

**BROMSGROVE DISTRICT COUNCIL – RESPONSE TO  
WORCESTERSHIRE PARTNERSHIP DRAFT SUSTAINABLE COMMUNITY  
STRATEGY**

Q1 Do we need more information about the Worcestershire Partnership?

Detail sufficient.

Q2 Is this section helpful? Do you have any suggestions of examples we could include here?

Useful background detail.

Q3 Can you think of any other factors that should have shaped this Strategy and which should be included in this diagram?

No other factors.

Q4 Can you recognise Worcestershire from the ‘story’ set out here?

Worcestershire is recognisable from the story of place, but there are too many geographic references to the southern part of the county.

Q5 - Q7 Q5: Is there any other information that should be included?  
Q6: Do you agree with the points made in the SWOT analysis?  
Q7: Do you have any points that you feel should be included in the SWOT analysis?

Agree with points made in the SWOT analysis, as stated in Q4, the geographic areas listed are almost all in the southern half of the county, for example, Norton Parkway – there is no mention of the Bromsgrove railway regeneration, which amounts to a £12 million investment. Bromsgrove town centre is also clearly a weakness in terms of the urban offer with regard to the county’s towns.

Weaknesses

- Lack of sports facilities – no current knowledge of county’s needs is available
- Bromsgrove town centre

Opportunities

- Play opportunities via Play Strategy(ies) – more Sport England funding being accessed via the County Sports Partnership
- Bromsgrove town centre (including relocation of railway station) and Longbridge redevelopment

### Threats

- Affordable housing – countywide issue but of particular significance to Bromsgrove. The Regional Spatial Strategy allocates 1,400 houses to be built in Bromsgrove over the next 20 years, most of which needs to be affordable housing. This is the smallest allocation in the region, but it is proposed that 3,300 houses of Redditch Borough’s allocation be built within Bromsgrove District. This would exacerbate the already unbalanced market.

Q8 Do you know of any other plans, strategies or documents that should be included in Appendix 2?

Unaware of other plans, strategies or documents that should be included in Appendix 2. Pleased to see ‘Your District, Your Future’ listed.

Q9 Is this diagram helpful in describing these relationships?

The diagram is a useful explanation of relationships between spatial plans and community strategies. It may be useful to add boxes giving reference to parish plans and/or neighbourhood plans.

Q10 Do you agree with the nature of the Worcestershire Partnership response to the RSS Phase Two Revision?

Agree with the Worcestershire Partnership’s response to RSS Phase 2 Revision. However, Bromsgrove Council is intending to object to the RSS Phase 2 Revision on two grounds. Firstly, there is insufficient housing to meet the affordable housing needs of the District, and secondly, the Council does not support the provision of housing for Redditch Borough’s needs within the District boundary of Bromsgrove on the edge of Redditch due to the potential loss of Green Belt land. The Council is unhappy with the inflexibility of this allocation and would prefer to have control over the siting of the allocation.

Q11 & Q12 Q11: Is this explanation of the Spatial Planning Process helpful?  
Q12: Does it explain the relationship between spatial and community strategies, and the links between them?

The explanation of the Spatial Planning Process is helpful and it does explain the relationship between spatial and community strategies and the links between them.

Q13 Is this table helpful?

The table is helpful.

Q14 Can you identify alternative examples that can be included her?

Bromsgrove District Council has Sense of Community as one of its objectives and priorities and considers this one of the biggest challenges facing local government. Spatial planning can play a significant role in shaping and designing communities that are cohesive between generations and different groups of society.

Further examples:

Better Environment: - Bromsgrove railway station redevelopment

Economic Success: - Bromsgrove town centre

Stronger Communities:– Designing children and young people and different generations into developments.

Q15 Is it useful to highlight specific geographical areas in the county wide Community Strategy – or should a more strategic approach be taken with specific geographical issues being addressed through District SCS?

Bromsgrove District Council supports the high level thematic approach but recognises that such an approach can make it more difficult to refer to what is actually happening on the ground. The Council would be keen to see specific targets under themes – eg affordable housing through the release of appropriate release of land, town centre, railway station.

Q16 If you think that these areas should be included are there any other geographical areas of challenge/opportunity that should be identified here, and what is the evidence for this?

Opportunities:

Longbridge regeneration should be added. It is a major priority for the Bromsgrove Partnership and the District Council and aims to:

- Create 10,000 new jobs over a 10-year period;
- Create 500-700 new homes, with 35% being affordable;
- Provide appropriate community facilities to provide a sense of community for new residents.

Bromsgrove Railway Station Regeneration.

- Over the last 10 years, numbers of those who use the station has increased by 400%, the strongest growth rate in Worcestershire, is the most used un-staffed station on Central Trains area and has only basic facilities.
- The relocated station has a budget of approximately £12 million.
- A new station would enhance the gateway into the District, improve accessibility, passenger facilities and train services. Secondary benefits include socio

economic benefits , opportunities for further development in Bromsgrove, linkages to the town centre and Technology Park and employment opportunities that the new station with improved capacity will offer.

