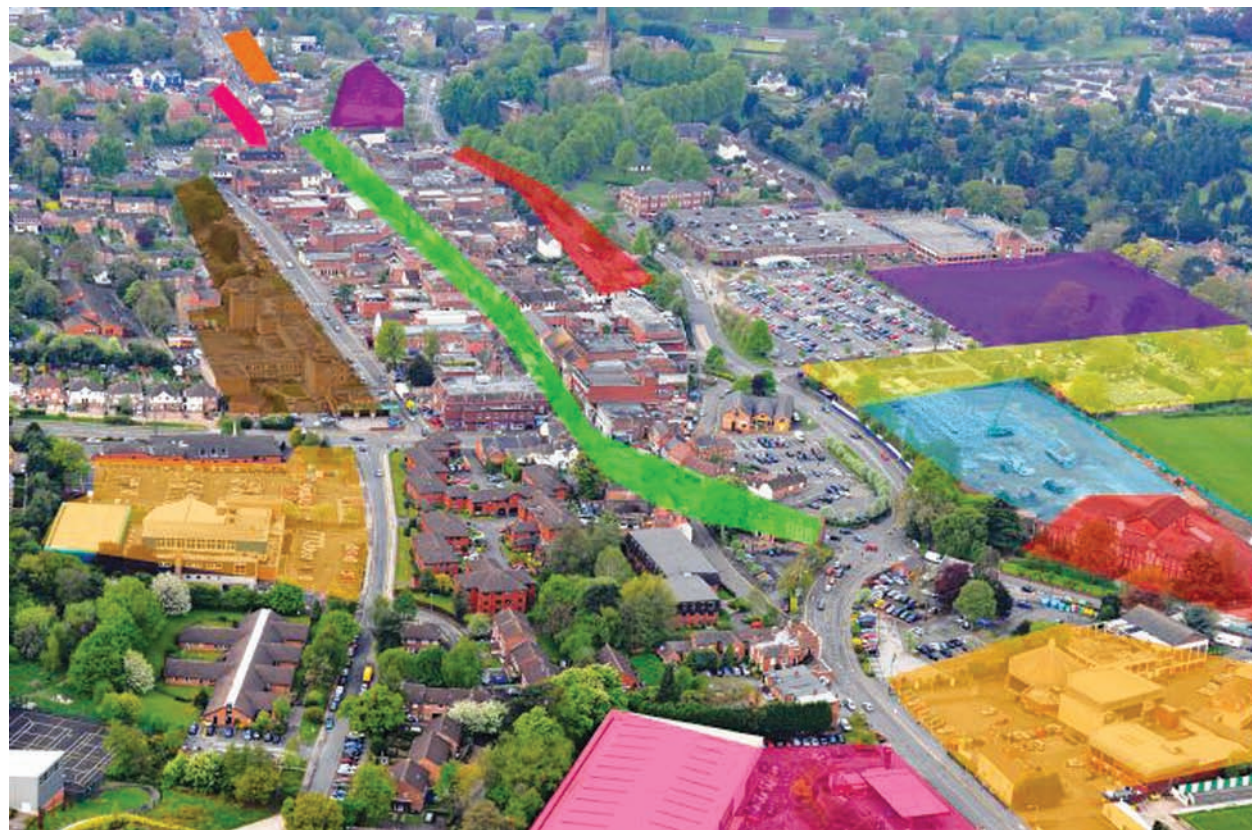
# Economic Success



**‘Economic Success that is shared by all’** is the objective for the Economic Development Theme Group. The priorities are Town Centre Redevelopment, Economic Development and Employment, Training and Volunteering.

Despite the on-going recession, there are signs that the vitality of the Town Centre is improving. A recent Town Centre Health check shows a reduction in the number of vacant shop units and an increase of some 7.4% in footfall compared with 2009.

Significant progress has been made on a number of strategically important sites within the town centre.



# Economic Success

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The development of the new Health Centre is well underway and the Council has agreed to grant planning permission for a new Sainsbury's store off the Birmingham Road. Financial contributions from this development will be used to upgrade the High Street, improve pedestrian access between the new store and the High Street and contribute towards sustainable transport measures.

First phase plans for the future of the town are close to completion including a public realm strategy featuring design principles for a refurbished High Street and detailed information on all identified regeneration sites with ideas about what each sites should be used for.

