



Your **District**  
Your **Future**

## Bromsgrove Sustainable Community Strategy 2007 – 2010

**Our Vision: “We will make Bromsgrove District a better place to work, live and visit by driving forward change”**

- Communities that are safe and feel safe
- A better environment for today and tomorrow
- Economic success that is shared by all
- Improving health and well being
- Meeting the needs of children and young people
- Stronger communities

## CONTENTS

|   | <b>Page</b> |
|---|-------------|
| 1. Introduction   | 3           |
| 2. Worcestershire Partnership   | 4           |
| 3. Worcestershire Local Area Agreement  | 4           |
| 4. Bromsgrove Local Strategic Partnership                                     | 5           |
| 5. Sustainable Community Strategy & Local Development Framework               | 6           |
| 6. Vision   | 6           |
| 7. Direction and Priorities   | 11          |
| 8. Performance Management   | 12          |
| 9. Focus of LSP Board   | 13          |
| 10. Governance Arrangements   | 13          |
| 11. Community Engagement  | 13          |
| 12. Resources   | 14          |
| 13. Equality & Sustainability   | 14          |
| 14. Evidence for Selection of Priorities                                      | 15          |
| 15. High Level Action Plans   | 21          |
| Appendix A – Feel Safe  |             |
| Appendix B – Better Environment   |             |
| Appendix C – Town Centre Regeneration   |             |
| Appendix D – Longbridge Regeneration  |             |
| Appendix E – Health & Wellbeing   |             |
| Appendix F – Children & Young People  |             |
| Appendix G – Older People   |             |
| Appendix H – Housing  |             |
| Appendix I - Compact  |             |
| Appendix J - Communications   |             |
| Appendix 1: Worcestershire Partnership Structure                              |             |
| Appendix 2: Structure of Bromsgrove Partnership                               |             |
| Appendix 3: How the Bromsgrove priorities fit within the Local Area Agreement |             |
| Appendix 4: Glossary  |             |

## 1. Introduction

- 1.1 District Councils are required to produce a Sustainable Community Strategy (SCS) for their area in partnership with public sector providers, private sector and voluntary and community sector. To ensure that the SCS is delivered, District Councils are expected to convene a Local Strategic Partnership (LSP), bringing together local partners in order to develop a shared understanding of the particular needs and priorities of their area. The LSP in our District is known as the Bromsgrove Partnership.
- 1.2 The Bromsgrove LSP will:
- Act as the over-arching, co-ordinating partnership, ensuring that links are made between the locally themed partnerships (e.g. Crime & Disorder Reduction Partnership);
  - Take responsibility for cross-cutting issues that have been identified as critical to the locality; and
  - Ensure that district-level plans such as the SCS and Local Development Framework take account of county-wide priorities and that district level priorities are considered, and where appropriate, reflected at the county level, i.e. through targets in the Local Area Agreement. (Discussed in Section 3).
- 1.3 The SCS therefore sets out a vision for the District and is concerned with addressing issues important to residents, the business community and visitors to Bromsgrove District. It is based on understanding and available evidence and focuses on the way in which services are delivered and how they can be improved for everyone's benefit. The strategy is a developmental, rolling document and the priorities identified may change over time as improvements are realised and new issues emerge. Changes will be reflected in subsequent editions of the strategy and it will be updated every three years. This is the second edition of the strategy and the next revision will be done in 2010. This period will coincide with the Government's Implementation for the White Paper "Strong and Prosperous Communities".
- 1.4 The strategy sets out priorities based on issues identified through consultation, Government policy, focus groups and stakeholder meetings. The aims and objectives of the SCS are to provide a co-ordinated approach to improving the quality of life for everyone in the District and is in effect a business plan for the LSP Board to manage against and be held to account on.

## 2. Worcestershire Partnership

- 2.1 The Worcestershire Partnership is the Local Strategic Partnership for the whole of Worcestershire. Its members include all six district LSPs in the county, of which the Bromsgrove Partnership is one. Appendix 1 shows how the Worcestershire Partnership is structured. The Worcestershire Partnership has its own countywide SCS which is due to be revised later in 2007. For more details about the Worcestershire Partnership, please refer to their website:  
[www.worcestershirepartnership.org.uk](http://www.worcestershirepartnership.org.uk)

## 3. Worcestershire Local Area Agreement

- 3.1 Local Area Agreements (LAA) is a Government initiative which intend to strengthen the performance management and delivery of Local Strategic Partnerships. The Worcestershire Partnership has worked with the Government Office for the West Midlands (GOWM) on Worcestershire's LAA, which sets out the future priorities for the whole county.
- 3.2 There are 35 outcomes and approximately 90 targets in the LAA. The Bromsgrove Partnership is playing its part in the delivery of the outcomes, some of which form part of this Sustainable Community Strategy. Some of the targets also have reward available for their successful completion.
- 3.3 **How the LAA will make a difference**

A successful LAA will provide the opportunity to improve future service delivery by:

- Enabling a clear identification of needs, based on data from local communities through effective consultation.
- Focusing on key strategic priorities and measurable outcomes.
- Recognising the crosscutting nature of these outcomes and identifying how action in one area will have impact on another.
- Assisting partners to identify more clearly gaps and overlaps in provision.
- Enabling the pooling of budgets and resources leading, over the life of the LAA, to greater efficiency and effectiveness.
- Enhancing performance management in conjunction with partners thus making the process transparent and accountable.
- Simplifying delivery structures and creating clear accountability and governance arrangements.
- Improving community cohesion through greater engagement of all sectors, notably private, voluntary and community.

3.4 The second generation of LAA's will commence in 2008. The Government and the Local Government Association are making changes, for example, imposing statutory co-operation from partners.

### 3.5 **Worcestershire thematic blocks and outcomes**

Worcestershire's LAA is organised under the following blocks:

- A. Communities that are safe and feel safe**
- B. A better environment - for today and tomorrow**
- C. Economic success that is shared by all**
- D. Improving health and well being**
- E. Meeting the needs of children and young people**
- F. Stronger communities**

## 4. **The Bromsgrove LSP Contribution to the LAA**

4.1 As discussed in the introduction, all Councils are expected to convene a Local Strategic Partnership (LSP), bringing together local partners in order to develop a shared understanding of the particular needs and priorities of their area, create synergies and improve the quality of life for an area's residents. The membership of the Bromsgrove Partnership Board is:

District Council (Leader of the Council)  
Chief Executive of the Council  
County Councillor  
Education & Lifelong Learning Representative  
NHS  
West Mercia Police  
Parish Councils Representative  
Private Sector Representative  
Voluntary & Community Sector Representative  
Bromsgrove District Housing Trust

The Board members are supported by a Partnership Co-ordinator, and Theme/Project Group Chairpersons. Other technical support is given by an Area Co-ordinator from Worcestershire County Council, and planning and transport officers. Appendix 2 shows the structure of the LSP.

4.2 The LSP has responsibility for delivering the outcomes of the LAA. However, there are issues that are important to Bromsgrove District which fit into the blocks of the LAA but are not specifically mentioned, i.e. Town Centre regeneration and Longbridge redevelopment. There are also some areas (such as Oldington & Foley Park) which are totally irrelevant to Bromsgrove. The LSP therefore contributes to the LAA

where it is relevant to do so by pursuing the priorities for Bromsgrove.

## **5. Sustainable Community Strategy and the Local Development Framework**

- 5.1 The Planning & Compulsory Purchase Act 2004 introduced a new planning system, which at the local level, comprises the Local Development Framework (LDF). The LDF will be made up of a series of documents called Local Development Documents which together provide the framework for delivering the spatial planning strategy for the area. The LDF must have clear links with the Sustainable Community Strategy and the Government states that:

”The LDF should be a key component in the delivery of the Sustainable Community Strategy, setting out its spatial aspects where appropriate and providing a long-term spatial vision”.

- 5.2 Linkages between the Sustainable Community Strategy and the LDF are important for a number of reasons. They will help to ensure that the LDF is based on a greater understanding community involvement from early stages of development work and throughout the whole process.
- 5.3 The Government is clear that an effective relationship between the two strategies will have many benefits, including:
- Establishing an integrated approach towards future development.
  - Recognition of the LDF as a key delivery mechanism for the Sustainable Community Strategy.
  - Economies of scale in terms of working corporately and sharing resources in the preparation of Sustainable Community Strategies and LDF’s.
  - The potential to resolve conflicts between local community aspirations and national/regional policy objectives by engaging a wide range of stakeholders.

## **6. Ten Year Vision**

The Bromsgrove Partnership’s Vision for the District is:-

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

To help people understand what this Vision might mean in practice, we have set out below a narrative picture of what the District might look like in 10 years’ time.

## **A Thriving Market Town**

We want a District with a thriving market town at its centre. Bromsgrove town will attract locals and visitors alike both for the shopping experience and the many other activities that the town will provide. As a thriving market town there will be regular activities like a street market, specialist markets, such as Easter markets, continental markets, farmers markets, antique fairs, the bonfire night, street theatre and so on. People will ask the question; “What is on in Bromsgrove town today?” The town will be significantly regenerated to achieve this, with a new civic heart, perhaps relocating the Council House to the town centre, a new road layout and a community focal point.

The shopping experience will be differentiated from its many neighbours by the quality and diversity of its shops and services, which will consist of small specialist shops, high street accommodation, restaurants, cafes and generally a retail mix that reflects the increasing affluence of the District. We also want a town centre that caters for the diverse needs of our communities, for example, good accessibility for people with disabilities, good toilet facilities and designing children and young people into our town centre rather than trying to design them out. In the evenings, we want to see a mix of entertainment, which caters for the young, but also for families and older people.

## **Housing**

Currently we have an imbalance in our housing market. There is not enough affordable housing for young people to stay in the District or for young people and families to move into the District. The average house price is £241,000 with the cheapest housing being just under £100,000. It is very difficult for a household with an income of £25,000 to currently get on the housing ladder in Bromsgrove District. The Council and Bromsgrove District Housing Trust will tackle this issue by ensuring the new developments like the Longbridge site, the town centre and any future housing allocation the District has to take as a result of regional housing policy, has an appropriate mix of housing, for example, outright ownership, shared ownership schemes, low cost home ownership and rented accommodation.

Whilst ensuring we provide enough affordable housing we will also need to take increasing account of the expansion of our older population. Our over 85 population is set to expand by 128% over the next 25 years; meeting this need will require a good supply of sheltered, care at hand and extra care housing.

The need to keep our youngsters in our communities and our older people cared for within our communities applies not just to our planned big developments like Longbridge, but also our existing urban and rural communities.

We will also ensure an adequate supply of good quality temporary accommodation to ensure there is a safety net for those people made homeless through difficult circumstances.

## **Transport**

Good transport is key to the District's future prosperity and people's quality of life. Every attempt will be made to ensure that public transport will radiate from Bromsgrove town to the District's outlying communities to strengthen the bond to our market town. Good transport links, using existing transport networks will also need to be a key feature of the regeneration of the Longbridge site. Where private sector provision does not meet the needs of a community, we will look to work together to provide public funded bus routes or community transport links.

A key development for the District will be the regeneration of Bromsgrove train station. This is likely to include at least an additional 300 car parking spaces, longer platforms to enable bigger trains to stop and collect more passengers, better access and a bus interchange linking the station to the town centre and District. This work should help "future proof" the train station against any change in transport policy in Birmingham, similar to that seen in London.

