



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. Consultation Process	11
8. Direction and Priorities	13
9. Performance Management	15
10. Focus of LSP Board	16
11. Governance Arrangements	16
12. Community Engagement	16
13. Resources	17
14. Equality & Sustainability	17
15. Evidence for Selection of Priorities	18
16. High Level Action Plans	25
Appendices:	
Appendix A: Feel Safe	26
Appendix B: Better Environment	29
Appendix C: Town Centre Regeneration	35
Appendix D: Longbridge Regeneration	36
Appendix E: Health & Wellbeing	37
Appendix F: Children & Young People	42
Appendix G: Older People	48
Appendix H: Housing	51
Appendix I : Compact	56
Appendix J : Transport	59
Appendix K: Communications	61
Appendix L: Worcestershire Partnership Structure	64
Appendix M: Structure of Bromsgrove Partnership	65
Appendix N: How the Bromsgrove priorities fit within the Local Area Agreement	66
Appendix O: Description of Best Value Performance Indicators (BVPI) cited in the High Level Action Plans	67
Appendix P: Glossary	68

## 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 (due to be revised in 2007 for publication in 2008). For more details about the Worcestershire Partnership, please refer to the 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 (NEW College)  
 Worcestershire Primary Care Trust  
 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 not 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**

6.1 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”.

- 6.2 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.

## **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 Districts 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 his or her 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. Consultation Process

7.1 A wide consultation exercise was undertaken on the Draft Sustainable Community Strategy using several consultation methods:

- The “Glad or Grumpy” postcard;
- Through the customer panel survey;
- At Street Theatre during August 2007;
- In three areas of the District (Alvechurch, Hagley and Wythall) by LSP Board members and officers of Bromsgrove District Council;
- Presented to Cabinet, Scrutiny Steering Board, the Equality & Diversity Forum, the Town Hall meeting and Departmental Management Team meetings within the Council as well as by other partners; and
- Via the Council website.

7.2 The Glad or Grumpy postcard consultation was a huge success, receiving over 600 replies. The issues arising from the postcard consultation reinforce the feedback from the Customer Panel survey, PACT meetings, Members and partners. Some of the issues raised via the postcard were:

### **What makes people glad**

- Well kept parks, green belt, access to the countryside
- Cultural offer – e.g. Artrix Centre and Libraries and Community events – Street Theatre, Bandstand, fireworks, Christmas lights
- Recycling service, especially the green waste service
- Community spirit/pleasant place to live
- Education and health facilities
- Links to motorway infrastructure
- Relatively low crime

### **What makes people grumpy**

Highways, pavements and footpaths (including traffic volume, speeding, maintenance, street lighting, drainage and cycle lanes)  
Transport services and car parking (including parking costs, parking timescales, congestion, transport provision, bus services, trains, illegal parking)

### **Mitigating Action**

BDC is working with WCC on these operational issues

The charges are competitive and changes to fees are not proposed at this time. A multi-agency Transport Theme Group has been convened to discuss the regeneration of the train station, community

**What makes people grumpy**

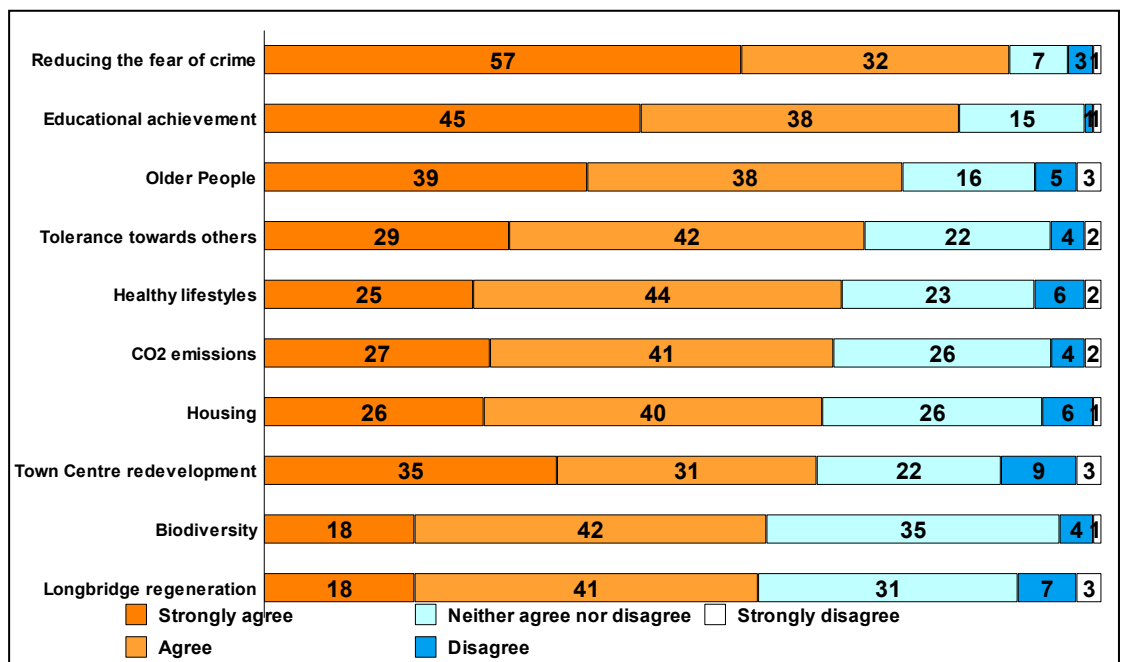
Street scene/ street cleansing (including Spadesbourne Brook, fly posting, fly tipping, litter, graffiti)  
 Declining town centre with poor selection of shops  
 Not enough activities for children and young people

**Mitigating Action**

transport and other issues  
 This is a Council priority and is also the top priority from the customer panel  
  
 The town centre is a priority for the LSP Board and BDC  
 The Children & Young People's Theme Group and Health & Well Being Theme Group will address some of these issues, as will working in wider partnership

7.3 The Customer Panel survey asked respondents to consider the priorities selected by the Board (as listed on page 13). The results were as follows:

**Agreement with priorities selected**



**Base: All respondents (384 – 426)**

- 9 out of 10 (89%) agreed that reducing the fear of crime should be a priority.
- Educational achievement met with agreement from 83%, rising to 97% in the under 35s.
- 76% felt that older people should be a priority, 85% amongst females.
- Tolerance towards others was a priority for 71% of respondents, 65% amongst males and 78% amongst females.