To be included is the very important George House and Market Hall site, which sits at the end of the High Street and at the gateway into town of key routes from Worcester and Kidderminster. Plans for the Transport Network and Environment and Open Spaces will also be included.

Views on the key issues relating to the Town Centre were provided when over a thousand local residents took part in the Area Action Plan Issues and Options Consultation in 2008. The findings of the consultation have been combined with views of strategic planners, architects and developers to produce a new town plan.

This first phase of the Area Action Plan is called the 'Preferred Option' and will be presented to the public for consultation before Christmas 2010. At the end of a 3 month public consultation the plan is to be reviewed for a last time, before issuing the final Area Action Plan for Bromsgrove Town Centre.



**The Health and Wellbeing Theme Group** has been working on the following key public health priorities: healthy weights, positive mental health, reducing harm from alcohol misuse and smoking prevention and reduction. Multi-agency sub groups have been established to tackle the issues of alcohol misuse, healthy weight and promoting positive mental health.

The Healthy Weight group aims to promote physical activity and healthy eating for children, young people and adults. **The Alcohol sub group** has developed a local action plan based on the countywide alcohol strategy. The plan is divided into 3 sections; reducing crime and disorder associated with alcohol misuse; reducing alcohol related hospital admissions and children and young people. The Positive Mental Health Group aims to promote positive mental health and reduce stigma for those who suffer with mental health issues. The group has based its work on the recommendations of New Horizons, which outlines a model for public mental health.

The Health and Wellbeing Theme Group have been successful in obtaining funding to run a pilot project - **Age Well Scheme**, aimed at improving the health and well being of older people aged between 55-65 yrs. The project has gained funding for a local co-ordinator for one year. The co-ordinator, Ian Anderson, took up post at the beginning of September this year. He is based at Bromsgrove District Council offices and is managed by Bromsgrove and Redditch Network (BARN). In addition BDC have pledged fifty thousand pounds funding to develop physical activity services for older people within the Bromsgrove District over the next 3 years.



The project is aimed at pre retirement aged people to promote behaviour changes for healthier lifestyles. The project will recruit from the partnership and local employers in the District. It will be delivered by a series of workshops that explore and encourage healthy lifestyles e.g. smoking cessation, reducing alcohol misuse, healthy eating and promoting regular physical activity. In addition there will be workshops that deal with issues surrounding emotional health in older age, bereavement, financial wellbeing and housing.

The Theme Group has been successful, together with Councillors Emma Moffet and Maddy Bunker, in obtaining funding for the falls prevention course - **Postural Stability Instruction** for those who are at risk of or who have suffered a fall. In addition to this funding, ten thousand pounds has been awarded to the District through Joint Commissioning to roll out further Postural Stability Instruction classes across the district. To date sufficient referrals have been made to introduce classes in Charford and Finstall.

# Children and Young People

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**The Children and Young Peoples Theme Group** has been established to *“meet the needs of children & young people”* within the District.

The Priorities for the Theme Group are to develop activities, schemes and interventions to promote healthy lifestyle, physical and positive activities. Also to ensure that services work closely together in a co-ordinated and planned manner for the benefit of all.

The Children and Young Peoples Theme Group is also committed to promoting consultation and engagement opportunities across the District to ensure services are designed with local children and young people and to promote the principles safe guarding in all that we do.

In July of this year the Sports Development Team co-ordinated the successful delivery of our third **High 5 Event** at Sanders Park. The event was delivered in line with BECANs (Bromsgrove Extended Community Activity Network) objectives and funded by the Extended Services proportion of Sport Unlimited. Twenty five clubs, agencies and organisations were represented at the event and in addition to this there was a full day’s programme of demonstrations, displays, workshops and taster sessions. Children and young people had the opportunity to experience a range of sports and activities, pick up freebies and access information on all the organisations present.

In excess of 3500 members of the community attended throughout the five hour event. Funding was utilised to allow children to experience their first club training session free of charge and act as an incentive to encourage children into club settings.

Young people from across Bromsgrove District decided how to spend £35,000 on projects that affect them during a **“U Decide”** event on 25 March 2010.



# Children and Young People

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At the event, held at the Dolphin Centre in Bromsgrove, Eleven groups of young people made bids for amounts ranging from £1,360 to £5,000. Around fifty young people then voted for the bids they thought were the best.