## **Economy**

A defining characteristic of the District is that 26,000 people (29% of the total population) commute out of the District to work every day, so the transport improvements described above will be key to the continuing prosperity of the District. If the District becomes a difficult place to commute from, less people may wish to live here. Similarly, over 16,000 people commute into the District every day. The District has its own vibrant economy with low unemployment (1.7%). Maintaining this strong commercial sector through attracting inward investment, into sites like the Science and Technology Park, and developing small businesses through business start up schemes will remain important.

## **Environment and Climate Change**

We want to ensure the Council and its partners take account of the serious issues we face on climate change. Each organisation will need to ensure it is doing its part through cutting energy consumption and increasing recycling. 90% of the District is green belt and we have some beautiful country side in the District; however, an increasing number of species are under threat, so the County and District Council who have specific responsibilities in this regard, need to work together to protect local habitats and maintain biodiversity.



Bromsgrove District Council is also in the special position of protecting the green belt south of Birmingham and stopping the urban sprawl. The rural areas will have been protected from development and traditional country life maintained. The District's villages will have been developed in line with their local communities' wishes. The more urban areas on the fringe of the District, will have been protected from encroachment by Birmingham unless the communities themselves wish to be part of the city region.

As we tackle the District's long term environment and climate change issues we will also have addressed more immediate issues that we know affect people's lives. The District will be clean and tidy so that whenever anybody enters from a neighbouring district they will know that they have arrived somewhere special. It will look immaculate at all times with roundabouts and other public areas being awash with flowers and decorative greenery. Any complaints will be responded to quickly. The District's roads will be maintained to a high standard and any reported problems dealt with quickly.

Domestic and trade waste will be collected regularly, at a preordained time, and cost effectively. The quantity of waste collected will meet all Government targets and whatever systems are needed to achieve this will have been put in place. We will have educated people in re-cycling and composting and will have reduced waste collection to a low level.

## **Crime**

Along with the District cleanliness, low level crimes and anti-social behaviour are key drivers in determining how people feel about where they live and work. There has been a 32% reduction in headline crime in the District over the last three years; however, only 33% of residents feel the Police are doing a good job. This is a concern, so we want to continue supporting the difficult job of the Police through the Community Safety Partnership.

Residents have welcomed the Partner and Communities Together (PACT) meetings and initiatives like community officers, neighbourhood wardens, CCTV cameras and "designing out" crime through physical changes to roads, pavement and alleyways. We will build on initiatives like these, but also recognise that the majority of the population is law abiding and that being young is not a crime.

## **Health**

Good health is the foundation for all that we do. We are fortunate that the District has high life expectancy rates and the majority of people are healthy; however, for those in need of care, the Health Service will continue to provide for them. The Bromsgrove Partnership will focus on a preventative agenda, in particular, reducing smoking and

increasing physical exercise and mental activities for our older population, so that people stay healthy for longer.

Delivery of this Vision will be underpinned by five themes:-

### **Excellent Customer Service**

The Customer will be at the heart of everything we do and technology will play a huge part in enabling the delivery of better services for the customer through a variety of different access channels.

### **Community Leadership**

The District Council will be the community leader and will work in partnership with others through bodies like the Bromsgrove Partnership. All councillors will be able to represent their communities strongly having been trained to a high standard.

Communication will have improved so that everyone is informed of what is happening and what is going to happen and that there is regular feedback from the general public to the Bromsgrove Partnership

There will be an excellent programme of community engagement through regular town hall meetings, area committees, parish councils, Partners and Communities Together meetings, forums for particular groups, for example, tenants, people with disabilities and early and inclusive consultation on specific issues like the town centre

### **Equality**

We will have a District where everybody is treated equally no matter what their race, colour or religion. There will be no discrimination. We will protect and help the vulnerable and provide special services to those who need them.

### **Value for Money**

In order to deliver the above agenda we will have paid close attention to the value for money achieved from each pound of public spending. At a strategic level, we will focus on the outcomes we want to achieve and make the best use of available delivery methods: including better technology, outsourcing to the private and voluntary sectors, shared services between councils and between other public bodies. At an operational level we monitor each pound spent carefully.

### **Partnership**

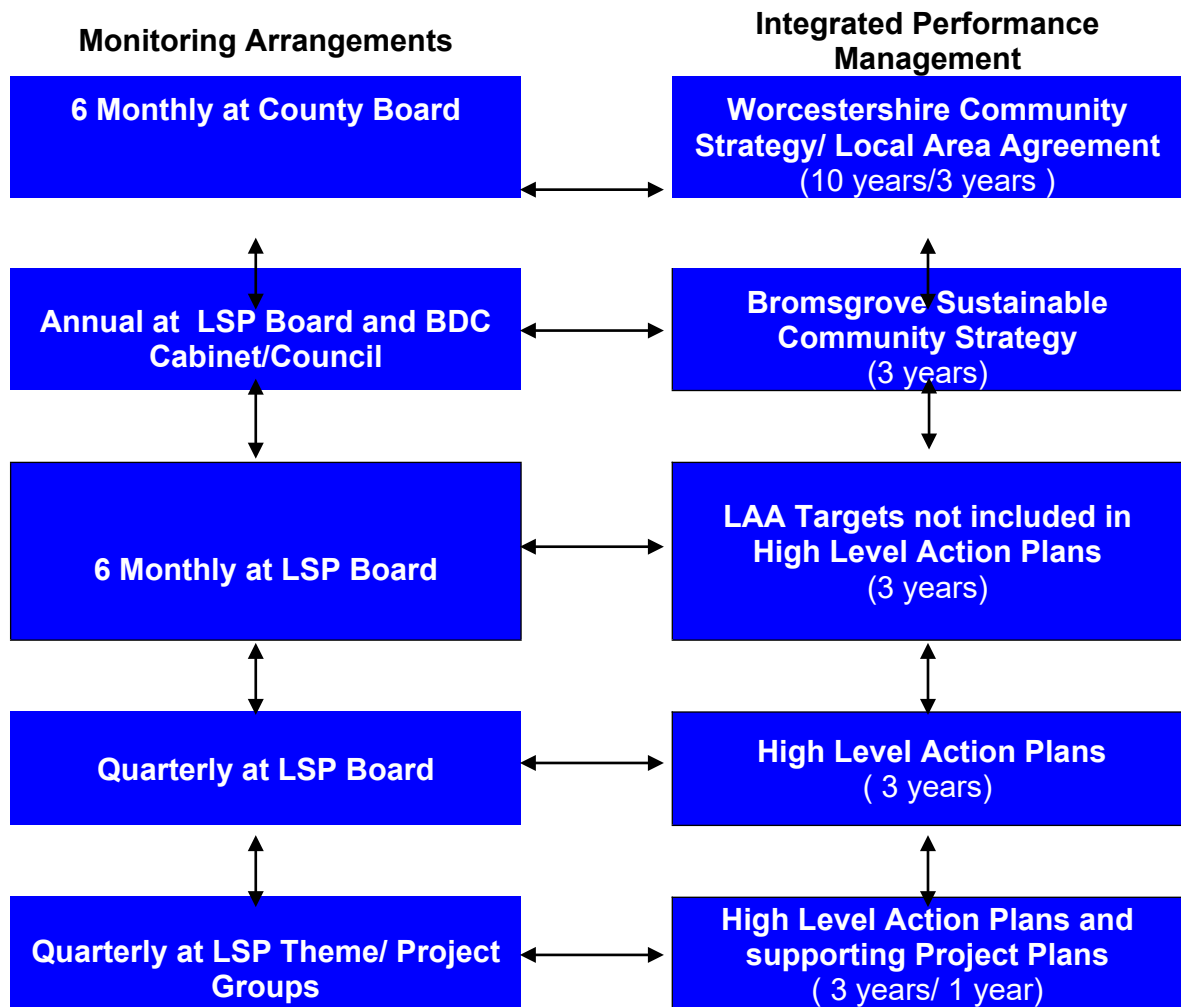
Finally, we will do all the above in partnership, working together to deliver the Vision for our District.

## 7. Direction and Priorities

- 7.1 The Bromsgrove Partnership has set itself 6 objectives to match those of the countywide LAA. At its awayday on 12<sup>th</sup> February 2007 the Board considered local evidence and national priorities on each of the LAA blocks, and as a result, the following priorities were determined and subsequently approved by the Board on 1<sup>st</sup> March 2007:
- Fear of crime
  - Environment
  - Town Centre redevelopment
  - Longbridge regeneration
  - Health and Wellbeing
  - Children and Young People
  - Older people
  - Housing
- 7.2 Appendix 3 shows how the agreed priorities fit within the 6 blocks of the LAA. Each of the priorities will be dealt with via a Theme or Project Group. Each group has its own Action Plan and activity will be regularly reported back to the LSP Board.
- 7.3 The Bromsgrove Partnership has also developed its own Compact, which is a joint agreement between a council and the local voluntary and community sector to build trust and improve working relationships for the benefits of both parties. By working in partnership, the public and private sectors can make an exciting and unique contribution to enhancing the quality of life for the people of Bromsgrove. The public and voluntary and community sectors have distinct but complementary roles we believe that great value can be added to our communities through working together. A Compact Steering Group has been convened and an action plan developed. This plan is attached as Appendix I.
- 7.4 An action plan has also been created relating to communications. This is attached as Appendix J.
- 7.5 Section 13 looks in more detail at the 6 blocks of the LAA. Each section gives a summary of evidence for Bromsgrove District. It is recognised that the evidence is not all encompassing but represented a fair picture of the District at the time it was conducted.

## 8. Performance Management

8.1 The monitoring arrangements for each part of the performance management framework are detailed in the table below.



## **9. Focus of the LSP Board**

- 9.1 The LSP Board has overall responsibility within the Partnership for understanding the particular quality of life issues that the District faces, setting strategic direction and monitoring progress. However, the Board recognises that much of the work required will continue without the Board, particularly if an operational partnership is already in place, for example, the Crime & Disorder Reduction Partnership (CDRP).
- 9.2 Where the Board can really add value is in delivering less established priorities and the actions to support them. The Board has selected the following 3 areas as its particular focus over the next three years:
- Bromsgrove town centre redevelopment;
  - Longbridge regeneration; and
  - Affordable housing.
- 9.3 The Board will continue to monitor and oversee the work of all the priorities.

## **10. Governance Arrangements**

- 9.1 The LSP is governed by its Terms of Reference and Protocols. This document has been revised to reflect the changes that have taken place. Bromsgrove District is the accountable body for the LSP and the Leader of the Council acts as the Vice-Chairman of the Board. The Community Strategy and the LSP Annual Report are presented to Full Council and are also subject to examination by the Performance Management Board.

## **11. Community Engagement**

- 11.1 The Sustainable Community Strategy is a document of huge importance to Bromsgrove and is about the place shaping of the District and what the Partnership aspires to achieve for the community and the District. Partners, communities and individuals have been consulted to gain their endorsement and commitment of the priorities set out in the document, and further consultation will be carried out regularly to ensure that the priorities are still relevant. This will be done through the community influence framework in place, via regular town hall meetings, Partners & Communities Together and the neighbourhood area committees.