Bromsgrove Town Centre – currently has a poor retail offer and the layout is undoubtedly the worst in the county when set alongside the economic wealth of the District. Worcestershire County Council has recognised this and will be funding a project manager post to work on the redevelopment.

Q17 Do you agree that tackling environmental challenges such as climate change and flooding should be a cross-cutting theme?

Tackling environmental challenges such as climate change and flooding should absolutely be a cross cutting theme. Such issues cannot be addressed adequately in isolation.

Q18 Do you agree that these are the priority outcomes for tackling environmental challenges such as climate change and flooding?

Agreed that these are the priority outcomes for tackling environmental challenges such as climate change and flooding. However, we feel that the first bullet point in paragraph 4.1.2 is not specific enough and consideration should be given to rewording/strengthening the outcome.

Q19 Can you identify any further actions that the Partnership could take to tackle environmental challenges, particularly actions around adaption and resilience to climate change and flooding?

Para 4.1.3 – The bullet point that states:  
Encourage new homes to achieve the Code for Sustainable Homes Standard – we feel that a stronger word than ‘encourage’ should be used – e.g. ‘impel’.

Consider adding dredging the River Severn in order to increase the volumetric capacity of the river in order to carry more water. The effect of this would reduce the possibility of the river breaching its banks which causes flooding in local towns or areas.

We feel that the Worcestershire Integrated Passenger Transport should be added to the list.

Q20 Do you agree that Community Engagement should be a cross cutting theme?

Agree that Community Engagement should be a cross cutting theme. Bromsgrove District Council and the Bromsgrove

Partnership recognises the role played by the voluntary and community sector. BDC has its own local Compact charter, which is driven by a steering group and has its own action plan. BDC and the LSP have built a strong relationship with its VCS partners and supports events during National Compact Week and Carers' Week for example.

BDC is supporting two pilot area forums (with a proposal to extend to a further two forums), which are currently being evaluated. BDC regularly consults via surveys and focus groups (and has plans to extend its programme) on a wide variety of issues and contributes regularly to PACT meetings, all of which are beginning to empower local people to have a greater choice and influence over local decisions and a greater role in public service delivery.

Q21 Do you agree that this is the priority outcome for Community Engagement?

Agree with the priority outcome. Based on the response to Q20, Bromsgrove District Council strongly supports community engagement as a priority as demonstrated by the levels of activity within the District.

Q22 Can you identify any further actions that the Partnership could take on Community Engagement?

No further actions identified, but we support the development of a clear framework for engagement, particularly a framework for neighbourhood management. The Council's experience is that senior officer support of such initiatives has a beneficial impact of the community's perception of the Council.

Q23 Do you agree that Community Cohesion should be a cross cutting theme?

We strongly support community cohesion as a cross cutting theme but feel that the focus is too narrow and government led, focusing specifically on BMEs, economic migration etc. Whilst these are important issues, there are wider issues of societal breakdown – e.g. anti social behaviour, inter-generational conflict and a general loss of sense of community.

We understand the term as it is used here but would like to see it changed to become less jargonistic – perhaps becoming 'sense of community' rather than 'community cohesion'.

Q24 Do you agree that these are the priority outcomes for Community Cohesion?

Agree with the priority outcomes for Community Cohesion, but is

more evidence required to determine that we have an issue around the loss of sense of community?

Q25 Can you identify any further actions that the Partnership could take to support community cohesion?

We feel that the focus is a bit narrow here. Could consider the challenge of community cohesion breakdown – i.e. anti-social behaviour. This may be picked up in the proposed detailed community mapping but is a potentially big challenge. Could consider things that bring people together – traditionally events, sports and arts budgets suffer during budget rounds, but these are the things that bring people together.

Q26 Do you agree that these are the priority cross cutting themes? If not, what do you think should be included here?

Agree with the priority cross cutting themes.

Q27 Do you agree that these are the priority outcomes? If not, what do you think should be the priority outcomes and what is the evidence for this?

Agree with the priority outcomes. They reflect the Bromsgrove Partnership's SCS priorities.

Q28 Do you know of any other evidence relating to the outcomes that should be included here?

Not aware of other evidence.

Q29 Are there any other partner actions relating to the outcomes that should be included here? If you are identifying actions that relate to these or any alternative outcomes, please evidence that partners have agreed to the action proposed.

No further partner actions identified.

Q30 Can you identify any other benefits that should be included here?

No other benefits identified.

Q31 Do you agree that these are the priority outcomes? If not, what do you think should be the priority outcomes and what is the evidence for this?

Agree with the priority outcomes. They reflect the Bromsgrove Partnership's SCS priorities.

Q32 Do you know of any other evidence relating to the outcomes that should be included here?

Not aware of other evidence.

Q33 Are there any other partner actions relating to the outcomes that should be included here? If you are identifying actions that relate to these or any alternative outcomes, please evidence that partners have agreed to the action proposed.

