



Bromsgrove Partnership
Your District Your Future

Bromsgrove Partnership **Annual Report**

2011/2012

Bromsgrove
Your **District** Your **Future** Partnership

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Introduction

Welcome to the 2011/12 annual report of the Bromsgrove Partnership which provides an overview of activities and achievements over the last twelve months.

In 2011, we reviewed our vision, priorities and structure and a new single Sustainable Community Strategy (SCS) for Worcestershire was also published. The SCS contains a chapter for Bromsgrove District which includes the Bromsgrove Partnership priorities which are: Economic Growth; Balanced Communities; and Better Environment.

The Trunk, our Areas of Highest Need Project, is going from strength to strength and I would particularly like to thank Debbie Roberts from EPIC, our project co-ordinator, for her continued hard work and commitment. However, we must not become complacent so over the past year, we have focussed on sustainability to ensure the longevity of the project.

All partners have worked hard together to deliver on our priorities and add value. Often partnership working is complex but by working in a more joined up way, we are better able to meet the needs of the local communities we serve.

We are all working in a difficult financial climate and with further reductions in resources still to come, as well as organisational changes, strong partnership working is even more crucial.

I would like to take this opportunity to thank all members of the Bromsgrove Partnership, on the Board and on its Theme Groups, who have contributed their valuable time and effort over the past year to help make a difference.

Roger Hollingworth
Chair of the Bromsgrove Partnership Board
and Leader of the District Council



Background

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What is the Bromsgrove Partnership?

The Bromsgrove Partnership is the Local Strategic Partnership (LSP) for our District which brings together different organisations from the public, private, voluntary and community sectors.

What does the Bromsgrove Partnership do?

Instead of each organisation working in isolation, Bromsgrove Partnership provides a forum for local organisations to come together and address issues that are important to those living, working and visiting Bromsgrove District in a more effective and cohesive way.



What is a Sustainable Community Strategy (SCS)?

A Sustainable Community Strategy (SCS) sets out the overall strategic direction and long-term vision for the economic, social and environmental well-being of the local area and Local Strategic Partnerships (LSP) are tasked with delivering it. The aim is to provide a co-ordinated approach to address issues that matter to local people and improve the quality of life for everyone.

Is there an SCS for Bromsgrove District?

In September 2010, the Worcestershire Partnership (the LSP for the County), in consultation with the District LSPs (including the Bromsgrove Partnership), decided there should be a new single countywide SCS for Worcestershire. This was published in November 2011 and it contains a chapter for Bromsgrove District which includes the Bromsgrove Partnership's vision and priorities. A copy of the SCS can be viewed using the following link: www.bromsgrove.gov.uk/lsp.

What are the Bromsgrove Partnership's Vision and Priorities?

In June 2011, the Bromsgrove Partnership reviewed its vision and priorities. Its revised vision and three priorities are shown in the diagram on the next page.

How is the Bromsgrove Partnership structured?

At the same time as reviewing its priorities, the Bromsgrove Partnership reviewed its structure to ensure it was fit for purpose. As shown in the diagram over the page, there is one Board and in 2011, the number of Theme Groups was reduced to four. The Board membership in 2011/12 is shown below.