## **12. Resources**

- 12.1 Bromsgrove District Council funds the secretariat function of the LSP. This includes the employment of a Senior Policy & Performance Officer who acts as the LSP Co-ordinator and other technical support from the Chief Executive and Assistant Chief Executive.
- 12.2 Bromsgrove District Council has allocated £10,000 for the LSP for the financial year 2007/08. This money will be used to fund groups or projects that will contribute to the outcomes of the stated priorities. It is not an 'open access' grant scheme and commissioning arrangements will be developed as appropriate. The Partnership hopes to increase this modest fund by leveraging in more substantial funding from other partners and external funding streams.
- 12.3 As part of its community influence framework, Bromsgrove District Council will be funding two pilot area committee schemes during 2007/08 and has allocated £4,000 to each of the area committees. An evaluation will be carried out of these committees, along with other strands of the community influence framework, using funds from the regional Capacity Building programme "Learning to Deliver". This work will be co-ordinated via the LSP Communications Group.
- 12.4 The high-level action plans contain a resources column so that the issue can be considered on a case-by-case basis. If resources (i.e. funds or 'in kind' contributions) are not available to carry out a piece of work, projects should not be put forward.

## **13. Equality & Sustainability**

- 13.1 In all development the principles of equal opportunities will be employed, ensuring individuals and groups are not discriminated against on the grounds of age, race, disability, gender, marital status, religion, sexual orientation, social and economic status or political beliefs. An impact assessment of the document will be undertaken and the Council's Equalities Forum will monitor the document.
- 13.2 Sustainability is an important issue in promoting the development and economic prosperity of the District and social progress to meet the needs of the community. Our aim, as far as possible, will be to protect the local and global environment and we will attempt to ensure that proposed actions do not directly or indirectly reduce the diversity of natural ecosystems. The Partnership will endorse careful consideration of the use of natural resources, waste production and nuisances such as noise or odour.

## 14. Evidence for Selection of Priorities

### Communities that are safe and feel safe

The key statistics for crime and safety in the District are:

- Violence against the person offences represent the highest proportion of recorded key offences in Bromsgrove District, however, the number of such offences have decreased by 16% between 2002/03 and 2005/06.
- The number of sexual offences showed the least decline out of the six key offences – a decline of 3% between 2002/03 and 2005/06.
- 33% of Bromsgrove residents said that the police were doing a good or excellent job in 2006 - a decrease of 9% since 2005. There have been reductions in burglaries and car crime.
- The main reason given for the decrease in respondents' opinion in the police doing a good job since 2005 was a lack of perceived police presence or visibility.
- The proportion of people worried about crime declined from 86% in 2005 to 52% in 2006. Amongst those who were fearful, 80% claimed that it had some impact on their life.
- The vast majority of respondents felt safe in their neighbourhood or district during the day (97% and 94% respectively) although the latter represents a reduction since 2005.
- Around 4 in 10 respondents said they had been a victim of crime in Bromsgrove over the last 12 months, but did not report it to the police. The main reason for not reporting, mentioned by 55% of these respondents, was the feeling that the police would not have taken it seriously or would not have been interested.
- 48% of residents think that vandalism, graffiti and other deliberate damage to property or vehicles is a very big or fairly big problem in their local area. (Worcs average 35%).
- 44% of residents think that people using or dealing drugs is a very big or fairly big problem in their local area. (Worcs average 27%).
- 36% of residents think that people being rowdy or drunk in public places is a very big or fairly big problem in their local area. (Worcs average 23%).

The LAA priorities for this block are:

- To reduce crime
- Reassure the public reducing the fear of crime
- Reduce the harm caused by illegal drugs
- Build respect in communities and reduce anti-social behaviour

### Analysis of Statistics

Fear of Crime has been identified as the major priority for the LSP to concentrate on and the high-level action plan (Section 14, Appendix A) has the following as the key deliverables:

- Reduce fear of crime
- Reduce anti-social behaviour
- Crime reduction



## A better environment for today and tomorrow

The key statistics about the environment in the District:

- There has been an improvement in the cleanliness of relevant land of highways, from 80% in 2003/04 to 90% in 2005/06.
- The percentage of household waste recycled has increased from 10% in 2003/04 to 24% in 2005/06.
- However, the amount of household waste has increased from 401kg per capita in 2003/04 to 432kg per capita in 2005/06.
- The percentage of residents satisfied with local parks and open spaces has increased from 54% in 2000/01 to 71% in 2004/05.
- 87 % of residents think that, over the past three years, parks and open spaces have got better or stayed the same.
- In Summer 2006, Bromsgrove was awarded its first Green Flag Award, for Sanders Park.
- Only 18% of land designated as a Site of Special Scientific Interest (SSSI) within Bromsgrove was found to be in favourable condition.

The LAA priorities for this block are:

- To reduce waste and increase recycling
- To have cleaner, greener and safer public spaces
- To protect and improve Worcestershire's natural environment/biodiversity
- Reduce the harm caused by illegal drugs
- Build respect in communities and reduce anti-social behaviour

### Analysis of Statistics

CO<sub>2</sub> emissions and biodiversity have been identified as the major priorities for the LSP to concentrate on and the high-level action plan (Section 14, Appendix B) has those headings as its key priorities.

## Economic success that is shared by all

The key statistics on economic information in the District:

- 26.1% of people aged 16-74 in Bromsgrove have no qualifications, however, there are parts of Sidemoor, Charford and Marlbrook ward where the proportion is over 40%.
- 9% of working age people in Bromsgrove claim a key benefit, compared to 11% in Worcestershire.
- Almost 50% of claimants are claiming incapacity benefit, with a further 18% claiming job seeker benefits.
- 10% of job seekers allowance claimants have been out of work for more than a year (compared to 9.5% in Worcestershire).
- The proportion of claimants who are aged 16-24 has increased from 11% in 2003 to 13% in 2006, whilst the proportion of claimants aged 50 and over has decreased from 43% to 41%.
- The number of jobs in the public administration and health sector in Bromsgrove has increased by over 30% between 2003 and 2005.
- In contrast, the number of jobs in the manufacturing sector has decreased by 14% between 2003 and 2005.
- Overall, the number of employee jobs in Bromsgrove has increased by 3% between 2003 and 2006, compared to 0.4% across Worcestershire as a whole.

The LAA priorities for this block are:

- To develop a vibrant and sustainable economy
- To develop the economic infrastructure
- To improve the skills base of the local population
- To ensure access to economic benefits

### Analysis of Statistics

The Town Centre Redevelopment and Longbridge Regeneration have been identified as the major priorities for the LSP to concentrate on under the heading of Economic Success. The high level action plans for each priority (Section 14, Appendix C and D) has those headings as their key priorities.

## Improving health and well being

The key statistics about health and well being in the District:

- Whilst males in Bromsgrove have a higher life expectancy than males in Worcestershire or England, the percentage change in life expectancy between 2001-03 and 2003-05 was less than the equivalent change in Worcestershire and England.
- Life expectancy for females in Bromsgrove is slightly lower than that in Worcestershire as a whole.
- The mortality rate from circulatory diseases decreased by 19% between 2001-03 and 2003-05.
- The mortality rate from suicide increased by 18% between 2001-03 and 2003-05.
- Charford ward is estimated to have the highest rate of people aged 16 or over who smoke.
- Stoke Heath and Tardebigge wards are estimated to have the highest proportion of people aged 16 or over who binge drink.
- Sidemoor ward is estimated to have the highest proportion of people aged 16 or over who are obese.

The LAA priorities for this block are:

- Reduce health inequalities
- To increase life expectancy and reduce morbidity of adults
- To improve the quality of life of older people with a limiting long term illness

### Analysis of Statistics

Physical activity, older people and smoking have been identified as the major priorities for the LSP to concentrate on and the high-level action plan (Section Appendix E) has those headings as its key priorities. (NB: The priority of older people will link to the Older People Group

## Meeting the needs of children and young people

The key statistics about children and young people in the District:

- Primary Schools - Parkside Middle School had the highest percentage of half days missed due to authorised absence, whereas Aston Fields Middle School and Catshill Middle School had the highest proportion of unauthorised absences.
- Secondary Schools - South Bromsgrove Community High School had the highest percentage of half days missed due to authorised and unauthorised absences (7.2% and 2.5% respectively).
- At 2004, Bromsgrove had the second lowest teenage conception rate of all authorities in Worcestershire, next to Malvern Hills. The rate in Bromsgrove (22.4 conceptions per 1,000 females) is almost half that of the England average. The rate has also decreased in Bromsgrove from 26.7 in 1997, whereas some districts in the County have experienced an increase in the rate.
- The highest teenage conception rate was in Charford ward, which corresponds with the lowest proportion of boys and girls achieving 5 or more GCSEs A\*-C.
- 84% of students leaving Year 11 in 2006 stayed on in full-time education, with a further 7% leaving to take up employment.
- The proportion of 16-18 year olds not in education, employment or training decreased from 4.3% in June 2006 to 3.6% in November 2006

The LAA priorities for this block are:

- To improve access to and take up of integrated local preventative services
- To develop inclusive communities by increasing the level of educational attainments
- To increase participation in education and training
- To improve the life chances of vulnerable children and young people
- To enrich the experiences and development of children and young people through activity and positive contribution
- To ensure that children and young people are protected from harm
- To increase life expectancy and reduce morbidity of children and young people

Analysis of Statistics

Attainment and achievement (improving opportunities for) and Acceptance and inclusion (engagement of children and young people) have been identified as the major priorities for the LSP to concentrate and the high-level action plan (Section 14 Appendix F) has those headings as its key priorities.

## Stronger Communities

The key statistics about stronger communities in the District:

- Parts of Uffdown ward are the least accessible (by road) to a GP's practice.
- Tardebigge ward and parts of Alvechurch, Hillside and Furlongs ward are the furthest from a primary school.
- Parts of Furlong ward are over 4.5km from a supermarket or convenience store.
- Parts of Alvechurch ward are over 3km from a Post Office.
- The greatest level of income deprivation affecting children is found in parts of Charford and Sidemoor ward, where over 25% of children live in families that are income deprived.
- An estimated 856 dwellings are unfit, accounting for just 2.5% of the housing stock. This compares very favourably to an unfitness rate of 4.2% nationally and 5.8% in the West Midlands (2001 EHCS).
- The priorities for improvement identified by Bromsgrove residents are road and pavements, level of crime and transport congestion

The LAA priorities for this block are:

- Empower local people to have a greater choice and influence over local decision making and a greater role in public service delivery
- To reduce income deprivation including child and pensioner poverty
- To improve passenger transport, leading to improved accessibility and an increase in passenger numbers
- To improve access to services
- To increase opportunities for recreation, leisure and culture for all

### Analysis of Statistics

Older people and housing have been identified as the major priorities for the LSP to concentrate on under the Stronger Communities block. There are high-level action plans for each of those priorities. Section 14 Appendix G, Older People, has the following key priorities: establish an Older People's Theme Group; agree three priorities for the group to deliver and some potential priorities. Section 14 Appendix H, Housing, has priorities to look at the housing market, housing/planning policy and housing migration South Housing Market Area.

## **15. High Level Action Plans**

- 15.1 Attached as Appendices A – J are the high-level action plans for each theme or project group.