**U Decide** is designed to enable young people to be involved directly in how money is spent, getting first hand experience of voting and decision making. The project developed from a pilot event which ran last year. Ensuring that the process was as accessible as possible for young people was crucial, so extra support to enable this was funded by Government Office West Midlands. Partners from Worcestershire County Council and the voluntary sector were involved in the development of U Decide and it is hoped that the partnership will develop in future years, enabling even more young people to become involved in decision making.



# Stronger Communities

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**The Stronger Communities Theme Group** recognises the critical need to ensure the widest possible understanding of community within the diverse areas that make up the District of Bromsgrove. The priorities for this group are stronger communities, balanced communities and addressing the needs of older people.

The Theme Group oversees the work of the Trunk on the Charford Estate and has recently helped launch Together Bromsgrove Plus - a special Together Bromsgrove aimed at our older residents.

The Theme group has seized the initiative of the Coalition Government 'Big Society' and given it a Bromsgrove slant to give life to Connecting Communities; a system of pledges where residents of the District agree in 2011 to give 4 hours of their time to a worthwhile community based activity.

The community activities will be facilitated by community groups who will call in the pledges to deliver their objectives. The Theme group has already recruited a local sponsor. It looks like we are in for a Big Bromsgrove in 2011 !



A major step forward in the delivery of housing with support and care for older people was achieved during the year with the completion of **Gilbert Court Extra Care Scheme** in Charford. Twenty seven newly built units of affordable accommodation offering both rent, shared ownership and intermediate care options became available for new residents together with the completion of a scheme of major refurbishment to 65 existing homes and provision of extensive new communal facilities on the scheme. The scheme that was led and delivered by Bromsgrove District Housing Trust was supported by capital funding provided by the Housing Corporation and Bromsgrove District Council and revenue funding from Worcestershire County Council to provide the care and support services available.

# Stronger Communities

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The largest affordable housing scheme in the District for many years gained both planning and financial approval during the year. The Perryfields Housing scheme will provide the phased delivery of 158 new houses to meet the needs of a broad range of occupants including newly formed households, families and accommodation for older people wishing to downsize. The scheme which is being delivered through a partnership formed between Bromsgrove District Housing Trust and West Mercia Housing Group will offer various affordable tenure options such as housing for rent, shared ownership and intermediate rent, supported by capital grant provided by the Homes and Communities Agency and Bromsgrove District Council.

## The Trunk

A multi-partnership project scooped a place in a prestigious regional award.

**Bromsgrove's Trunk came runner up** in the National Housing Federation's West Midlands What We Are Proud of Awards.

The Trunk is a multi-agency partnership, which began in 2009 and is now delivering tangible and meaningful outcomes for the residents of Charford and Sidemoor.

The Trunk project is based around the use of five vacant shop units belonging to Bromsgrove District Housing Trust (BDHT) being opened as a community centre. This was done through the partnership working of a priority LSP Group 'Successful Neighbourhoods through Involvement and Learning'.

The centre, run by EPIC, a community interest company, BDHT and Bromsgrove District Council, is split into Club Youth, offering youth services on Charford, and the Trunk, a community resource offering learning, training and support activities to adults.



# Governance

Over the last year, we have also been working behind the scenes to keep the Bromsgrove Partnership fit for purpose. For a local strategic partnership to be effective it needs clear leadership, a strong shared ambition, a shared set of priorities - ultimately good governance. During 2009/10 the Leader of the Council became Chairman of the Board, with the vice-chairman John Morgan representing the private sector. This change strengthens the political accountability of the partnership and provides a more commercial focus. We have checked our priorities against the statistics and community engagement feedback we have, to ensure the Partnership is focusing on the right things. We have published a new Sustainable Community Strategy, moved to bi-monthly performance reporting, but kept this simple, thereby keeping a focus, but reducing burdens on officers to enable them to focus on delivery.

## Hugh Bennett

Secretary to the Partnership and Director of Policy, Performance and Partnerships

## Objectives

Communities that are safe and feel safe

A better environment for today and tomorrow

Economic Success that is shared by all

Improving health and wellbeing

Meeting the needs of children and young people

Stronger communities

## Priorities

1. Changing the perception of crime and ASB
2. Intergenerational and Diversionary Activities

1. Reducing CO2 emissions
2. Adaptation

1. Town Centre
2. Economic Development

1. Staying Healthy
2. Mental Health and Wellbeing

1. Being Healthy
2. Positive Activities

1. Stronger Communities
2. Balanced Communities
3. Older People

## Our Vision

We will make Bromsgrove District a better place to work, live and visit by driving forward change