No further partner actions identified.

Q34 Can you identify any other benefits that should be included here?

No other benefits identified.

Q35 Do you agree that these are the priority outcomes? If not, what do you think should be the priority outcomes and what is the evidence for this?

Agree with the priority outcomes. They reflect the Bromsgrove Partnership's SCS priorities.

Q36 Do you know of any other evidence relating to the outcomes that should be included here?

Not aware of other evidence.

Q37 Are there any other partner actions relating to the outcomes that should be included here? If you are identifying actions that relate to these or any alternative outcomes, please evidence that partners have agreed to the action proposed.

Bullet point 4- Consider adding:

- Longbridge regeneration site will contribute to economic prosperity. This is a priority in the Bromsgrove SCS and the BDC Council Plan 2007 – 2010.
- Regeneration of Bromsgrove town centre.

On a general point, the list feels very Worcester-centric and the reference to the Integrated Passenger Transport Strategy for Worcester city is intriguing when there are major problems around the A38 in Bromsgrove and the railway station being critical to development of both the District and county.

Q38 Can you identify any other benefits that should be included here?

A further bullet point:

- Increase the retail offer in the county.

Q39 Do you agree that these are the priority outcomes? If not, what do you think should be the priority outcomes and what is the evidence

for this?

Agree with the priority outcomes. They reflect the Bromsgrove Partnership's SCS priorities.

Q40 Do you know of any other evidence relating to the outcomes that should be included here?

Not aware of other evidence.

Q41 Are there any other partner actions relating to the outcomes that should be included here? If you are identifying actions that relate to these or any alternative outcomes, please evidence that partners have agreed to the action proposed.

No further partner actions identified.

Q42 Can you identify any other benefits that should be included here?

No other benefits identified.

Q43 Do you agree that these are the priority outcomes? If not, what do you think should be the priority outcomes and what is the evidence for this?

Agree with the priority outcomes. They reflect the Bromsgrove Partnership's SCS priorities and we particularly welcome priority 4 as the Council has a real concern that children and young people are being demonised.

Q44 Do you know of any other evidence relating to the outcomes that should be included here?

Not aware of other evidence; however, BDC recently held a conference where 45 children and young people aged between 7 and 18 years attended. The Council will be setting up local working groups of children and young people to consider the issues identified and how they can be addressed.

Q45 Are there any other partner actions relating to the outcomes that should be included here? If you are identifying actions that relate to these or any alternative outcomes, please evidence that partners have agreed to the action proposed.

Consider adding;

- Physical activity – being developed on a county and district basis via Community Sports Networks and Sports Partnerships.
- Play – via Play Strategy(ies).

Q46 Can you identify any other benefits that should be included here?



Final bullet point – amend to read:

Greater access by children, young people and their families to community resources **and access to play facilities.**

Q47 Do you agree that these are the priority outcomes? If not, what do you think should be the priority outcomes and what is the evidence for this?

Agree with the priority outcomes. They reflect the Bromsgrove Partnership's SCS priorities. However, should volunteering be within the Community Engagement section?

This is first time that older people are really mentioned in the outcomes. Is the definition of pensioner poverty too narrow? There are references to older people in the document, but given the scale of the issue, is the focus on social care too narrow? We believe more consideration needs to be given around preventative services –e.g. healthy living groups – to bring communities together.

Q48 Do you know of any other evidence relating to the outcomes that should be included here?

Not aware of other evidence but BDC intends to conduct focus groups for people aged 60 – 85 to look at their needs. The LSP is also working on re-invigorating the Older People's Forum in the District.

Q49 Are there any other partner actions relating to the outcomes that should be included here? If you are identifying actions that relate to these or any alternative outcomes, please evidence that partners have agreed to the action proposed.

No further partner actions identified.

Q50 Can you identify any other benefits that should be included here?

No other benefits identified.

Q51 Do you know of any other evidence relating to the outcomes that should be included here?

Not aware of other evidence.

Q52 Are there any other partner actions relating to the outcomes that should be included here? If you are identifying actions that relate to these or any alternative outcomes, please evidence that partners have agreed to the action proposed.

No further partner actions identified.

Q53 Can you identify any other benefits that should be included here?

No other benefits identified.

Q54 Not aware of other evidence.

Q55 Are there any other partner actions relating to the outcomes that should be included here? If you are identifying actions that relate to these or any alternative outcomes, please evidence that partners have agreed to the action proposed.

No further partner actions identified. Work is being done locally to address these issues.

Q56 Can you identify any other benefits that should be included here?

Consider adding a further bullet point:

- Sharing skills and knowledge between sectors.

Q57 Do you know of any other evidence relating to the outcomes that should be included here?

Not aware of other evidence.

Q58 Are there any other partner actions relating to the outcomes that should be included here? If you are identifying actions that relate to these or any alternative outcomes, please evidence that partners have agreed to the action proposed

No further partner actions identified.

Q59 Can you identify any other benefits that should be included here?

No other benefits identified.