**APPENDIX A: COMMUNITIES THAT ARE SAFE AND FEEL SAFE THEME GROUP HIGH LEVEL ACTION PLAN**

**PRIORITY:**  
To reduce fear of crime

| <b>Key Deliverable (Outcomes)</b>            | <b>Baseline</b>   | <b>Outputs</b>  | <b>How do we know we are getting there?</b>   | <b>Completion Date</b>           | <b>Resource</b>     | <b>Lead Partner</b> | <b>LAA Link</b> | <b>Progress to date Sept 2007</b> | <b>Status</b> |
|--|---|---|---|----------------------------------|---------------------|---------------------|-----------------|-----------------------------------|---------------|
| People's perception of crime matches reality | 52% of people surveyed expressed a fear of crime*<br><br><i>* 2006 fear of crime survey</i> | 1% reduction in surveyed fear of crime each year*<br><br><i>* NB – new indicator being developed in LAA refresh</i> | Survey result, PACT priorities eg local policing and local reassurance, face to face surveys, campaign via GNN in place publicised with CDRPs | End April 2008 (repeat annually) | CDRP – All partners | Police              | A.1.c           |                                   |               |

**APPENDIX A: COMMUNITIES THAT ARE SAFE AND FEEL SAFE THEME GROUP HIGH LEVEL ACTION PLAN**

**PRIORITY:**  
**To reduce fear of crime**

| <b>Key Deliverable (Outcomes)</b>   | <b>Baseline</b>  | <b>Outputs</b>  | <b>How do we know we are getting there?</b>  | <b>Completion Date</b> | <b>Resource</b>  | <b>Lead Partner</b> | <b>LAA Link</b>         | <b>Progress to date Sept 2007</b> | <b>Status</b> |
|---|--|---|--|------------------------|--|---------------------|-------------------------|-----------------------------------|---------------|
| Reduction of anti - social behaviour in key areas*<br><br>*(Defined via use of dedicated CDRP Analyst to highlight and prioritise those areas). | 6239 reported incidents of ASB in 2006/07 in key areas | 2% Reduction on 06/07 figures by 09/10* (from 6239 to 6114) | CDRP activity to tackle ASB.<br>ASB letters delivered<br>Local policing activity through PACT,<br>Publicity<br>Monthly stats for Bromsgrove District confirming levels of reported ASB by Ward | End April 2010         | ASB Co-ordinator (police)<br>CDRP partners<br>LAA funding<br>If required | Police              | A.2 a<br>A 2 b<br>A 2 c |                                   |               |

**APPENDIX A: COMMUNITIES THAT ARE SAFE AND FEEL SAFE THEME GROUP HIGH LEVEL ACTION PLAN**

**PRIORITY:**

**To reduce fear of crime**

| Key Deliverable (Outcomes)                     | Baseline   | Outputs   | How do we know we are getting there?  | Completion Date   | Resource   | Lead Partner      | LAA Link                    | Progress to date Sept 2007 | Status |
|--|--|---|---|---|--|-------------------|-----------------------------|----------------------------|--------|
| Improved safety through reduced recorded crime | WMC targets to be set April 2007<br><br>No reported racial incidents to Local Authority in 2005/2006 | 1) % crime reduction<br>-Reduce re-offending<br>-Increase % of arrests for domestic violence.<br><br>2) 5% Increase in number of Racial incidents recorded by LA<br>3) Action taken in 100% of racial incident cases recorded by the LA | CDRP tasking activity<br>POPO strategy for re-offending<br><br>Increased publicity/ partnership working and reporting centres | End April 2008 (repeat annually)<br><br>Each year to coincide with BVPI reporting | ASB Co-ordinator (police) partners<br>LAA funding for specific schemes<br>If required<br><br>BDC resources | Police<br><br>BDC | A.1 a<br>A 1 b<br><br>A 1 d |                            |        |



**APPENDIX B: BETTER ENVIRONMENT THEME GROUP HIGH LEVEL ACTION PLAN**

**PRIORITY: To reduce greenhouse gas emissions and adapt to impacts of climate change**

| <b>Key Deliverable (Outcomes)</b>           | <b>Baseline</b>   | <b>Outputs</b>  | <b>How do we know we are getting there?</b>  | <b>Completion Date</b>   | <b>Resource</b>                               | <b>Lead Partner</b>  | <b>LAA Link</b>                   | <b>Progress to date March 2008</b> | <b>Status</b> |
|---|---|---|--|--|---|----------------------|-----------------------------------|------------------------------------|---------------|
| Sustainable Energy Action Plan for District | HECA baseline for 05/06 is 22.68%<br>Baseline C02 data needs to be established for district | Reduction in CO2 and improvement in Energy Efficiency                     | Action plan developed<br>HECA Targets<br>2% increase year on year<br>C02 figures DTI will release figures annually | Action Plan Completed by September 07<br>2010 a 30% improvement in EE required | Initial report EST funded, HECA funded by BDC | BDC & WEEAC          | B2a<br>B2b<br>B2c                 |                                    |               |
| Travel Plan for BDC (council only)          | 2005 baseline data. 87% travel in own car. 4% car share. This baseline needs to be reviewed | Travel Plan Reviewed<br><br>Reduction on private car usage.               | Ratified by Councilors<br><br>Number of staff car sharing. Increase by 10%   | November 2007<br><br>March 2009  | BDC   | BDC support from WCC | B2 (C)                            |                                    |               |
| Travel Plan for Bromsgrove District         | Figures for district need to be established   | Sign up by external organisations.<br><br>Reduction on private car usage. | Numbers signed up to Plan. 5% annual increase<br><br>Baseline data established.                                    | March 2008 for Travel Plan.<br><br>March 2008                                  | BDC   | BDC & WCC            | F5 (use of public transport) & B2 |                                    |               |

**APPENDIX B: BETTER ENVIRONMENT THEME GROUP HIGH LEVEL ACTION PLAN**

**PRIORITY: Reduce Waste, Increase Recycling and Ensure Cleaner Greener and Safer Public Spaces**

| <b>Key Deliverable (Outcomes)</b>  | <b>Baseline</b>   | <b>Outputs</b>  | <b>How do we know we are getting there?</b>   | <b>Completion Date</b>   | <b>Resource</b>                           | <b>Lead Partner</b> | <b>LAA Link</b> | <b>Progress to date March 2008</b>                       | <b>Status</b> |
|--|---|---|---|--|---|---------------------|-----------------|--|---------------|
| Increase in tonnage of waste sent by BDC for recycling and a decrease in tonnage of residual waste sent for disposal | 2005/06, 17,004 tonnes sent for recycling – 22,964 tonnes sent for disposal | Increase in BV82aii & bii   | Improvement in BV82 & b monitored and reported monthly                                  | Strategy runs until 2034. Figures are reported annually                | BDC & Waste Performance efficiency grants | BDC                 | B3              | 15,862 tonnes recycled – 22,615 tonnes sent for disposal |               |
| Clean & Safe Streets   | 2005/06<br>BV199a – 26%<br>BV199b – 6%<br>BV199c – 1%<br>BV199d – 4%        | BV199 a,b,c & d<br>To reduce measured levels of graffiti by 25% or more across those land use types where levels recorded in 2005/6-baseline assessment exceeded 2%, county wide, by 1 <sup>st</sup> April 2008 and improving incrementally thereafter. | Improved performance in BV199 which is monitored 3 times per year and reported annually | The output is a proposed target that will be agreed by all LA mid 2007 | BDC                                       | BDC                 | B1              | 2006/07 figures not yet available                        |               |

**APPENDIX B: BETTER ENVIRONMENT THEME GROUP HIGH LEVEL ACTION PLAN**

**PRIORITY: Protect and Improve Natural Environment**

| <b>Key Deliverable (Outcomes)</b>   | <b>Baseline</b>   | <b>Outputs</b>  | <b>How do we know we are getting there?</b> | <b>Completion Date</b>                                 | <b>Resource</b>            | <b>Lead Partner</b> | <b>LAA Link</b> | <b>Progress to date March 2008</b> | <b>Status</b> |
|---|---|---|---|--|----------------------------|---------------------|-----------------|------------------------------------|---------------|
| Worcestershire Biodiversity Action Plan (BAP)<br>To produce the strategic plan for the Worcestershire element of the Regional Landscapes for Living Project, incorporating biodiversity, geodiversity and landscape character | Baseline data is incomplete. 30% mapping has been completed | Review and update county plan. Ensure BDC Biodiversity strategy is include along with BDC Water Vole Strategy | Targets to be reported annually.            | September 2007 for BAP 2009 for 100% mapping of county | WCC, Natural England, GOWM | WCC                 | B4              |                                    |               |

**APPENDIX C: BROMSGROVE TOWN CENTRE THEME GROUP HIGH LEVEL ACTION PLAN (AS AT SEPTEMBER 2007)**

**PRIORITY: BROMSGROVE TOWN CENTRE REDEVELOPMENT**

| <b>Key Deliverable (Outcomes)</b> | <b>Baseline</b> | <b>Outputs</b>  | <b>How do we know we are getting there?</b>   | <b>Completion Date</b>   | <b>Resource</b> | <b>Lead Partner</b>   | <b>LAA Link</b> | <b>Progress to date Sept 2007</b> | <b>Status</b> |
|-----------------------------------|-----------------|---|---|--|-----------------|---|-----------------|-----------------------------------|---------------|
| Regeneration of Town Centre       | No Baseline     | Output measures and targets to be agreed in year 2 once baseline ascertained (relating to retail, housing with affordable housing element, transportation (including railway station redevelopment), public realm dependent on preferred options) | Y1.Consultation with public and partners on preferred options. Marketing Plan agreed.<br><br>Y2 Development Partners selected. Project Plan agreed.<br><br>Y3 Area Action Plan submitted to Planning Inspectorate as part of LDF. Land Assembly completed | 31 May 2008<br><br>31 May 2008<br><br>31 May 2009<br><br>30 September 2009 | BDC Budget £50k | BDC Head of Planning<br><br>Marketing Manager<br><br>BDC<br><br>BDC | C1              |                                   |               |

**APPENDIX D: LONGBRIDGE THEME GROUP HIGH LEVEL ACTION PLAN**

**PRIORITY:**  
**Longbridge regeneration**

| <b>Key Deliverable (Outcomes)</b>                     | <b>Baseline</b> | <b>Outputs</b> | <b>How do we know we are getting there?</b>                                   | <b>Completion Date</b> | <b>Resource</b> | <b>Lead Partner</b> | <b>LAA Link</b> | <b>Progress to date Sept 2007</b> | <b>Status</b> |
|---|-----------------|----------------|---|------------------------|-----------------|---------------------|-----------------|-----------------------------------|---------------|
| Creation of employment opportunities in Cofton Centre | Current jobs ?  | 500 new jobs   | Longbridge Area Action Plan adopted as part of LDF with employment allocation | 31 March 2008          | BDC budget £50k | BDC                 | C1/2 /3         |                                   |               |