- Overall 69% felt the Council and its partners should prioritise healthy lifestyles, 83% in under 35s.
- CO<sub>2</sub> emissions were a priority for 68%, ranging from 58% in males to 78% in females, and 77% in under 35s to 65% in the 55 or older age group.
- For two thirds of respondents (66%), housing was a priority, 58% amongst males and 74% amongst females.
- 65% felt town centre redevelopment should be a priority, varying from 57% in males to 74% in females.
- 3 in 5 (60%) agreed that biodiversity should be prioritised, rising to 66% in females and under 35s.
- Longbridge regeneration was a priority for 58%.

7.4 As a result of the consultation, three new areas were identified that were not covered in the draft Strategy. These were:

- Mental Health (see page 22);
- Childhood obesity (page 23); and
- Transport (page 25).

These have therefore been added to the Strategy and key deliverables developed.

## **8. Direction and Priorities**

8.1 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 LSP 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 (including transport: railway station redevelopment and associated issues and community transport)
- Longbridge regeneration
- Health and Wellbeing
- Children and Young People
- Older people
- Housing

8.2 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.

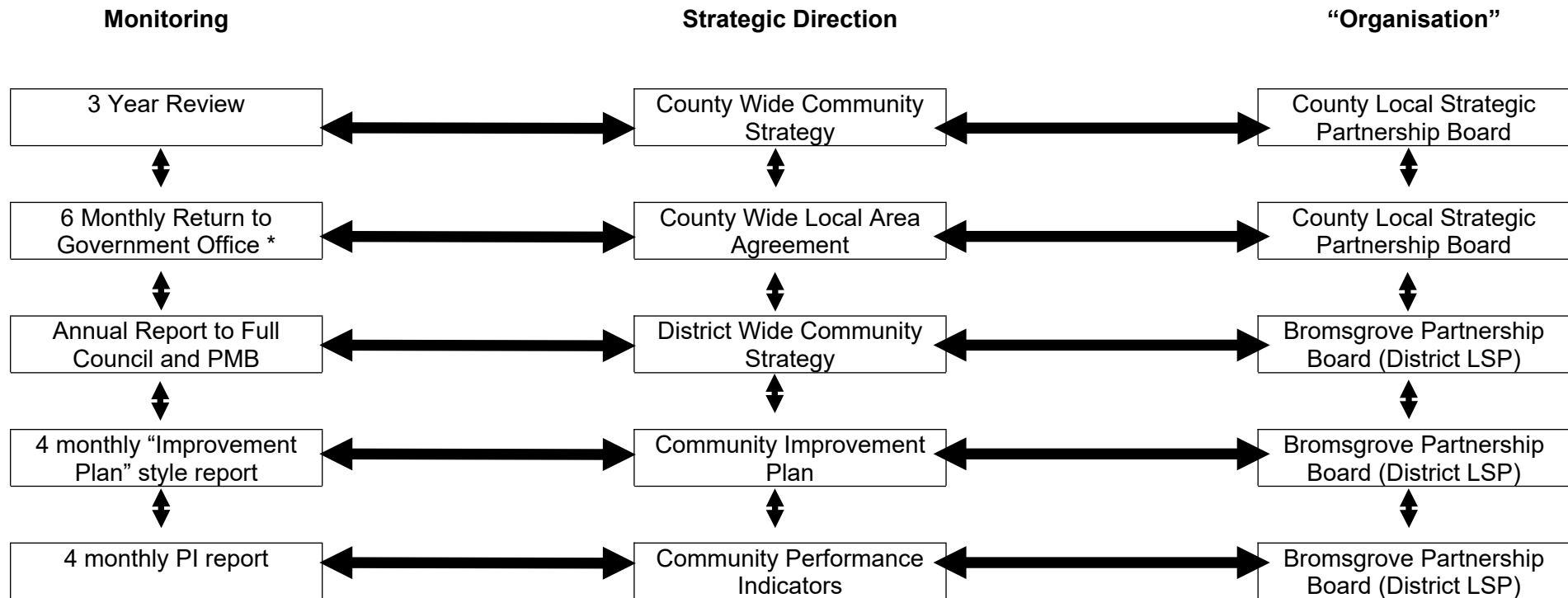
8.3 The Bromsgrove Partnership has also developed its own Compact, which is a joint agreement between a council and the local voluntary and community sector to build trust and improve

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.

- 8.4 An action plan has also been created relating to communications. This is attached as Appendix J.
- 8.5 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.

## 9. Performance Management

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



\*note:- some of the Local Area Agreement targets attract a reward grant from the Government. Not all of these targets are in our District Community Strategy (as some are not priorities for this District); however, given the reward grant it is important that the District LSP Board is aware of progress in these targets. These targets will be reported to the District LSP Board every 6 months, before the information is sent off to the County LSP and onto Government office.

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

- 10.1 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).
- 10.2 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.
- 10.3 The Board will continue to monitor and oversee the work of all the priorities.

## **11. Governance Arrangements**

- 11.1 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 is 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.

## **12. Community Engagement**

- 12.1 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.



## **13. Resources**

- 13.1 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.
- 13.2 Bromsgrove District Council has allocated £10,000 for the LSP for the financial year 2007/08. This has been match funded by Bromsgrove District Housing Trust. 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.
- 13.3 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.
- 13.4 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.

## **14. Equality & Sustainability**

- 14.1 In all development the principles of equality will be applied, 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 this Strategy will be undertaken and the Council's Equalities Forum will monitor the document.
- 14.2 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.

## 15. 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 16, 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 42.54% 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 16, 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 16, 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 that are obese.
- At any one time, one adult in six suffers from issues around mental health. In Worcestershire, spending on mental health isn't as great as in other parts of the country and strategies are being reviewed in order to address this.

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, smoking and mental health have been identified as the major priorities for the LSP to concentrate on and the high-level action plan (Section 16, 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.
- Obesity is one of the biggest public health issues currently facing England. Obesity increases the risk of Type 2 diabetes, cardiovascular disease, joint disease and some cancers. The prevalence of obesity in England has continued to rise among both adults and children. The increase in obesity has been most marked however, amongst children and has trebled over the last twenty years. Obesity in children aged 2-10 has risen nationally from 11% in 1995 to 17% in 2005. For Bromsgrove children of Reception class age, 24% are recorded as being overweight or obese in 2006-07. In year 6 (those aged 11), this figure rises to 30%.