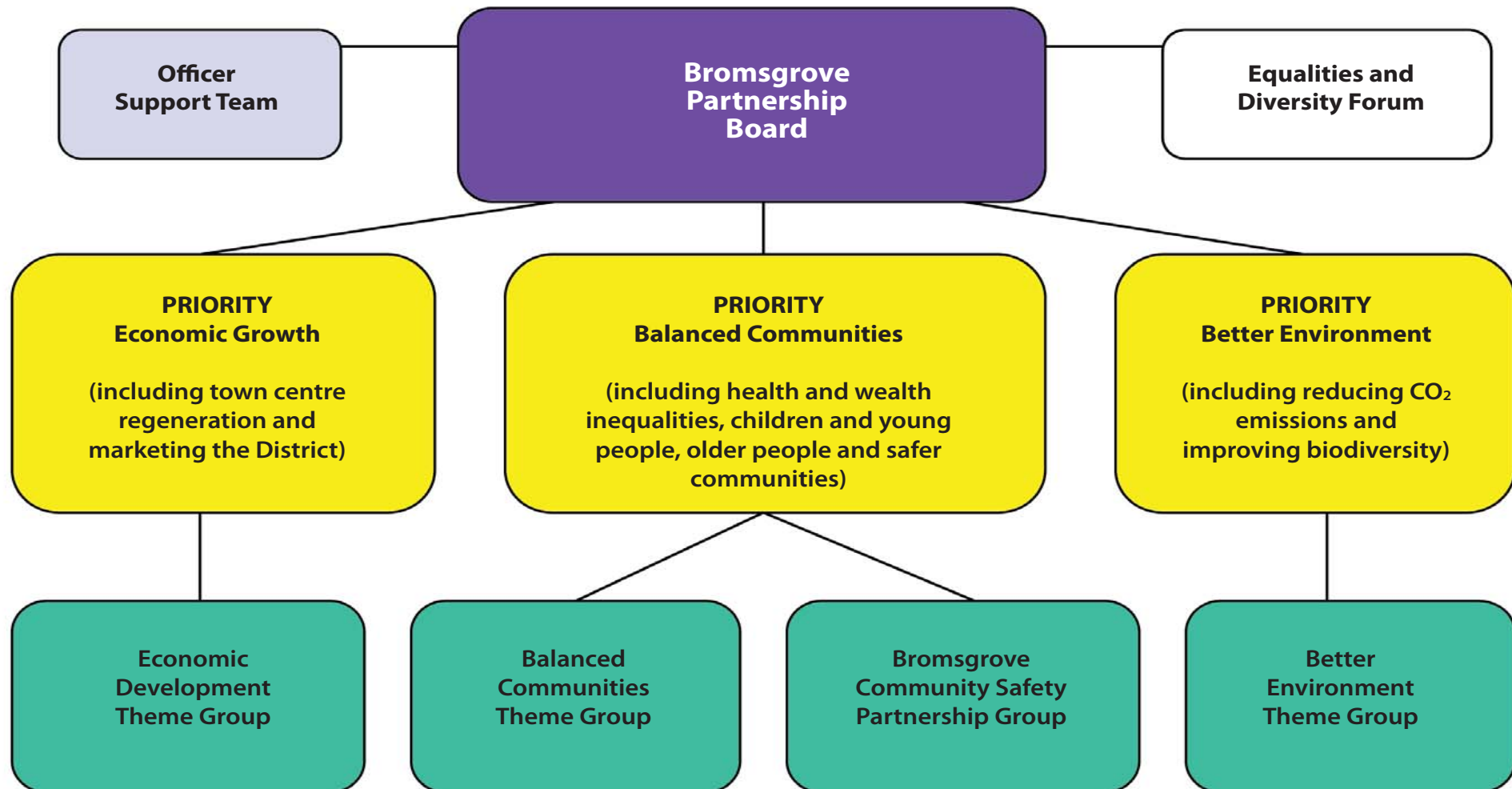
- Bromsgrove District Council
- Bromsgrove and Redditch Network (BARN)
- Bromsgrove District Housing Trust (BDHT)
- NHS Worcestershire
- North East Worcestershire (NEW) College
- Small and Medium Business Representative
- West Mercia Police
- West Mercia Police Authority
- Worcestershire County Council
- Parish Councils (County Association of Local Councils (CALC))
- Act on Energy

Many more partners are engaged as members of the Theme Groups.

Background

Structure of the Bromsgrove Partnership in 2011/12

Our Vision: "We will make Bromsgrove District the place to live, do business and to visit".



Economic Growth

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Due to the economic climate, the **Economic Development Theme Group** was reviewed in 2011 to ensure it was fit for purpose going forward. It is chaired by and includes private sector representatives and its focus is to oversee the town centre regeneration, successful marketing of the District and to encourage business growth.

With regards to the town centre regeneration, during the past year indicative site plans for some strategic sites have been drawn up by appointed planning architects and these sites have been marketed. Developers have shown significant interest in all the sites and there have been discussions regarding possible schemes, some of which involve leading retailers. Planning permission was granted for the proposed **Sainsbury's development** and the new combined **Police and Fire Station**, and local residents were invited to various consultation events earlier this year to have their say on the **improved public realm design**.



Feedback has been incorporated into the final design.

A **Bromsgrove Traffic and Parking Management Study**, commissioned by Worcestershire County Council, was undertaken and information from it is starting to emerge. This will, amongst other things, identify traffic bottlenecks and junction capacity issues and suggest where improvements to the road network are needed.

A funding proposal for the new **improved Bromsgrove Train Station** has been agreed in principle with Department for Transport (DfT) and whilst there are a number of outstanding design issues that the rail authorities need to resolve, discussions have commenced with Council officers regarding the layout and future management of the car park. Following public consultation, and subject to planning permission being granted, it is anticipated that the station will open in 2015.

Economic Growth

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Following the success of the Theme Group obtaining £20,000 from Bromsgrove District Council to launch a marketing campaign, an expenditure plan was approved and a new '**Building a Better Bromsgrove**' website has been developed to promote inward investment into the District. The branding, site map, wire frame and test site were completed and the website went live in July 2012.



The Theme Group includes representation from Worcestershire Local Enterprise Partnership (LEP), Greater Birmingham and Solihull LEP and the North Worcestershire Economic Development and Regeneration Team. The North Worcestershire Economic Development and Regeneration Team have supported business growth in Bromsgrove through activity to help grow the business base - helping new businesses to be established, existing businesses to expand and creating the conditions for new and indigenous investment. New businesses are able to access free start up advice tailored to their individual needs and a £750 grant. In the past year, **31 grants to new businesses** were awarded and training provided to many more. To help existing businesses to expand and grow, **business booster grants have been provided to 5 companies** over the past year as well as sign-posting businesses to a range of business support services to help them access new markets.

To attract inward investment and provide the infrastructure for existing firms to grow, activity has been undertaken to bring forward strategic regeneration sites as well as participation in the Worcestershire Property Service; a commercial property finding service that is a key tool in attracting inward investment. Partnership activities have also been undertaken with both LEPs to secure funding for further business support activities in the coming years.



Balanced Communities

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Under the 'Balanced Communities' priority, there is the Balanced Communities Theme Group and the Bromsgrove Community Safety Partnership.

The **Balanced Communities Theme Group** was established a year ago and combines the former Children and Young People Theme Group and the Health and Wellbeing Theme Group.

In relation to health, the Theme Group supports local efforts to **promote healthy lifestyles** amongst local residents. Priority areas for the group include reducing alcohol misuse and smoking, encouraging people to adopt a healthy diet and take plenty of exercise, improving perceptions of mental health issues and, due to the ageing population, addressing the needs of older people in particular. With regards to children and young people, the Theme Group has been working towards becoming officially recognised as the **Bromsgrove District's Local Children's Trust (LCT)**. It is expected that the LCT will play a key role in advising and supporting local commissioners who will be deciding how funding for delivering positive activities for children and young people should be spent in the District in the future.

During this year, local businesses have been encouraged to sign up to the **Worcestershire Works Well** scheme, designed to enable local businesses to improve the health and wellbeing of their workforce. The Bromsgrove and Redditch Network (BARN) was one of the first organisations in the county to achieve level 1 status. Other partners who have signed up include Bromsgrove District Council, Bromsgrove District Housing Trust (BDHT) and Oakland International Ltd.



Balanced Communities

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Health Chats training has been delivered to a number of organisations across Worcestershire including NEW College, Bromsgrove District Housing Trust (BDHT), Worcestershire County Council's Adult and Community Services, Homestart, Foster Care Association and Stroke Association. The training is part of the national **Every Contact Counts programme**, encouraging wider dissemination of healthy lifestyle messages to the public. **Healthy eating training** has also been developed to ensure front line staff are passing on consistent evidence based messages about eating a healthy diet. Several courses have run across Worcestershire, and from Bromsgrove District, staff from Children's Centres, The Trunk and the Basement Project have attended the course.



An Older People's Subgroup has been established to focus efforts on addressing the needs of **older people**. Priorities for the group include local implementation of the countywide falls strategy and the promotion of healthy nutrition in older people. **Postural Stability** has maintained a steady stream of referrals and courses have been delivered all across the District, with very positive results. Older men's exercise classes have been piloted with a positive response, with plans to develop across the locality.

Sport England's Active People Survey highlighted Bromsgrove District as the most active in the County and had shown the 10th biggest increase nationally. July 2011 saw another successful **High 5 Event** at Sanders Park for promoting local groups, sports clubs and community organisations. Around 2000 residents attended to enjoy demonstrations, displays, workshops and taster sessions. The **2011 Bromsgrove District Sports Awards** evening was also a great success, highlighting outstanding performance, dedicated coaches and volunteers and school sport.

HIGH 5

A successful **programme of sports and activities** was delivered over the summer across Bromsgrove District by the Sports Development team including Gymnastics, Athletics and free Activity Sessions in local parks. The activities were extremely well received, many of them being fully booked. Other activities to date include our bi-annual Multi Skills Festival, School Sport Games and School Festivals as well as other successful community sessions and projects.

Balanced Communities

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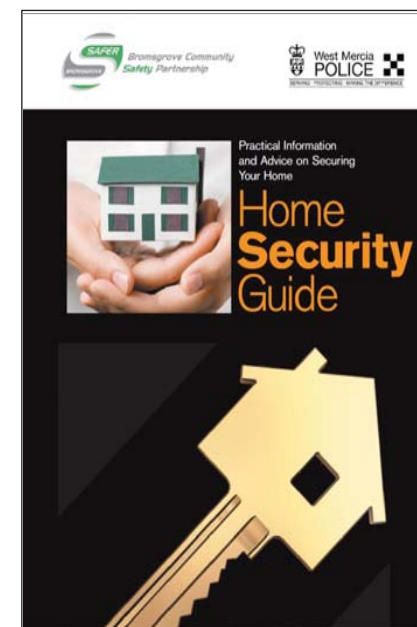


Multi award winning 'Keep on Moving' for adults with disabilities has been sustained and continues to thrive. The Funshine Festival, the popular sports club event, was well attended. The **Bromsgrove Boars Boccia Club** was selected as a preferred club for the Playground to Podium Paralympic pathway and awarded a grant from Boccia England. **Bromsgrove Hotshots Wheelchair Basketball Club** achieved 27 members and was awarded funding from the Wheelchair Basketball Association following the successful affiliation to a competitive league. They are now applying for clubmark accreditation. New **specialised trike bikes** were launched in Spring last year and were so successful, they were made available to hire through the winter from the Ryland Centre.

Earlier this year Bromsgrove Partnership obtained its share of £250,000 from the Redditch and Bromsgrove Clinical Commissioning Group (CCG) to fund various health related initiatives across both Bromsgrove and Redditch. The Theme Group will be overseeing the implementation of the Bromsgrove District projects over the next 12 months. The **Healthy Horizons Activity Referral Programme** has been successfully sustained at the Dolphin Centre with additional funding from the CCG to sustain gym membership. Also through the Dolphin Centre, Wychavon Leisure Trust have been piloting a **Drug and Alcohol Referral Programme** in Bromsgrove District.

Bromsgrove Community Safety Partnership (CSP) is responsible for ensuring that local communities are safe and feel safe. During 2011/12 the Partnership's priorities were focused around three key themes: Secure Homes, Safer Streets and Places, and Protecting Communities. Under these themes the CSP supported and delivered initiatives to tackle dwelling burglary, youth related anti-social behaviour, domestic violence, and town centre disorder.

At **crime prevention events** held in Bromsgrove and Rubery in November 2011, the CSP launched the **Home Security Initiative** aimed at residents who wanted to protect their homes from burglary. A **comprehensive home security guide** was produced to assist those residents who wanted to make home security improvements themselves and the guide has already been accessed by over 700 households through the internet, local libraries and neighbourhood watch groups. In addition, further support is available for those residents who need it, as officers in the District Council's Community Safety Team have been trained to carry out home security assessments.



Balanced Communities

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Under the Secure Homes theme, the CSP also conducted a three month study to establish the benefits of using **forensic property marking solutions on valuables** within the home to increase the chance of stolen items being returned to their owners following domestic burglaries. This study involved products being tested by over 100 households, including every victim of a burglary within the three month study period. The results were positive and will be used to develop a strategy for the wider availability of the product to residents across the District.

Throughout 2011/12 over 250 young people accessed additional positive activities which were funded and supported by the CSP. These included **angling sessions**, for pupils identified as needing support to improve their concentration and attention levels, and **table football events** at Sanders Park for all young people, which also provided an opportunity to promote other youth services available. Using an allocation from the Health Improvement Fund, a 10 week **urban arts project** was delivered in Catshill by the TRUNK which gave young people the opportunity to explore health issues that affect them through the medium of urban music, fashion and art. The Urban Art Project also marked the reopening of the Catshill Youth Centre.

Town Centre disorder was tackled by re-branding and re-launching the **Bromsgrove Against Night-Time Disorder (BAND) and PubWatch initiative**. This initiative brings together landlords from Bromsgrove High Street premises, working in partnership with the Police, District Council and each other to keep troublesome and violent people out of their establishments and out of the town centre. The initiative works by sharing intelligence to enforce a 'banned from one, banned from all' policy, using radios linked through the Council's CCTV monitoring centre to quickly identify and take action against troublesome individuals.



Other work undertaken by the CSP includes **CCTV improvements in Sanders Park**, and the delivery of the two day 'Freedom Programme for Professionals' to increase the skills and confidence of local professionals to identify and **support victims of domestic abuse** within the community.

Latest iQuanta data shows that **total crime has decreased in the District** over the past year and there has been a 25% reduction in domestic burglary. Crime and disorder linked to night time economy has also decreased substantially with 26% fewer offences in 2011/12 compared to the previous year. Reductions in recorded domestic abuse and offences related to graffiti have also been seen.

Better Environment

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The **Better Environment Theme Group** continues to focus on its key priority area of **addressing Climate Change and its associated issues**.

Each year data is produced to show the CO2 levels across the District. The data is broken down by sector and the latest data set is shown in the table.

The latest data released from the Department of Energy and Climate

Change show that **emissions across all sectors have decreased** with per capita emissions figure of 8.8 tonnes of CO2. This overall decrease is predominantly due to the UK economic climate.

To help address the Theme Group's key priority the following actions have taken place:

- Implementation of a **free insulation scheme** for private sector and private rented housing. This scheme is ongoing and will run until the end on 2012.
- Working with partners across the County through **Warmer Worcestershire** to ensure delivery of **Cold Weather Plans** and to ensure information is accessible to local residents. This has included the production of thermocards, training to front line staff and home visits to vulnerable households.

LA Region Name	Year	Industry and Commercial	Domestic	Road Transport	LULUCF*	Total	Population ('000s, mid-year estimate)	Per Capita Emissions (t)
Bromsgrove	2005	153	247	494	8	902	91	9.9
Bromsgrove	2006	162	250	494	7	913	92	10.0
Bromsgrove	2007	156	243	494	7	900	92	9.7
Bromsgrove	2008	156	241	477	7	882	93	9.5
Bromsgrove	2009	134	217	462	7	820	93	8.8



Better Environment

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- Partners are actively involved with the implementation of the Government's new flagship policy, the **Green Deal**, at both a Worcestershire and ultimately a Bromsgrove District level, to ensure that both householders and local businesses can access and benefit from the new policy.
- To help address issues of biodiversity across the District, members of the Bromsgrove Partnership's Better Environment Theme Group have been involved with the **countywide plan to become a Local Nature Partnership** to ensure that partners work together to protect and enhance the natural environment.
- The Council has installed 141 Photo Voltaic (PV) panels on the Depot that have a generating capacity up to 33.84KWp.
- Across the District, there have been a further **368 installations of PV panels**, 362 of which were installed on Bromsgrove homes.
- Partners have organised various events throughout the District which have helped to promote energy efficiency/saving, climate change, waste reduction etc. These have included electric blanket testing events, dedicated energy advice surgeries, community action days at Charford, community street theatre events, tenant events and landlord forums.
- The waste team at Bromsgrove District Council has continued to promote its key areas of concern, including recycling, and in doing so has maintained its **high recycling rate of 37%** over the past year. It has also continued its rolling promotion campaign which includes: fly tipping; dog fouling; and food waste.



Areas of Highest Need Project - The Trunk

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There has been a significant development and growth in the range of services delivered from **The Trunk** over the last twelve months which is helping to ensure the sustainability of this project.

EPIC is a Community Interest Company which was commissioned by Bromsgrove Partnership in 2009 to run and deliver services from The Trunk for residents of Charford and Sidemoor primarily, and in 2010, the outreach programme was extended to include Catshill.

The centre is split into: **The Trunk**, a community resource; Club Youth, offering youth services in Charford; and the Starlight Café, which is the base for a UKONLINE centre to provide access to the internet and offer training and work placement opportunities for local people.

This year EPIC has gained two further contracts with Worcestershire County Council to deliver a **reablement service around mental health** and also a **short breaks service for disabled children and their families**. Both projects are progressing well and have expanded service delivery to different client groups. Funding was also received from Worcestershire County Council to start a **'More than Meals' project** in Charford where we will be running a weekly lunch club for older people and using a team of trained volunteers to deliver fresh hot meals to isolated older residents.



Areas of Highest Need Project - The Trunk

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There has been an **expansion of agencies delivering their services** from *The Trunk* and this includes CAB, NHS Worcestershire, Job Centre Plus, West Mercia Probation Trust and NEW College, to name a few. Over the past year there have been closer working relationships with agencies supporting people with **drug and alcohol issues** and there has also been additional support for people to gain **skills leading to employment**.

We have further developed our work with young people over the last year, particularly in Catshill, and the young people have enjoyed a **youth residential experience** which developed their confidence enormously and was very well received.

EPIC and the **Starlight Café**, which opened in March 2011, have expanded the range of **volunteering opportunities** offered to local people. There are now 20 regular volunteers attending as well as people completing their community payback hours through Probation. The work with HMP Hewell continues to expand to offer community experience to prisoners prior to their release.

EPIC has taken over the management of the **Sidemoor Healthy Eating Development (SHED)**, which is focused upon a piece of land in Perryfields. Local community members now have their own allotment plots and attend healthy eating workshops. Future plans include the development of a **'Health Hub'** for Sidemoor offering community members access to cookery classes, exercise groups and healthy lifestyle options.



Looking to the Future

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Our Vision:

"We will make Bromsgrove District the place to live, do business and to visit."

Our Priorities:

- **Economic Growth**
(including the town centre regeneration, marketing the District and encouraging business growth)
- **Balanced Communities**
(including addressing health and wealth inequalities, the needs of older people, children and young people, crime and anti-social behaviour)
- **Better Environment**
(including reducing CO2 emissions and improving biodiversity)

There are challenging times ahead for everyone but the Bromsgrove Partnership is ready to adapt to the ever changing environment it finds itself in.

Partnership working is not often straightforward, however, it is only by working together that we can truly meet the existing and future needs and aspirations of our local communities, in the most effective and efficient way. We will continue to review our working arrangements to make sure we are in the best position to fulfil our aims.



The Bromsgrove Partnership is committed to making its vision for the District a reality and it will aim to overcome any barriers it encounters whilst striving towards making Bromsgrove District the place to live, do business and to visit.

If you would like any further information, please contact:

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Bromsgrove
Your **District** Your **Future** **Partnership**