**APPENDIX D: LONGBRIDGE THEME GROUP HIGH LEVEL ACTION PLAN**

**PRIORITY:**  
Longbridge regeneration

| <b>Key Deliverable (Outcomes)</b>     | <b>Baseline</b> | <b>Outputs</b>   | <b>How do we know we are getting there?</b> | <b>Completion Date</b> | <b>Resource</b>     | <b>Lead Partner</b>             | <b>LAA Link</b> | <b>Progress to date Sept 2007</b> | <b>Status</b> |
|---------------------------------------|-----------------|--|---|------------------------|---------------------|---------------------------------|-----------------|-----------------------------------|---------------|
| Mixed Housing provision on East Works | Nil             | Area Action Plan adopted with allocation of 700 new homes<br>>35% Affordable | LDS timetable met                           | 31 March 2008          | BDC LDF budget £50k | BDC and Birmingham City Council | F1              |                                   |               |

**APPENDIX D: LONGBRIDGE THEME GROUP HIGH LEVEL ACTION PLAN**

**PRIORITY:**  
Longbridge regeneration

| <b>Key Deliverable (Outcomes)</b>  | <b>Baseline</b> | <b>Outputs</b>  | <b>How do we know we are getting there?</b> | <b>Completion Date</b> | <b>Resource</b> | <b>Lead Partner</b> | <b>LAA Link</b> | <b>Progress to date Sept 2007</b> | <b>Status</b> |
|------------------------------------|-----------------|---|---|------------------------|-----------------|---------------------|-----------------|-----------------------------------|---------------|
| Community Facilities on East Works | Nil             | Area Action Plan adopted with allocation for Community facilities | LDF timetable met.                          | 31 March 2008          | BDC budget £50k | BDC                 | F2/4            |                                   |               |





**APPENDIX E: HEALTH AND WELL BEING THEME GROUP HIGH LEVEL ACTION PLAN**

**PRIORITY:  
Older people**

| <b>Key Deliverable (Outcomes)</b>                    | <b>Baseline</b>                     | <b>Outputs</b>   | <b>How do we know we are getting there?</b>   | <b>Completion Date</b> | <b>Resource</b>                        | <b>Lead Partner</b> | <b>LAA Link</b>   | <b>Progress to date Sept 2007</b> | <b>Status</b> |
|--|-------------------------------------|--|---|------------------------|--|---------------------|---|-----------------------------------|---------------|
| Increase life expectancy and improve quality of life | No ageing well scheme in Bromsgrove | 15 Senior Health mentors in place by 2009 offering at least 8 different activities | 5 Senior Health Mentors trained by April 2008 | End April 2009         | <i>No funding allocated at present</i> | PCT/<br>BARN/       | D.2 a<br>D.2 b<br>D.3 a<br>D.3 b<br>D.3.c<br>D. 5 d<br>F.2 c<br>F.2 d<br>F.4 b<br>F.4 c |                                   |               |

**APPENDIX E: HEALTH AND WELL BEING THEME GROUP HIGH LEVEL ACTION PLAN**

**PRIORITY:**

**Children contributing and being included.**

| <b>Key Deliverable (Outcomes)</b>             | <b>Baseline</b>   | <b>Outputs</b>  | <b>How do we know we are getting there?</b>  | <b>Completion Date</b> | <b>Resource</b>                               | <b>Lead Partner</b> | <b>LAA Link</b>   | <b>Progress to date Sept 2007</b> | <b>Status</b> |
|---|---|---|--|------------------------|---|---------------------|---|-----------------------------------|---------------|
| Increase life expectancy and reduce morbidity | 1) 24% of population smoke (national figures)                       | 1) Reduce adult smoking rates by 3% by 2010                                     | 1) Support local businesses with smoking ban in workplace (1July)  | End April 2010         | BDC rec'd funding for Health & Safety Officer | BDC                 | D.1 a   |                                   |               |
|   | 2) x no. successfully quitting at 4 weeks (2006/07 figures)         | 2) Increase numbers successfully quitting at 4 weeks by 5% annually             | 2) Publicise benefits of quitting, with follow up and support. All LSP partners to support ban on premises (with support)<br>Brief Intervention training for LSP partners for contacts with clients/patients/customers | End April 2010         |   | PCT                 | D.2 a<br>D.2 c<br>D.5 c<br>D.1 a<br>D.2 a<br>D.2 c<br>D.5 c |                                   |               |
|   | 3) X% of population who smoke in disadvantaged areas (2006 figures) | 3) Reduce the inequality in smoking rates in disadvantaged areas by 10% by 2010 | 3) Determine smoking rates by deprivation quintile and target specific areas   | End April 2010         |   | PCT/BDC             | D.1 a<br>D.2 a<br>D.2 c<br>D.5 c                            |                                   |               |

**APPENDIX F: CHILDREN AND YOUNG PERSONS' THEME GROUP HIGH LEVEL ACTION PLAN**

| <b>PRIORITY:<br/>Children enjoying and achieving</b>                           |   |   |   |                        |   |                     |                 |                                   |               |
|--|---|---|---|------------------------|---|---------------------|-----------------|-----------------------------------|---------------|
| <b>Key Deliverable (Outcomes)</b>  | <b>Baseline</b>   | <b>Outputs</b>  | <b>How do we know we are getting there?</b> | <b>Completion Date</b> | <b>Resource</b>   | <b>Lead Partner</b> | <b>LAA Link</b> | <b>Progress to date Sept 2007</b> | <b>Status</b> |
| To develop inclusive communities by increasing the lowest level of attainment. | 1) Achievement levels for Bromsgrove below average schools Key Stage 2 & 4.   | 1) Achieve LAA targets for Primary School Key Stage 2 & Secondary Schools Key Stage 4 for schools in Bromsgrove | Monitor quarterly performance figures       | March 2008             | Adopt & support Worcestershire Management Board action plan for CYP | WCC                 | E.2             |                                   |               |
|  | 2) Percentage of students obtaining 5 or more GCSE grades A-C including English & mathematics for the Charford Ward | 2) Improve 2005/6 performance levels by x%  | Monitor quarterly performance figures       | March 2010             | Adopt & support Worcestershire Management Board action plan for CYP | WCC                 | E.2             |                                   |               |

**APPENDIX F: CHILDREN AND YOUNG PERSONS' THEME GROUP HIGH LEVEL ACTION PLAN**

**PRIORITY:**

**Children enjoying and achieving cont.**

| <b>Key Deliverable (Outcomes)</b>   | <b>Baseline</b>  | <b>Outputs</b>   | <b>How do we know we are getting there?</b> | <b>Completion Date</b> | <b>Resource</b> | <b>Lead Partner</b> | <b>LAA Link</b> | <b>Progress to date Sept 2007</b> | <b>Status</b> |
|---|--|--|---|------------------------|-----------------|---------------------|-----------------|-----------------------------------|---------------|
| To develop inclusive communities by increasing the lowest level of attainment cont. | 3) 2006/07 performance data for South Bromsgrove Secondary School on the numbers of half days absence. | 3) Improve the performance of South Bromsgrove Secondary School by a reduction of X in the numbers of half days absence. | Monitor quarterly performance figures       | March 2010             | WCC             | WCC                 | E.4 a<br>E.4 b  |                                   |               |

**APPENDIX F: CHILDREN AND YOUNG PERSONS' THEME GROUP HIGH LEVEL ACTION PLAN**

**PRIORITY:**  
**Children contributing and being included.**

| <b>Key Deliverable (Outcomes)</b>  | <b>Baseline</b>   | <b>Outputs</b>  | <b>How do we know we are getting there?</b>  | <b>Completion Date</b> | <b>Resource</b>             | <b>Lead Partner</b> | <b>LAA Link</b> | <b>Progress to date Sept 2007</b> | <b>Status</b> |
|--|---|---|--|------------------------|-----------------------------|---------------------|-----------------|-----------------------------------|---------------|
| To improve access to and take up of integrated local preventative services | x percent of 5 – 16 year old children in Bromsgrove primary, middle and secondary schools participate in a minimum of 2 hours per week of high quality PE and school sports over the course of year | Increase by 3% the percentage who participate in a minimum of 2 hours per week of high quality PE and school sports over the course of year | Monitor quarterly performance figures; partners help to arrange relevant activity for children | March 2009             | LDP funding<br>All partners | WCC/ PCT            | E.7 c           |                                   |               |

**APPENDIX F: CHILDREN AND YOUNG PERSONS' THEME GROUP HIGH LEVEL ACTION PLAN**

**PRIORITY:**

**Children contributing and being included.**

| <b>Key Deliverable (Outcomes)</b>   | <b>Baseline</b>   | <b>Outputs</b>   | <b>How do we know we are getting there?</b> | <b>Completion Date</b> | <b>Resource</b> | <b>Lead Partner</b> | <b>LAA Link</b> | <b>Progress to date Sept 2007</b> | <b>Status</b> |
|---|---|--|---|------------------------|-----------------|---------------------|-----------------|-----------------------------------|---------------|
| To enrich the experiences and development of children & young people in Bromsgrove through activity & positive contribution | Baseline to be determined for number of children aged between 8 and 16 volunteering to work with older people | Output measures and targets to be agreed in year 2 once baseline ascertained | Carry out survey of children                | Survey by April 2008   | BDC/WCC         | BDC                 |                 |                                   |               |

**APPENDIX G: DRAFT OLDER PERSONS THEME GROUP HIGH LEVEL ACTION PLAN**

**PRIORITY:**

**Older peoples' lifelong learning and volunteering**

| <b>Key Deliverable (Outcomes)</b>                                 | <b>Baseline</b>   | <b>Outputs</b>  | <b>How do we know we are getting there?</b>   | <b>Completion Date</b> | <b>Resource</b>  | <b>Lead Partner</b> | <b>LAA Link</b>         | <b>Progress to date Sept 2007</b> | <b>Status</b> |
|---|---|---|---|------------------------|--|---------------------|-------------------------|-----------------------------------|---------------|
| Older peoples' talents and skills are valued, developed and used. | 1) x no. older people engaged in lifelong learning* as at 2006  | 1) number of older people in formal lifelong learning increased by 5% by 2010                               | 1) Feedback from Adult learners week, publicity and reports from annual organisations | End April 2010         | Limited LSC funding, partner organisations in kind contribution<br><br>£12,000 | BLLN                | C.3 b                   |                                   |               |
|   | 2) Establish baseline for informal involvement in lifelong learning   | 2) Output measures and targets to be agreed in year 2 once baseline ascertained                             | 2) Ask organisations to compile data for baseline from 2006 annual reports            | April 2008             |  | BARN                | C.3 b                   |                                   |               |
|   | 3) x no. older people involved in volunteering and more volunteers in older people's groups as at 2006<br>*both formal and informal | 3) older people involved in volunteering and people involved in older people groups increased by 5% by 2010 | 3) person recruited to encourage volunteering among older people by May 2007          | April 2010             |  | BARN                | F.4 b<br>F.4 c<br>F.4.d |                                   |               |

**APPENDIX G: DRAFT OLDER PERSONS THEME GROUP HIGH LEVEL ACTION PLAN**

**PRIORITY:**

**Older people and access to services**

| <b>Key Deliverable (Outcomes)</b>         | <b>Baseline</b>   | <b>Outputs</b>  | <b>How do we know we are getting there?</b>   | <b>Completion Date</b> | <b>Resource</b>   | <b>Lead Partner</b> | <b>LAA Link</b> | <b>Progress to date Sept 2007</b> | <b>Status</b> |
|---|---|---|---|------------------------|---|---------------------|-----------------|-----------------------------------|---------------|
| Older people access services more easily. | 1) x older persons bus passenger journeys as at 2004/05   | 1) x extra older persons bus passenger journeys by 2010   | 1)undertake survey in the next year, to assess possible expansion                           | End April 2010         | <i>Will any funding be earmarked for specific schemes??</i> | WCC                 | F.5 a           |                                   |               |
|   | 2) x% of older people satisfied that their enquiries were dealt with at first point of contact by Worcester hub at the Dolphin Centre | 2) x% more older people satisfied that their enquiries were dealt with at first point of contact by Worcester hub at the Dolphin Centre | 2)More publicity for hub and survey of older people to assess how access can be made easier | End April 2010         |   | WCC/<br>BDC         | D.3 a<br>F.6 a  |                                   |               |