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), Acceptance and inclusion (engagement of children and young people), and childhood obesity have been identified as the major priorities for the LSP to concentrate and the high-level action plan (Section 16, 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 16, Appendix H, Housing, has priorities to look at the housing market, housing/planning policy and housing migration South Housing Market Area.

## Transport

The key statistics about transport in the District are:-

Over the last 10 years the number of people using Bromsgrove train station has increased by 400%, the strongest growth rate in Worcestershire.

The station has been identified in the Regional Spatial Strategy 2 as a potential park and ride.

Only 27% of residents are satisfied with the current station design and layout. Network Rail is set to invest £12,000,000 in regenerating the station.

The existing rail franchises for the station are currently under review and the unsatisfactory services may be reduced further.

The Council supports the Rural Rides scheme, but this is unsuitable for people with disabilities. Redditch Borough Council operates a Dial A Ride Scheme.

An estimated 6,964 households in the District have one or more members in an identified special needs group. This is 19.1% of all households in the District, well above the national average; of these 56.7% have a physical disability and 37% are frail elderly.

The elderly population is predicted to expand as a proportion of the overall District population, with the over 80s population estimated to increase by 123.3% in the period 2004 to 2029.

Serious congestion on the M42 eastbound is now almost a daily occurrence and the A38 in Bromsgrove is the busiest A road in Worcestershire.

Bromsgrove is not identified in either the Regional Spatial Strategy 2 or the current Worcestershire Integrated Passenger Transport Strategy, as a transport priority.



The Council's Members are concerned about the quality of buses and the provision of routes and are currently undertaking a Bus Scrutiny Task Group.

The LAA priorities for this block are: -

Contained within the stronger communities block and include improving the accessibility of public transport, increasing the numbers using it and reducing traffic congestion.

#### Analysis of Statistics

Bromsgrove station needs regeneration and an expansion of services in order to cope with demand. The Local Strategic Partnership needs to consider how it responds to the transport needs of an ageing population, in particular, community transport and improved buses and routes. Both the station and improved and integrated public transport will also help tackle the increased congestion which, if not addressed, could impair the future economic growth of the District.

#### Ten-Year Vision

In addition to the train station, we want transport to be better integrated across the District, so that people can get from the outlying villages to the town centre and train station. This needs to include compliance with disability legislation and better transport for all sections of our communities.

## **16. High Level Action Plans**

- 16.1 Attached as Appendices A – J are the high-level action plans for each theme or project group. Appendix 4 gives a description of the Best Value Performance Indicators (BVPI) cited in the High Level Action Plans. The final two columns are blank, as these are designed to be used to report progress to the LSP Board.

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

**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 XXXX</b>	<b>Status</b>
People's perception of crime matches reality	52% of people surveyed expressed a fear of crime*  <i>(* 2006 fear of crime survey)</i>	1% reduction in surveyed fear of crime each year*  <i>(* NB – new indicator being developed in LAA refresh)</i>	Survey result, PACT priorities e.g. 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	A1c		
Reduction in anti-social behaviour in key areas*  <i>*(Defined via use of dedicated CDRP Analyst to highlight and prioritise those areas).</i>	6239 reported incidents of ASB in 2006/07 in key areas	2% Reduction on 06/07 figures by 09/10* (from 6239 to 6114)  <i>(*NB new indicator being developed in LAA refresh)</i>	CDRP activity to tackle ASB. ASB letters delivered Local policing activity through PACT publicity Monthly stats for Bromsgrove District confirming	End April 2010	ASB Co-ordinator (police) CDRP partners LAA funding if required	Police	A2a A2b A2c		

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

**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 XXXX</b>	<b>Status</b>
			levels of reported ASB by Ward						
Improved safety through reduced recorded crime	WMC targets to be set April 2007	1) % crime reduction -Reduce re-offending -Increase % of arrests for domestic violence.	CDRP tasking activity POPO strategy for re-offending	End April 2008 (Repeat annually)	ASB Co-ordinator (police) partners LAA funding for specific schemes If required	Police	A1a A1b		
	No reported racial incidents to Local Authority in 2005/2006	2) 5% Increase in number of Racial incidents recorded by LA	Increased publicity/partnership working and reporting centres	Each year to coincide with BVPI reporting	BDC	BDC	A1d		

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

**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 XXXX</b>	<b>Status</b>
		3) Action taken in 100% of racial incident cases recorded by the LA		April 2010					

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

**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 XXXX</b>	<b>Status</b>
Sustainable Energy Action Plan for District	HECA baseline for 05/06 is 22.68% Baseline CO2 data needs to be established for district	Reduction in CO2 and improvement in Energy Efficiency	Action plan developed HECA Targets 2% increase year on year CO2 figures DTI will release figures annually	Action Plan Completed by September 07 2010 a 30% improvement in EE required	BDC	BDC & WEEAC	B2		
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	Ratified by Councillors	February 2008	Initial report EST funded, HECA funded by BDC	BDC & WEEAC	B2a B2b B2c		
		Reduction in private car usage	Number of staff car sharing. Increase by 10%	March 2009	BDC	BDC support from WCC	B2c		

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

**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 XXXX</b>	<b>Status</b>
Travel Plan for Bromsgrove District	Figures for district need to be established	Sign up by external organisations.	Numbers signed up to Plan. 5% annual increase	March 2008 for Travel Plan	BDC	BDC & WCC	F5 B2		
		Reduction on private car usage	Baseline data established.	March 2008					

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

**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 XXXX</b>	<b>Status</b>
Increase in tonnage of waste sent by BDC for recycling and a decrease in	2005/06, 17,004 tonnes sent for recycling – 22,964 tonnes sent	Increase in BV82aii & bii	Improvement in BV82a & b, monitored and reported monthly	Strategy runs until 2034. Figures reported annually	BDC & Waste Performance efficiency grants	BDC	B3		

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**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 XXXX</b>	<b>Status</b>
tonnage of residual waste sent for disposal	for disposal								
Clean & Safe Streets	2005/06 BV199a – 26% BV199b – 6% BV199c – 1% BV199d – 4%	BV199 a,b,c & d 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	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 Las mid-2007	BDC	BDC	B1		

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

**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 XXXX</b>	<b>Status</b>
		incrementally thereafter.							

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

**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 XXXX</b>	<b>Status</b>
Translation of regional and county level projects (including Landscapes for Living, BAP review and Habitat Inventory) into local action to protect and improve biodiversity	BAP review under way	Worcestershire BAP revised, to include consideration of BDC Biodiversity Action Plan and BDC Water Vole Strategy.	Progress on BAP revision and priority setting	September 2007 for BAP review	WBP Natural England GOWM	WBP	B4		
		Biodiversity	BARS	Winter	BDC	WBP			



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

**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 XXXX</b>	<b>Status</b>
		priorities for the county and District identified, and BDC actions being worked on.	reporting on LBAP actions	2007/08 for priority setting exercise					
	Habitat Inventory for the District completed but not yet available for use.	Assessment of current state of biodiversity in the district completed, using HI.	Progress on prioritisation of biodiversity work	Winter 07/08 for Habitat Inventory being in use	BDC	WCC			
		The HI being used to aid planning decision-making.	Number of BAP quality habitats being developed without appropriate mitigation.	Winter 07/08 for Habitat Inventory being in use	BDC	WCC			

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

**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 XXXX</b>	<b>Status</b>
	No Local Natures Reserves and no district specific biodiversity projects identified	LNR designation	Work being carried out towards assessing potential for LNRs and development of other projects, using BAP and HI.	End of plan period for LNR designation (March 2010)		BDC			

**APPENDIX C: BROMSGROVE TOWN CENTRE REDEVELOPMENT HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: PHIL STREET**

**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 XXXX</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.	31 <sup>ST</sup> May 2008	BDC Budget £50K	BDC Head of Planning	C1		
			Marketing Plan agreed	31 <sup>st</sup> May 2008		Marketing Manager			
			Y2 Development Partners selected. Project Plan agreed.	31 <sup>st</sup> May 2009			BDC		
			Y3 Area Action Plan submitted to Planning Inspectorate as part of LDF. Land Assembly completed	30 <sup>th</sup> September 2009					

**APPENDIX D: LONGBRIDGE REGENERATION HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: PHIL STREET**

**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 XXXX</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 <sup>st</sup> March 2008	BDC Budget £50K	BDC	C1 C2 C3		
Mixed Housing provision on East Works	Nil	Area Action Plan adopted with allocation of 700 new homes >35% Affordable	LDF timetable met	31 <sup>st</sup> March 2008	BDC LDF Budget £50K	BDC Birmingham City Council	F1		
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 & WELL BEING HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: LIZ ALTAY**

**PRIORITY: Physical Activity**

<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 XXXX</b>	<b>Status</b>
Increase life expectancy, improve quality of life and reduce morbidity	22% of adults take exercise 3 or more times a week <i>(Baseline from 2006 "Active People" survey)</i>	1% increase in physical activity participation annually (adults)	Set up Bromsgrove Community Sports Network Map/audit all current activity (sport & physical activity opportunities)	End April 2008 (survey repeated every 3 years with smaller annual samples)	CSN Funding	PCT/BDC	D.1 b D.1 c D.1 d D.2 a F.2 c		
			Increased council leisure centre take-ups, set up GP exercise scheme referrals, roll out walking for health	April 2010					

**APPENDIX E: HEALTH & WELL BEING HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: LIZ ALTAY**

**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 XXXX</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	No funding allocated at present	PCT/BARN	D.2 a D.2 b D.3 a D.3 b D.3.c D. 5 d F.2 c F.2 d		

**APPENDIX E: HEALTH & WELL BEING HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: LIZ ALTAY**

**PRIORITY: Smoking: Increase numbers successfully quitting at 4 weeks**

<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 XXXX</b>	<b>Status</b>
Increase life expectancy and reduce morbidity	24% of population smoke (national figures)	Reduce adult smoking rates by 3% by 2010	Support local businesses with smoking ban in workplace (1July)	End April 2010	BDC rec'd funding for Health & Safety Officer	BDC	D.1 a D.2 a D.2 c D.5 c		
	x no. successfully quitting at 4 weeks (2006/07 figures)	x no. successfully quitting at 4 weeks by 5% annually	Publicise benefits of quitting, with follow up and support. All LSP partners to support ban on premises (with support)	End April 2010	BDC, PCT & LSP Partners	PCT	D.1 a D.2 a D.2 c D.5 c		
			Brief Intervention training for LSP partners for contacts with clients/patients/customers	End April 2010	PCT & LSP Partners	PCT	D.1 a D.2 a D.2 c D.5 c		

**APPENDIX E: HEALTH & WELL BEING HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: LIZ ALTAY**

**PRIORITY: Smoking: Increase numbers successfully quitting at 4 weeks**

<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 XXXX</b>	<b>Status</b>
	X% of population who smoke in disadvantaged areas (2006 figures)	Reduce the inequality in smoking rates in disadvantaged areas by 10% by 2010	Determine smoking rates by deprivation quintile and target specific areas	End April 2010		PCT	D.1 a D.2 a D.2 c D.5 c		

**APPENDIX E: HEALTH & WELL BEING HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: LIZ ALTAY**

**PRIORITY: Mental Health**

<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 XXXX</b>	<b>Status</b>
Establishing local NHS and Local Government as exemplars in employment practice	NIL	Revised employment practice promoting positive mental health at work	Review of current practice against evidence based positive mental health policies	Oct 2009	All partners	PCT	D6		



**APPENDIX E: HEALTH & WELL BEING HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: LIZ ALTAY**

<b>PRIORITY: Mental Health</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 XXXX</b>	<b>Status</b>
Improved Life choices for People with Mental Health Problems	NIL	The percentage of people with a recorded enhanced Care Programme Approach (CPA) who have annual physical health assessment and healthy lifestyle interventions	Development of annual checks	Oct 2009	Mental Health Trust/ PCT	Mental Health Trust	D6 D1		

**APPENDIX F: CHILDREN & YOUNG PEOPLE HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: ELAINE MORTIMORE**

**PRIORITY: Children Enjoying and Achieving**

<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 XXXX</b>	<b>Status</b>
To develop inclusive communities by increasing the lowest level of attainment	Achievement levels for Bromsgrove below average schools Key Stage 2 & 4.	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	E2		
	Percentage of students obtaining 5 or more GCSE grades A-C including English & mathematics for the Charford Ward	Improve 2005/6 performance levels by x%	Monitor quarterly performance figures	March 2010	Adopt & support Worcestershire Management Board action plan for CYP	WCC	E2		

**APPENDIX F: CHILDREN & YOUNG PEOPLE HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: ELAINE MORTIMORE**

**PRIORITY: Children Enjoying and Achieving**

<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 XXXX</b>	<b>Status</b>
	2006/07 performance data for South Bromsgrove Secondary School on the numbers of half days absence	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	Adopt & support Worcestershire Management Board action plan for CYP	WCC	E4a E4b		

**APPENDIX F: CHILDREN & YOUNG PEOPLE HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: ELAINE MORTIMORE**

**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 XXXX</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 All partners	WCC/PCT	E5		
To enrich the experiences and development of children & young people in Bromsgrove through activity & positive	Baseline to be determined for number of children aged between 8 and 16 volunteering	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	E5		

**APPENDIX F: CHILDREN & YOUNG PEOPLE HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: ELAINE MORTIMORE**

**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 XXXX</b>	<b>Status</b>
contribution	to work with older people								

**APPENDIX F: CHILDREN & YOUNG PEOPLE HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: ELAINE MORTIMORE**

**PRIORITY: Tackling childhood obesity**

<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 XXXX</b>	<b>Status</b>
To increase life expectancy and reduce morbidity of children and young people by halting the year on year rise in childhood obesity	15.05% obese in Year 6 (age 10 & 11) 14.45% overweight in Year 6  (academic year 05/06)	15.95% obese by 08/09  14.75% overweight by 08/09	Development and promotion of national child measuring programme in all Bromsgrove schools in Reception and Year 6	Oct 07 (annually thereafter)	PCT/BDC	PCT	E7		
			Development of childhood obesity action plan	April 08	PCT/BDC/Schools	PCT	E7		

**APPENDIX F: CHILDREN & YOUNG PEOPLE HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: ELAINE MORTIMORE**

**PRIORITY: Tackling childhood obesity**

<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 XXXX</b>	<b>Status</b>
			Implementation of MEND programme in Bromsgrove	Jan 08	PCT/BDC/North Worcs Schools Sports partnership	PCT	E7		
To increase life expectancy and reduce morbidity of children and young people by increasing levels of physical activity	80% is the percentage of 5-16 year olds in Bromsgrove schools participating in a minimum of 2 hours per week of high quality PE and school sports over the course of a school year	88% by 07/08	Implementation of PESSCL strategy in Bromsgrove schools	Oct 07	CSP/WCC/BDC/PCT	WCC	E7		
			Increasing access to opportunities for physical activity outside of school	Apr 08	BDC/CSP/PCT	BDC	E7		

**APPENDIX G: OLDER PEOPLE HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: ANN SOWTON**

**PRIORITY: Create an Older Peoples' Theme Group**

<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 XXXX</b>	<b>Status</b>
Operate an effective Older People's Theme Group	No baseline information available	Hold bi-monthly theme group meetings	Agencies release staff to attend follow up non-attendees	End April 2008	Limited funding. Partner organisations' in kind contribution	BARN			
	Establish baseline for involvement in theme group	Identify other agencies to be involved	Outputs identified are delivered	April 2008	Limited funding. Partner organisations' in kind contribution	BARN, BDC			
		Cross reference activity with other LSP theme groups	Activity cross-referenced	April 2010	Limited funding. Partner organisations' in kind contribution	BARN, BDC			



**APPENDIX G: OLDER PEOPLE HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: ANN SOWTON**

**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 XXXX</b>	<b>Status</b>
Older people access services more easily	Map outreach services provided by all agencies	Identify baseline of existing services and identify gaps in services	Undertake survey by September 2008 to assess possible expansion	End April 2010	Will any funding be earmarked for specific schemes?	WCC	F5a		
	x% of older people satisfied that their enquiries were dealt with at first point of contact by Worcester hub at the Dolphin Centre	x% more older people satisfied that their enquiries were dealt with at first point of contact by Worcester hub at the Dolphin Centre	More publicity for hub and survey of older people to assess how access can be made easier	End April 2010	BDC	WCC/BDC	D3a F6a		

**APPENDIX G: OLDER PEOPLE HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: ANN SOWTON**

**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 XXXX</b>	<b>Status</b>
Older people have a greater voice	4 older people involved in older persons' forum as April 2007	A minimum of 60 people over 55 engaged in an Older Persons' theme group between 2007 and 2010	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	April 2010	Partners' in kind contributions	BARN	D.3 a D.3 b D.3 c F.3 a		
		A minimum of 6 group meetings per year	Attendance at Age Concern fair, publicity and involvement of U3A		Partners' in kind contributions	BARN			

**APPENDIX H: HOUSING HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: MIKE BROWN**

**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 XXXX</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	April 2007	BDC Budgets RSLs operating in Bromsgrove District Budgets Approx £50K	BDC Strategic Housing Manager supported by RSLs	F1		
			Study Completed	September 2008	BDC Budgets RSLs operating in Bromsgrove District Budgets Approx £50K	BDC Strategic Housing Manager supported by RSLs			

**APPENDIX H: HOUSING HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: MIKE BROWN**

**PRIORITY: Complementary Housing & 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 XXXX</b>	<b>Status</b>
Review of Planning Policy to support housing demand	Current Planning and Housing Strategies	Local Planning Policy fully complements and supports BDC priority for affordable Housing	Priority and Project Plan agreed by Council	October 2008	BDC employees and Councillors	BDC Head of Planning	F1		
			Affordable Housing and Managing Housing SPDs adopted and supported by Core Strategy		BDC employees and Councillors	BDC Head of Planning			

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

**THEME GROUP CHAIR: MIKE BROWN**

**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 XXXX</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 HIGH LEVEL ACTION PLAN**

**THEME GROUP CHAIR: MIKE BROWN**

**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 XXXX</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	240 units built (Outcome measure will be reviewed against results of Housing Demand Survey and	Support applications for affordable housing 80 units per year. (Target to be reviewed against	31 <sup>st</sup> March 2010	BDC Planning Team Partner DSL's/ Social Housing Grant	BDC Strategic Housing Manager	F1		

**APPENDIX H: HOUSING HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: MIKE BROWN**

<b>PRIORITY: Affordable Housing</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 XXXX</b>	<b>Status</b>
	Wales of 21%, showing a minimum shortfall of 10%.  (NHF Source)	targets set in LAA)	results of Housing Demand Survey)						
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	31 <sup>st</sup> March 2008	£50K BDC budget	LSP BDC Planning Team Town Centre Theme Group	F1		
			Y2 Units per year as set out in Area Action Plan	31 <sup>st</sup> March 2009					

**APPENDIX H: HOUSING HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: MIKE BROWN**

**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 XXXX</b>	<b>Status</b>
			Y3 Units per year as set out in Area Action Plan	31 <sup>st</sup> March 2010					
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	31 <sup>st</sup> March 2008	BDC Planning Team (£50k) LSP Housing Theme Group Planning Grant/Social Housing Grants	BDC Corporate Services Director	F1		
			130 units per year	31 <sup>st</sup> March 2010					

**APPENDIX I: COMPACT HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: PHIL STREET**

**PRIORITY: Joint Training & Development Opportunities**

<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 XXXX</b>	<b>Status</b>
Comprehensive understanding of statutory and VCS sectors in context of training and emerging needs	Establish a baseline for involvement with training and development opportunities	Yr 1: Organise facilitated event	Develop ways to share skills between sectors	31 <sup>st</sup> March 2008	BDC/LSP/ Partners' time	Compact Steering Group			
		Y2: 10 people engaged in process		31 <sup>st</sup> March 2009					
		Y3: 20 people engaged in process		31 <sup>st</sup> March 2010					



**APPENDIX I: COMPACT HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: PHIL STREET**

**PRIORITY: 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 XXXX</b>	<b>Status</b>
To encourage and promote volunteering	Data collected on current levels of volunteering in district	Consider Worcestershire Volunteering Strategy & Volunteering Code of Practice (for Worcs. Compact)	Strategy & Code of Practice adopted	March 2008	Compact Steering Group and LSP Board	LSP via BDC			
		Increase volunteering in district by 2% over 3 years	Numbers of volunteers increased	31 <sup>st</sup> March 2010	Compact Steering Group and LSP Board	LSP via BDC			

**APPENDIX I: COMPACT HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: PHIL STREET**

**PRIORITY: Help, Advice and Signposting**

<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 XXXX</b>	<b>Status</b>
To ensure and support the provision of help, advice and signposting to further statutory and voluntary sector co-operation	Collection of data on VCS service requests	Hub has database of voluntary & community sector organisations	Template available for voluntary & community sector organisations to complete with their service details	March 2008	BDC/BARN	BDC/BARN			

**APPENDIX J: TRANSPORT HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: HUGH BENNETT**

**PRIORITY: Bromsgrove Train Station**

<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 XXXX</b>	<b>Status</b>
Train Station	Bromsgrove Train Station Opened*	Improved train service connections  Increased footfall	Planning application submitted by March 2008	Develop timeline for Theme Group.	June 2009	BDC £25,000 WCC £100,000	F5		

\* with platform of suitable length for large cross county trains to stop and appropriate travel plan to link station to town centre and other parts of District. The station will need to be future proofed in terms of car parking spaces and electrification.

**APPENDIX J: TRANSPORT HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: HUGH BENNETT**

**PRIORITY: Community Transport**

<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 XXXX</b>	<b>Status</b>
Community Transport	Introduce Dial A Ride Scheme	Satisfaction rates.  Usage numbers	Develop detailed bid by September 2008	Identify best practice and lessons learnt	April 2009	To be determined through 2009/2010 budget	F5		

**APPENDIX J: TRANSPORT HIGH LEVEL ACTION PLAN**

**THEME GROUP CHAIR: HUGH BENNETT**

**PRIORITY: Integrated Passenger Transport Strategy**

<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 XXXX</b>	<b>Status</b>
Integrated Transport Strategy	Improved provision and routes	DDA compliant buses  Improved routes	Detailed review of District's requirements undertaken in 2008	Final Integrated Transport Strategy	December 2008	County Council.	F5		

**APPENDIX K: COMMUNICATIONS HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: HUGH BENNETT**

**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 XXXX</b>	<b>Status</b>
Raise the profile and positive image of the area (Grumpy County Campaign)	General public satisfaction with area x % (BVPI survey 2006/07)	Improve public satisfaction with area by 1%, year on year	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 F6		
	Improved perception of Quality of Life	To be established once Quality of Life survey carried out	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 F6		
Develop and implement a framework for effective communication and consultation	x% of those surveyed feel that they can influence decisions in the area	Increase those who feel that they can influence decisions by x%	Pilot 2 area committees per annum and PACTS with 2 meetings per	31 <sup>st</sup> March 2009 (6 in total over 3 years)	BDC budget £4,000 per area committee (subject to	BDC	F3 F6		

**APPENDIX K: COMMUNICATIONS HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: HUGH BENNETT**

**PRIORITY: Effective Communication**

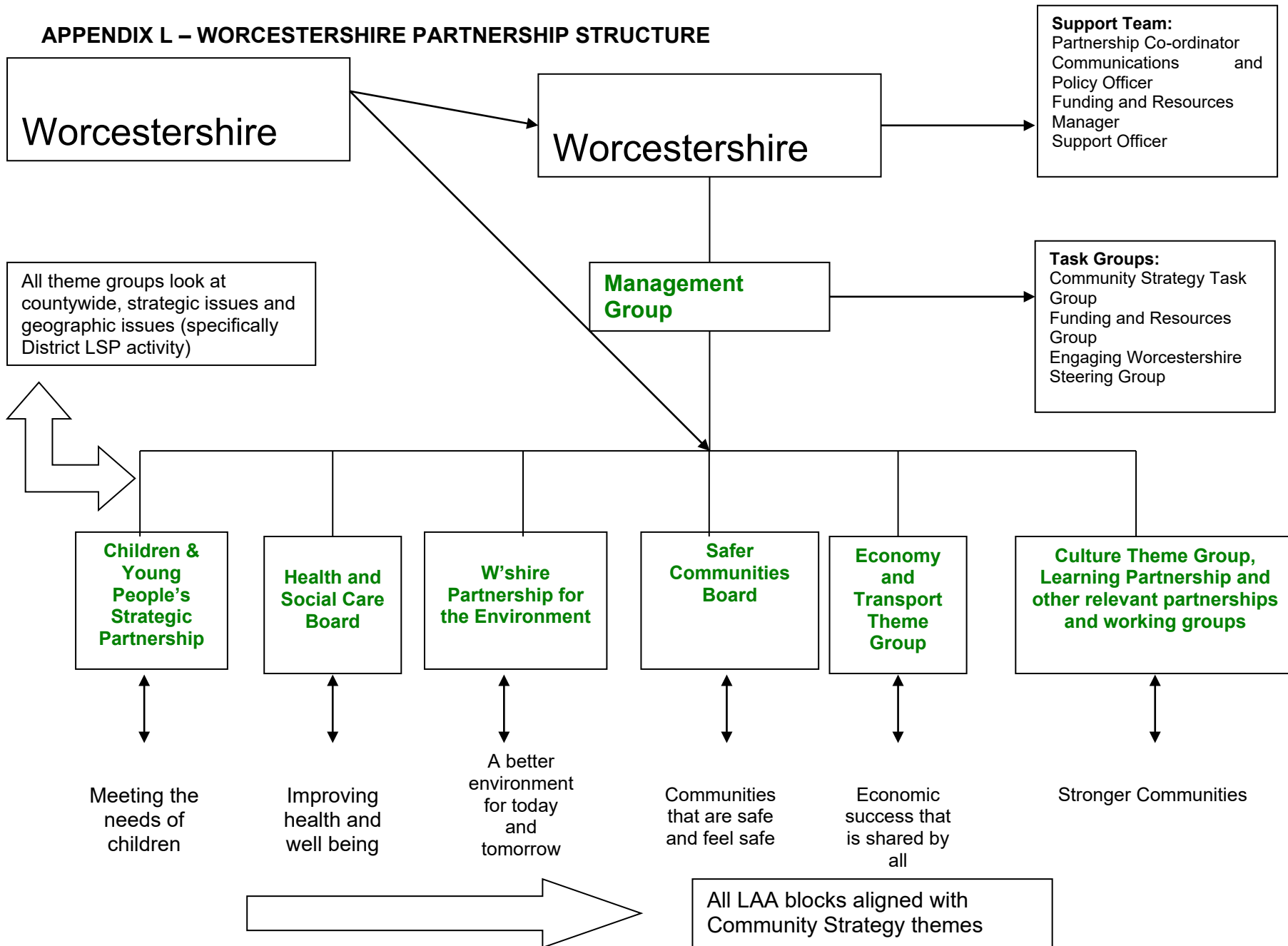
<b>Key Deliverable (Outcomes)</b>	<b>Baseline</b>	<b>Outputs</b>	<b>How do we know we are getting there?</b>	<b>Completion Date</b>	<b>Resource</b>	<b>Lead Partner</b>	<b>LAA Link</b>	<b>Progress to Date XXXX</b>	<b>Status</b>
NB: There are communication strategies for other HLAP's e.g. Fear of Crime, which will be included in individual plans.	(BVPI survey 2006/07)		year		review 2008/09 budget cycle)				
	None	Public awareness of role of LSP	Survey to ascertain how many people are aware of the work of the LSP	Survey to be completed by April 2008	As part of annual QoL survey (see previous)				
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	September 2007 Board	BDC	BDC			

**APPENDIX K: COMMUNICATIONS HIGH LEVEL ACTION PLAN**  
**THEME GROUP CHAIR: HUGH BENNETT**

**PRIORITY: Effective Communication**

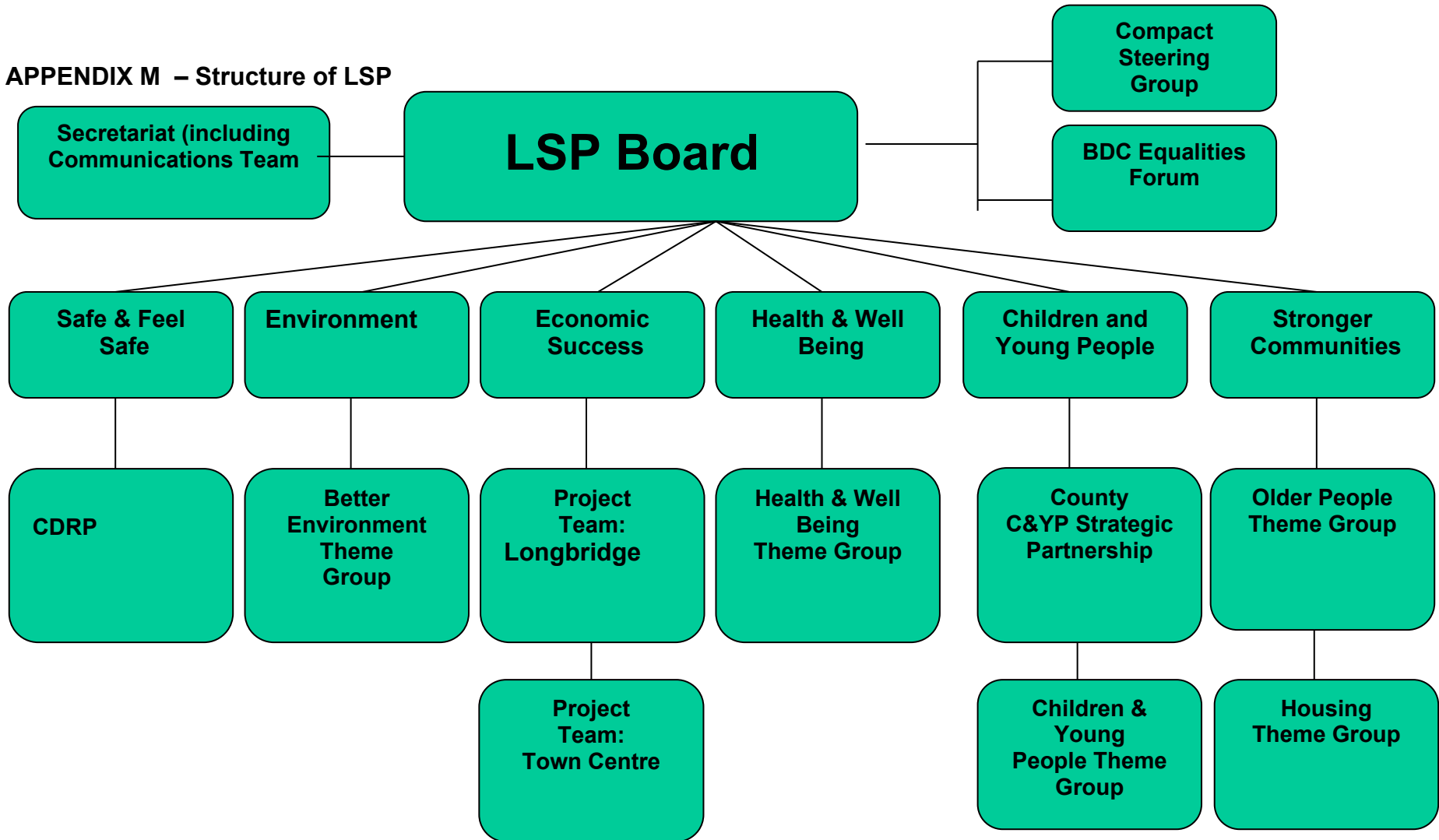
<b>Key Deliverable (Outcomes)</b>	<b>Baseline</b>	<b>Outputs</b>	<b>How do we know we are getting there?</b>	<b>Completion Date</b>	<b>Resource</b>	<b>Lead Partner</b>	<b>LAA Link</b>	<b>Progress to Date XXXX</b>	<b>Status</b>
			(e.g. PACTS, customer panels, older persons' forum etc)						

**APPENDIX L – WORCESTERSHIRE PARTNERSHIP STRUCTURE**

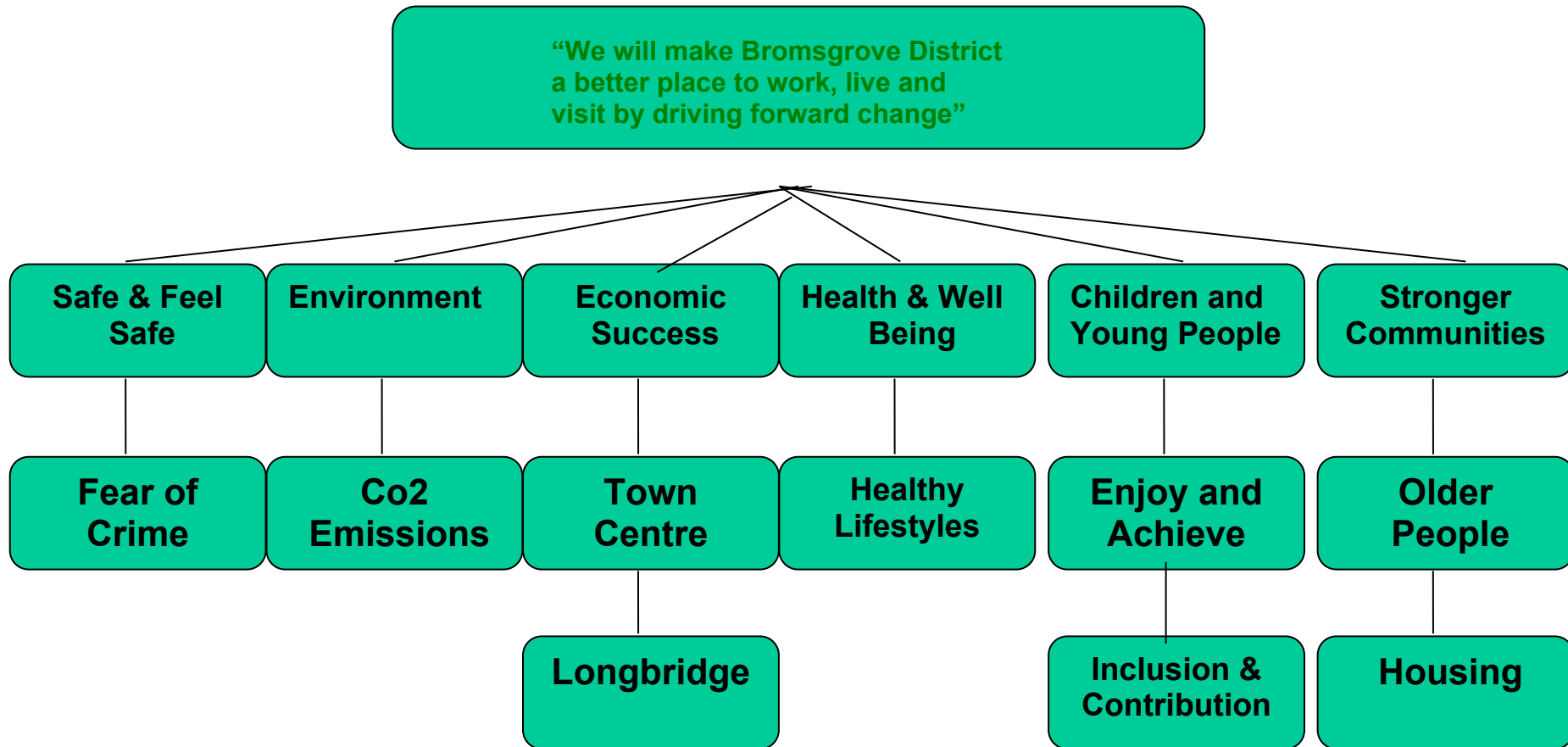




**APPENDIX M – Structure of LSP**



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



## Appendix O: Description of Best Value Performance Indicators (BVPI) Cited in High Level Action Plans

<b>BVPI</b>	<b>Description</b>
BV82a(i)	Household waste management: recycling – Percentage of household waste arisings which have been sent by the Authority for recycling
BV82a(ii)	Household waste management: recycling – Total tonnage of household waste arisings sent by the Authority for recycling
BV199a	Local street and environmental cleanliness – Litter and detritus - The percentage of relevant land and highways that is assessed as having combined deposits of litter and detritus that fall below an acceptable standard
BV199b	Local street and environmental cleanliness – Graffiti – The percentage of relevant land and highways from which unacceptable levels of graffiti are visible
BV199c	Fly-posting visible from relevant land and highways – The percentage of land and highways from which unacceptable levels of fly-posting are visible
BV199d	Local street and environmental cleanliness – Fly tipping – The year-on-year reduction in total number of incidents and increase in total number of enforcement actions taken to deal with 'fly tipping'

## **Appendix P: Glossary**

BDC	Bromsgrove District Council
BVPI	Best Value Performance Indicator
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 Sustainable Community Strategy, please contact:

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LSP Co-ordinator  
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Burcot Lane  
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से फोन: 01905 25121 पर संपर्क करें  
[Ethnic Access] آپ انگریزی میں مدد چاہتے ہیں— نسلیاتی رسائی  
01905 25121 سے رابطہ کریں ٹیلیفون: