

APPENDIX 2: CONSULTATION RESPONSE TO THE DRAFT SUSTAINABLE COMMUNITY STRATEGY

The feedback received to the consultation has been split into the following areas:

- Glad or Grumpy
- Customer Panel
- Partners
- Elected Members

Glad or Grumpy

The Glad or Grumpy consultation exercise was a qualitative one, inviting residents and visitors to offer up their opinions freely. Over 600 responses were received. Whilst it is simple to quantify numbers of respondees and the mechanisms they used to do so, it is less simple to quantify the responses made by them. This is because the responses are largely narrative and may address a number of different issues in a single sentence. Likewise, some responses are relatively vague, and a judgement on what the respondee means has been necessary in these cases.

To this end, response themes have been grouped by the main issues raised, as well as the prioritisation of them.

	Number	Percentage
Total respondees	606	100%
Reponse type:		
• Postcard	557	91.9%
• Phonecall	1	0.2%
• Letter / Email	48	7.9%

😊 Glad responses [Total number – 987]

Theme	Number	Percentage	Rank
Green spaces and parks/ Access to countryside/Semi-rural District	187	18.9%	1
Cultural offer –Artrix/Events/Libraries	164	16.6%	2
Waste and Recycling provision	137	13.9%	3
Community Spirit / Pleasant place to live	89	9.0%	4
Bromsgrove Town Centre /History/ Shops/ buildings	68	6.9%	5
Transport links/ Transport services/ Parking provision/ Parking cost	61	6.2%	6
Other	49	5.0%	7
Crime rate / Policing / PACT	41	4.2%	8
Improvements at the Council/ Opportunities to have voice heard/ service delivery/ communication	33	3.3%	=9
Personal preferences (eg. Sunshine, grandchildren etc.	33	3.3%	=9
Schools and Education matters	31	3.1%	10
Leisure and Sports facilities/ provision	24	2.4%	11
Streetscene /Street cleansing	22	2.2%	12
Health services	17	1.7%	13
Facilities and services for older people and disabled people	15	1.5%	14
Highways maintenance	11	1.1%	15
Housing provision/ support	5	0.5%	16

☹ Grumpy responses [Total Number - 1245]

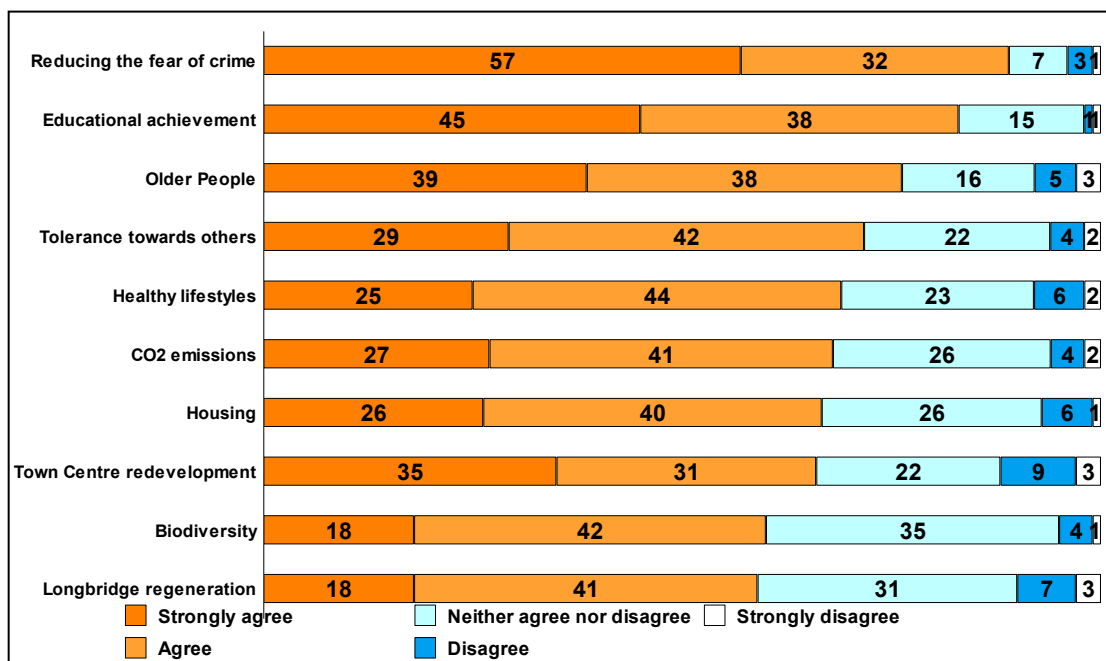
Theme	Number	Percentage	Rank
Highways, pavements and footpaths (including traffic volume, speeding, maintenance, streetlighting, drainage and cycle lanes)	235	18.9	1
Transport services and car parking (including parking costs, parking timescales, transport provision, bus services, trains, illegal parking)	207	16.6	2
Street scene/Street cleansing (including Spadesbourne brook – repeatedly, flyposting, flytipping, litter, graffiti)	138	11.1	3
Town Centre (including empty shops and range of shops, deterioration, architecture)	129	10.4	4
Waste and recycling (including winter collection of green waste, bin size, frequency of collections, roll-out of wheeled bin service across district)	86	6.9	5
Other	84	6.7	6
Crime, Anti-social behaviour and policing (adults and children)	63	5.1	7
The Council (including reputation, performance, value for money, Councillors, customer service and communications)	42	3.4	=8
Maintenance of green spaces (including hedgerows, verges, mowing, weeding etc.)	42	3.4	=8
Condition of Public toilets	38	3.1	9
Activities for children and young people	35	2.8	10
Planning matters (overdevelopment and urban sprawl, planning service)	30	2.4	11
Provision for older and disabled people (including concessionary fares, blue badge, shopmobility, parking charges)	27	2.2	=12
Council Tax and Business Rates	28	2.2	=12
Cultural offer, events and activities	17	1.4	13
Leisure and sports facilities	13	1.0	14
Schools and Education matters	11	0.9	15
Health services (including NHS and Dentists)	10	0.8	=16
Need for Affordable Housing	10	0.8	=16

Customer Panel

The priorities selected by the Board for consultation were:

- Fear of Crime
- Environment
- Town Centre Regeneration
- Longbridge Regeneration
- Health & Well Being
- Children & Young People
- Older People
- Housing

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.
- CO₂ 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%.

Other priorities

Suggestions for other priorities were invited, more policing, car parking, litter and public transport being common concerns.

- “Bring back free parking for older people. Most do not use other facilities provided for younger people and the parking fees restrict visits to the town”.
- “Do not see many police and when you do they are not helpful”.
- “Improving public transport provision”.
- “Public transport improved and more policing”.
- “Reducing litter and dumping of rubbish”.

The graph and comments are backed up by the responses to glad or grumpy and also reiterates the need to expand the contribution to the Local Area Agreement, particularly around older people and housing. The need for action around the town centre was also discussed at the “Town Hall” meetings held in November 2006 and July 2007.

Partners

Although no formal response has been received from any LSP partner organisation, Councillor Hollingworth has written to the Chair of the Board to inform him that the draft Strategy was discussed at Bromsgrove District Council’s Cabinet meeting in August 2007 and reiterating that partnership working is critical to realise BDCs ambitions to deliver to its residents.

Although childhood obesity was not raised in the Mott McDonald research, it is high on the national agenda and is also a Local Area Agreement reward target. The customer panel feedback stated that 69% felt the Council and its partners should prioritise healthy lifestyles, 83% in under 35s.

A specific comment on the Children & Young People’s High Level Action Plan from Worcestershire County Council’s Children’s Services discusses actions for partners around monitoring. This is currently being addressed through the Children & Young People’s Theme Group.

The Equality & Diversity Forum requested that vulnerable people be considered in the Strategy. Older people and their issues, as the largest identified vulnerable group, will be considered by the Older People Theme Group.

Elected Members

A response was received from the Leader of the Opposition requesting that the LSP consider making Rubery an area of focus like the town centre as the Longbridge regeneration will have consequences for the area, and to maintain Rubery as part of the county of Worcestershire and thus the District of Bromsgrove.

The LSP would struggle at this time to take on such a large project given its focus on the town centre and Longbridge. However, the Board could consider making Rubery a priority for the next Sustainable Community Strategy when the Bromsgrove Town Centre regeneration is more developed.

Councillor Duddy responded on behalf of the Performance Management Board and raised the following points:

- The importance of designing out crime when considering the redevelopment of the town centre.
- Housing – recognising the population growth of older people and therefore the need to have the appropriate housing mix – e.g. sheltered housing.
- Any developments or changes to the District must take account of sustainability.
- Healthy lifestyles via provision for those who need it – e.g. childhood obesity, mental health, older people.
- Fear of crime – covered.
- Use parish plans to strengthen the LSPs understanding of communities. This is a planned area of work within the Corporate Communications, Policy & Performance Team.
- Elected members have always been concerned that the LSP sits outside the democratic process. Performance Management Board will consider the annual report of the LSP but are likely to move to 6-monthly reviews in future.