**APPENDIX G: DRAFT OLDER PERSONS THEME GROUP HIGH LEVEL ACTION PLAN**

**PRIORITY:**

**Older people and communication**

| <b>Key Deliverable (Outcomes)</b> | <b>Baseline</b>   | <b>Outputs</b>  | <b>How do we know we are getting there?</b>   | <b>Completion Date</b> | <b>Resource</b>                | <b>Lead Partner</b> | <b>LAA Link</b>                           | <b>Progress to date Sept 2007</b> | <b>Status</b> |
|-----------------------------------|---|---|---|------------------------|--------------------------------|---------------------|---|-----------------------------------|---------------|
| Older people have a greater voice | 4 older people involved in older persons' forum as April 2007 | 1) A minimum of 60 people over 55 engaged in an Older Persons' theme group between 2007 and 2010<br>2) minimum of 6 group meetings per year | a) In the next year, at least 10 older people are recruited, meet, devise terms of reference and set objectives for the Older Persons' theme group<br>b) Attendance at Age Concern fair, publicity and involvement of U3A | End April 2010         | Partners' in kind contribution | BARN                | D.3 a<br>D.3 b<br>D.3 c<br>F.3 a<br>F.4 b |                                   |               |

**APPENDIX H: HOUSING THEME GROUP HIGH LEVEL ACTION PLAN**

**PRIORITY:**  
**Responding to housing market**

| <b>Key Deliverable (Outcomes)</b>   | <b>Baseline</b>                   | <b>Outputs</b>   | <b>How do we know we are getting there?</b>                     | <b>Completion Date</b>           | <b>Resource</b>   | <b>Lead Partner</b>                             | <b>LAA Link</b> | <b>Progress to date Sept 2007</b> | <b>Status</b> |
|---|-----------------------------------|--|---|----------------------------------|---|---|-----------------|-----------------------------------|---------------|
| Comprehensive understanding of the Housing Market and Housing demand/supply within Bromsgrove | Fordham Housing Needs Survey 2004 | Complete Housing Demand Study for Bromsgrove District and produce new Housing Strategy | Project Plan Agreed and Funding in place<br><br>Study Completed | April 2007<br><br>September 2008 | BDC Budgets RSLs operating in Bromsgrove District Budgets<br><br>Approximately £50k | BDC Strategic Housing Manager supported by RSLs | F1              |                                   |               |

**APPENDIX H: HOUSING THEME GROUP HIGH LEVEL ACTION PLAN**

**PRIORITY:**  
**Complementary housing and planning policy**

| <b>Key Deliverable (Outcomes)</b>                   | <b>Baseline</b>                         | <b>Outputs</b>   | <b>How do we know we are getting there?</b>   | <b>Completion Date</b> | <b>Resource</b>               | <b>Lead Partner</b>  | <b>LAA Link</b> | <b>Progress to date Sept 2007</b> | <b>Status</b> |
|---|---|--|---|------------------------|-------------------------------|----------------------|-----------------|-----------------------------------|---------------|
| Review of Planning Policy to support Housing demand | Current Planning and Housing Strategies | Local Planning Policy fully compliments and supports BDC priority for affordable Housing | Priority and Project Plan agreed by Council.<br><br>Affordable Housing and Managing Housing SPDs adopted and supported by Core Strategy | October 2008           | BDC Employees and Councillors | BDC Head of Planning | F1              |                                   |               |

**APPENDIX H: HOUSING THEME GROUP HIGH LEVEL ACTION PLAN**

**PRIORITY:**  
**Housing migration – South market housing area**

| <b>Key Deliverable (Outcomes)</b>                      | <b>Baseline</b>                          | <b>Outputs</b>   | <b>How do we know we are getting there?</b> | <b>Completion Date</b> | <b>Resource</b> | <b>Lead Partner</b>          | <b>LAA Link</b> | <b>Progress to date Sept 2007</b> | <b>Status</b> |
|--|--|--|---|------------------------|-----------------|------------------------------|-----------------|-----------------------------------|---------------|
| Review of the work of the SHMA in respect of migration | SHMA Housing Market Survey (in progress) | Impact of migration included within Housing Demand Study | See Housing Demand Study                    | September 2008         | SHMA/BDC        | BDC Housing Strategy Manager | F1              |                                   |               |

**APPENDIX H: HOUSING THEME GROUP HIGH LEVEL ACTION PLAN**

**PRIORITY:  
Affordable housing**

| <b>Key Deliverable (Outcomes)</b>                            | <b>Baseline</b>   | <b>Outputs</b>   | <b>How do we know we are getting there?</b>   | <b>Completion Date</b>      | <b>Resource</b>                                      | <b>Lead Partner</b>           | <b>LAA Link</b> | <b>Progress to date Sept 2007</b> | <b>Status</b> |
|--|---|--|---|-----------------------------|--|-------------------------------|-----------------|-----------------------------------|---------------|
| Delivery of Affordable Housing in Bromsgrove and Rural Areas | Tenure % of affordable housing BDC 11% is compared with average for the West Midlands and England and Wales of 21%, showing a minimum shortfall of 10%.<br><br>(NHF Source) | 240 units built (Outcome measure will be reviewed against results of Housing Demand Survey and targets set in LAA) | Support applications for affordable housing 80 units per year. (Target to be reviewed against results of Housing Demand Survey) | 31 <sup>st</sup> March 2010 | BDC Planning Team Partner DSL's/Social Housing Grant | BDC Strategic Housing Manager | F1              |                                   |               |

**APPENDIX H: HOUSING THEME GROUP HIGH LEVEL ACTION PLAN**

**PRIORITY:  
Affordable housing**

| <b>Key Deliverable (Outcomes)</b>                | <b>Baseline</b>          | <b>Outputs</b>  | <b>How do we know we are getting there?</b>  | <b>Completion Date</b>      | <b>Resource</b> | <b>Lead Partner</b>                              | <b>LAA Link</b> | <b>Progress to date Sept 2007</b> | <b>Status</b> |
|--|--------------------------|---|--|-----------------------------|-----------------|--|-----------------|-----------------------------------|---------------|
| New Affordable housing in Bromsgrove Town Centre | Number of current units? | Outcome measure to be reviewed as Town Centre Area Action Plan is developed | Y1 Support allocations for affordable housing in Town Centre Area Action Plan.<br>Y2 and 3 units per year as set out in Area Action Plan | 31 <sup>st</sup> March 2010 | £50k BDC budget | LSP BDC Planning Team<br>Town Centre Theme Group | F1              |                                   |               |

**APPENDIX H: HOUSING THEME GROUP HIGH LEVEL ACTION PLAN**

**PRIORITY:  
Affordable housing**

| <b>Key Deliverable (Outcomes)</b>                  | <b>Baseline</b> | <b>Outputs</b>                     | <b>How do we know we are getting there?</b>  | <b>Completion Date</b>             | <b>Resource</b>  | <b>Lead Partner</b>             | <b>LAA Link</b> | <b>Progress to date Sept 2007</b> | <b>Status</b> |
|--|-----------------|------------------------------------|--|------------------------------------|--|---------------------------------|-----------------|-----------------------------------|---------------|
| Affordable Housing on Longbridge Site (East Works) | No units        | 700 houses >35% affordable housing | Area Action Plan adopted Including allocations for affordable housing and part of final design outputs for site.<br><br>130 units per year | 31 March 2008<br><br>31 March 2010 | BDC Planning Team (£50k)<br>LSP Housing Theme Group Planning Grant/Social Housing Grants | BDC Corporate Services Director | F1              |                                   |               |

**APPENDIX I: COMPACT ACTION PLAN**

| <b>Outcomes</b>                     | <b>Key activities/<br/>tasks/targets</b>  | <b>Partner who<br/>carries out the<br/>work</b> | <b>Target date</b> | <b>Current status<br/>(delete as<br/>applicable)</b> | <b>Evidence<br/>(Where appropriate<br/>please include any<br/>beneficiaries,<br/>specifying the<br/>numbers and types<br/>of organisations,<br/>specify milestones<br/>hit)</b> | <b>Risks<br/>(Identify any<br/>events/issues which<br/>may prevent you from<br/>meeting target, and<br/>specify any actions<br/>taken to address the<br/>issues)</b> |
|-------------------------------------|---|---|--------------------|--|---|--|
| <b>NETWORK &amp;<br/>ENGAGEMENT</b> | Launch of Compact and stakeholder event (CP6 Community Influence & CP 7 Community Events) | All partners                                    | Nov 06             | Launched 8/11/06                                     | List of invitees<br>Event arranged and held<br>Press release sent out prior to event which was published<br><b>Article in published in Together Bromsgrove (Spring 07)</b>      | Failure to engage all partners<br><br>Organisational changes can affect whether an organisation can continue to participate  |
|                                     | Compact Steering Group to develop and monitor Action Plan                                 | All partners                                    | Ongoing            | Planning to commence Jan 07                          | First meeting arranged for 2.3.07   | Partners do not attend meetings  |
|                                     | Facilitate three networking opportunities   | BARN  | Jan/May/Sept 07    | Ongoing  | Agenda and minutes, attendee list   | As above   |
|                                     | Organise and facilitate two   | Bromsgrove LSP                                  | July & Nov 07      | Planning   |   | As above   |



**APPENDIX I: COMPACT ACTION PLAN**

| <b>Outcomes</b>   | <b>Key activities/<br/>tasks/targets</b>  | <b>Partner who<br/>carries out the<br/>work</b> | <b>Target date</b> | <b>Current status<br/>(delete as<br/>applicable)</b> | <b>Evidence<br/>(Where appropriate<br/>please include any<br/>beneficiaries,<br/>specifying the<br/>numbers and types<br/>of organisations,<br/>specify milestones<br/>hit)</b> | <b>Risks<br/>(Identify any<br/>events/issues which<br/>may prevent you from<br/>meeting target, and<br/>specify any actions<br/>taken to address the<br/>issues)</b> |
|-------------------|---|---|--------------------|--|---|--|
|                   | stakeholder events<br>CP6: Community<br>Influence &<br>CP7: Community<br>Events |   |                    |  |   |  |
| <b>TRAINING</b>   | Highlight training<br>opportunities   | BARN (network<br>meeting and<br>newsletter)     | Jan/May/Sept 07    | Ongoing  | Agenda and minutes  | Only available to<br>attendees and those on<br>mailing list  |
|                   | Develop ways to<br>share skills between<br>sectors                              |   |                    |  |   |  |
|                   | Capacity Building<br>partnership training<br>for VCS via LSP                    | External trainer                                | Feb 07             | Planning   | Info circulated – 3<br>people invited   |  |
| <b>EQUALITIES</b> | Launch of Strategy  | Bromsgrove<br>District Council                  | September 06       | Ongoing  | 6-weekly forum  | Lack of consensus<br>among key partners on<br>key elements of strategy   |

**APPENDIX I: COMPACT ACTION PLAN**

| <b>Outcomes</b>  | <b>Key activities/<br/>tasks/targets</b>  | <b>Partner who<br/>carries out the<br/>work</b> | <b>Target date</b>    | <b>Current status<br/>(delete as<br/>applicable)</b> | <b>Evidence<br/>(Where appropriate<br/>please include any<br/>beneficiaries,<br/>specifying the<br/>numbers and types<br/>of organisations,<br/>specify milestones<br/>hit)</b> | <b>Risks<br/>(Identify any<br/>events/issues which<br/>may prevent you from<br/>meeting target, and<br/>specify any actions<br/>taken to address the<br/>issues)</b> |
|--|---|---|-----------------------|--|---|--|
|  | Implement strategy  | Equality & Diversity Forum                      | Ongoing               | Active   | Members attending the Equality & Diversity Forum  |  |
|  | Review strategy   | Equality & Diversity Forum                      | To commence June 2009 |  |   |  |
| <b>VOLUNTEERING<br/>(LAA F4 –<br/>Mandatory<br/>outcome)</b> | Roll out Worcestershire Volunteering Strategy (Volunteering code of practice of Worcestershire Compact) | All partners                                    | Nov 06                | Ongoing  | Agenda & minutes of the Worcestershire Infrastructure Consortium volunteering sub group   | Needs to be local  |
|  | Publicise all volunteering opportunities and volunteers' requests                                       | BARN and other partners                         |                       | Ongoing  | Monitor use of V-base software<br><br>Article in next Together Bromsgrove? (June  | Need other partners to raise awareness of volunteering opportunities   |

**APPENDIX I: COMPACT ACTION PLAN**

| <b>Outcomes</b> | <b>Key activities/<br/>tasks/targets</b> | <b>Partner who<br/>carries out the<br/>work</b> | <b>Target date</b> | <b>Current status<br/>(delete as<br/>applicable)</b>                         | <b>Evidence<br/>(Where appropriate<br/>please include any<br/>beneficiaries,<br/>specifying the<br/>numbers and types<br/>of organisations,<br/>specify milestones<br/>hit)</b> | <b>Risks<br/>(Identify any<br/>events/issues which<br/>may prevent you from<br/>meeting target, and<br/>specify any actions<br/>taken to address the<br/>issues)</b> |
|-----------------|--|---|--------------------|--|---|--|
|                 |  |   |                    |  | 2007)(CP9)  |  |
|                 | Support National<br>Volunteers' Week     | All partners                                    | 1-7 June 2007      | Planning. Venue<br>booked for event<br>in Bromsgrove 6 <sup>th</sup><br>June |   |  |

**APPENDIX I: COMPACT ACTION PLAN**

| <b>Outcomes</b>                           | <b>Key activities/<br/>tasks/targets</b>  | <b>Partner who<br/>carries out the<br/>work</b> | <b>Target date</b>        | <b>Current status<br/>(delete as<br/>applicable)</b> | <b>Evidence<br/>(Where appropriate<br/>please include any<br/>beneficiaries,<br/>specifying the<br/>numbers and types<br/>of organisations,<br/>specify milestones<br/>hit)</b> | <b>Risks<br/>(Identify any<br/>events/issues which<br/>may prevent you from<br/>meeting target, and<br/>specify any actions<br/>taken to address the<br/>issues)</b> |
|---|---|---|---------------------------|--|---|--|
| <b>RESOURCES</b>                          | BARN Network meeting May 2007: National Lottery presentation re funding opportunities                                     | BARN  | 15 <sup>th</sup> May 2007 | Planning   | Agenda and minutes of meeting   | Speaker doesn't attend. Lack of BARN member attendance.  |
| <b>HELP, ADVICE &amp;<br/>SIGNPOSTING</b> | Investigate possibility of county wide bid to Advice Plus lottery fund CP8: Customer Service                              | To be identified                                | October 2007              | Planning   | Two exploratory meetings held and proposal drafted. Advice taken from Worcestershire Partnership Funding Manager.   | Lack of buy-in for proposal. Bid was submitted to first round by other county partners which may thwart chances. If a bid is submitted, grant is not approved.       |
|   | Work with Customer Service Centre to devise a template that can be completed by VCS organisations working in the district | All   | Ongoing                   |  | Template devised and put to use. CSC staff aware of VCS organisations and the services they can provide, and people signposted  | Potentially a large piece of work which would need to be updated regularly. Who would carry out this task?   |

**APPENDIX I: COMPACT ACTION PLAN**

| <b>Outcomes</b> | <b>Key activities/<br/>tasks/targets</b>            | <b>Partner who<br/>carries out the<br/>work</b> | <b>Target date</b> | <b>Current status<br/>(delete as<br/>applicable)</b> | <b>Evidence<br/>(Where appropriate<br/>please include any<br/>beneficiaries,<br/>specifying the<br/>numbers and types<br/>of organisations,<br/>specify milestones<br/>hit)</b> | <b>Risks<br/>(Identify any<br/>events/issues which<br/>may prevent you from<br/>meeting target, and<br/>specify any actions<br/>taken to address the<br/>issues)</b> |
|-----------------|---|---|--------------------|--|---|--|
|                 | to promote their services.<br>CP8: Customer service |   |                    |  | as appropriate  |  |

**APPENDIX J: COMMUNICATIONS THEME GROUP HIGH LEVEL ACTION PLAN**

**PRIORITY:  
EFFECTIVE COMMUNICATION**

| <b>Key Deliverable (Outcomes)</b>   | <b>Baseline</b>  | <b>Outputs</b>   | <b>How do we know we are getting there?</b>   | <b>Completion Date</b>             | <b>Resource</b>  | <b>Lead Partner</b> | <b>LAA Link</b> | <b>Progress to date Sept 2007</b> | <b>Status</b> |
|---|--|--|---|------------------------------------|--|---------------------|-----------------|-----------------------------------|---------------|
| Raise the profile and positive image of the area (Grumpy County Campaign) | 1) General public satisfaction with area x % (BVPI survey 2006/07) | 1) Improve public satisfaction with area by 1%, year on year | 1) Carry out surveys with customer panels once a year   | April 2009                         | BDC £20,000 (NB: budget for 2008/09 will not be approved until Feb 2008) | BDC                 | F3/4/6          |                                   |               |
|   | 2) Improved perception of Quality of Life                          | 2) To be established once Quality of Life survey carried out | 2) Introduce a yearly Quality of Life survey to ascertain benchmark information in relation to key QoL indicators | Baseline established by April 2008 | As above   | BDC                 | F3/4/6          |                                   |               |

**APPENDIXJ: COMMUNICATIONS THEME GROUP HIGH LEVEL ACTION PLAN**

| <b>PRIORITY:<br/>EFFECTIVE COMMUNICATION</b>  |   |  |  |   |  |                     |                 |                                   |               |
|---|---|--|--|---|--|---------------------|-----------------|-----------------------------------|---------------|
| <b>Key Deliverable (Outcomes)</b>   | <b>Baseline</b>   | <b>Outputs</b>   | <b>How do we know we are getting there?</b>  | <b>Completion Date</b>  | <b>Resource</b>  | <b>Lead Partner</b> | <b>LAA Link</b> | <b>Progress to date Sept 2007</b> | <b>Status</b> |
| Develop and implement a framework for effective communication and consultation<br><br>*There are communication strategies for other HLAP's e.g. Fear of Crime which will be included in individual plans. | 1) x% of those surveyed feel that they can influence decisions in the area (BVPI survey 2006/07)<br><br>2) None | 1) Increase those who feel that they can influence decisions by x%<br><br>2) Public awareness of role of LSP | 1) Pilot 2 area committees per annum and PACTS with 2 meetings per year<br><br>2) Survey to ascertain how many people are aware of the work of the LSP | 31 <sup>st</sup> March 2009 (6 in total over 3 years)<br><br>Survey to be completed by April 2008 | BDC budget £4,000 per area committee (subject to review 2008/09 budget cycle)<br><br>As part of annual QoL survey (see previous) | BDC                 | F3/4/6          |                                   |               |

**APPENDIX J: COMMUNICATIONS THEME GROUP HIGH LEVEL ACTION PLAN**

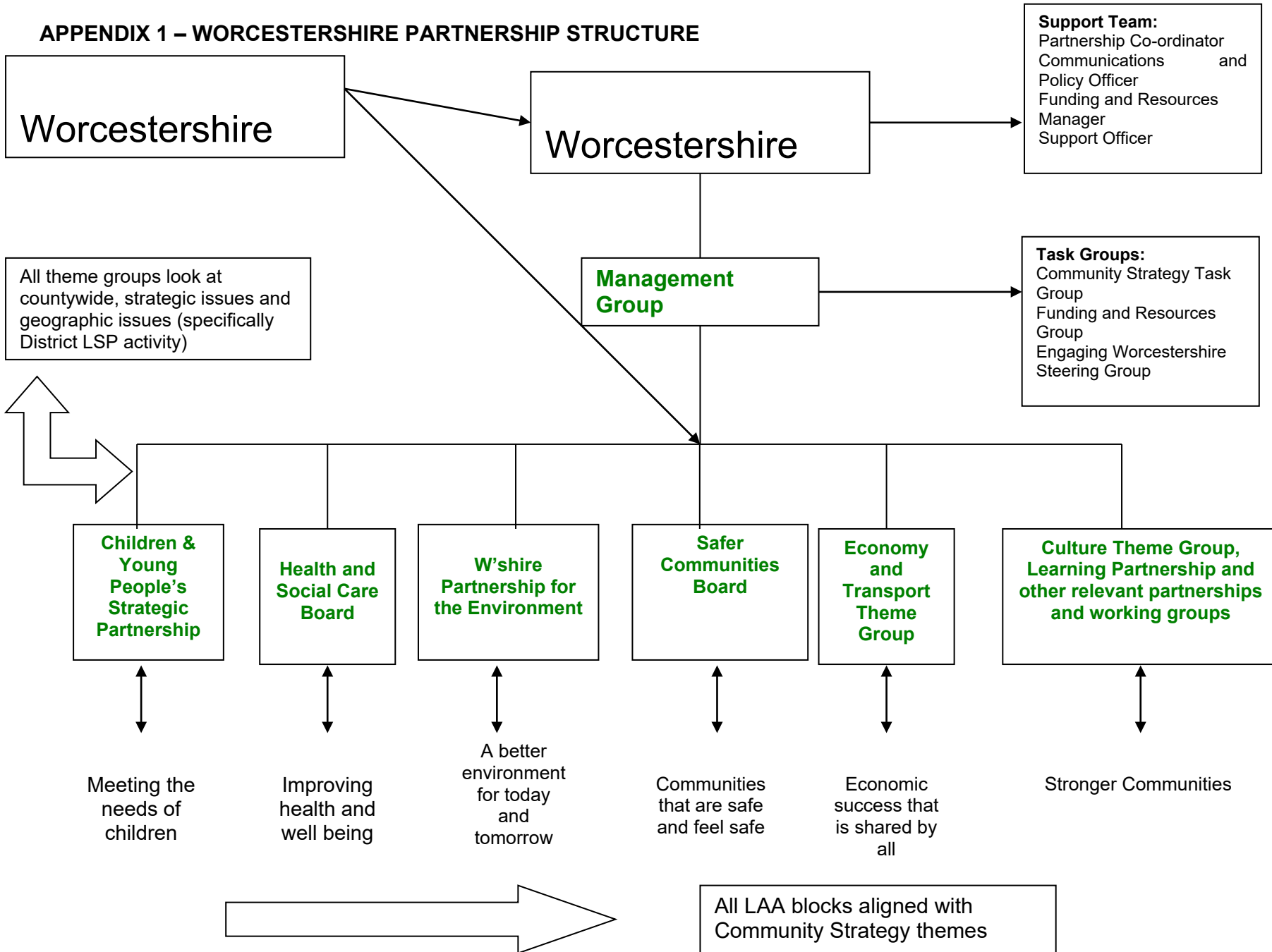
**PRIORITY:**

**EFFECTIVE COMMUNICATION.**

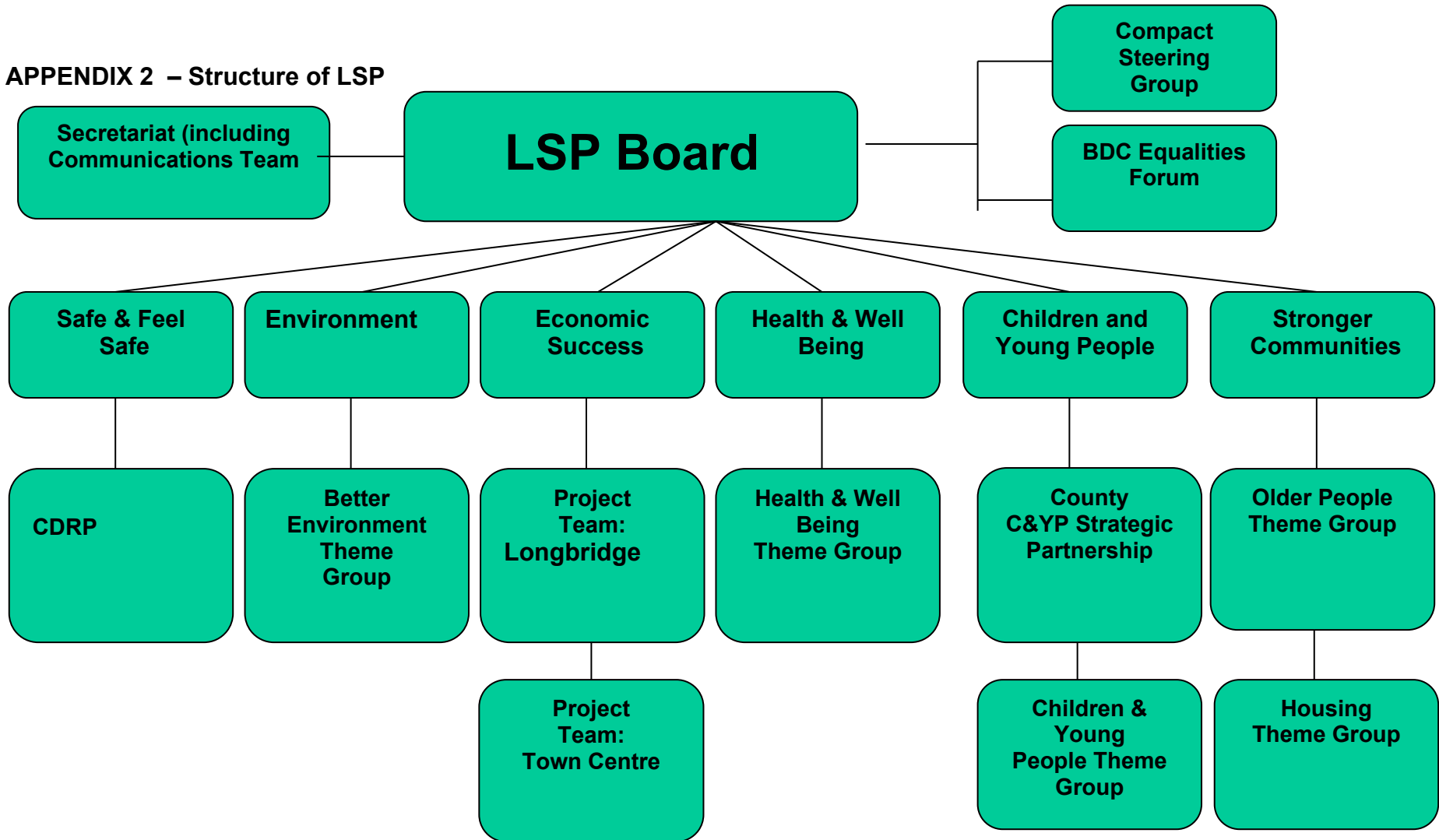
| <b>Key Deliverable (Outcomes)</b>           | <b>Baseline</b>                                      | <b>Outputs</b>                                     | <b>How do we know we are getting there?</b>  | <b>Completion Date</b> | <b>Resource</b> | <b>Lead Partner</b> | <b>LAA Link</b> | <b>Progress to date Sept 2007</b> | <b>Status</b> |
|---|--|--|--|------------------------|-----------------|---------------------|-----------------|-----------------------------------|---------------|
| Community Strategy that reflects local need | x no. of responses to Community Strategy 2003 - 2013 | Increase number of responses to consultation by 5% | Increased publicity for community strategy, use of existing and new forums to gather views (eg PACTS, customer panels, older persons' forum etc) | September 2007 Board   | BDC             | BDC                 |                 |                                   |               |



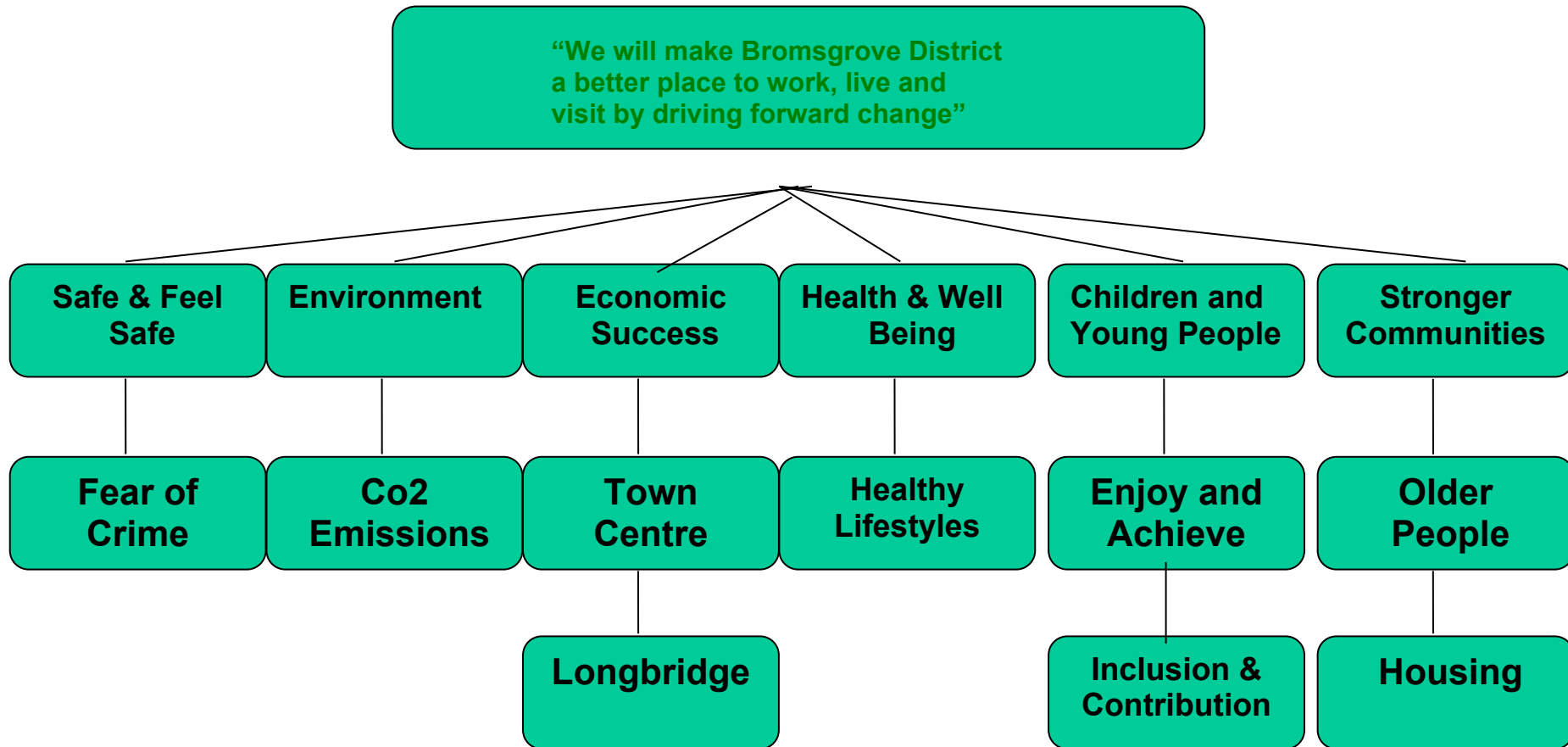
**APPENDIX 1 – WORCESTERSHIRE PARTNERSHIP STRUCTURE**



**APPENDIX 2 – Structure of LSP**



**APPENDIX 3: HOW THE BROMSGROVE PARTNERSHIP'S PRIORITIES FIT WITHIN THE LAA**



## **Appendix 4: Glossary**

|      |                                 |
|------|---------------------------------|
| BDC  | Bromsgrove District Council     |
| GOWM | Government Office West Midlands |
| LAA  | Local Area Agreement            |
| LDF  | Local Development Framework     |
| LSP  | Local Strategic Partnership     |
| PACT | Partners & Communities Together |
| SCS  | Sustainable Community Strategy  |

## Want to know more?

If you would like more information about the Community Strategy, contact:

Louise Berry  
Senior Policy & Performance Officer/  
LSP Co-ordinator  
Bromsgrove District Council  
The Council House  
Burcot Lane  
Bromsgrove B60 1AA

Tel: 01527 881412

Email: [l.berry@bromsgrove.gov.uk](mailto:l.berry@bromsgrove.gov.uk)

Need help with English? Ethnic Access Link Tel: 01905 25121  
'Potrzebujesz pomocy z Angielskim – skontaktuj się z Ethnic Access  
Tel: 01905 25121'  
Potrebujete pomôcť s angličtinou? Kontaktujte etnickú prístupovú linku  
na telefónoch čísele 01905 25121  
„Aveți nevoie de ajutor cu engleza? Contactați Ethnic Access la numărul  
de telefon: 01905 25121.”  
क्या अंग्रेजी में सहायता चाहिए? ऐथनिक ऐक्सेस लिंक [Ethnic Access Link]  
से फोन: 01905 25121 पर संपर्क करें  
[Ethnic Access] آپ انگریزی میں مدد چاہتے ہیں – نسلیاتی رسائی  
01905 25121 سے رابطہ کریں ٹیلیفون: