



Bromsgrove Partnership
Your District Your Future

Bromsgrove Partnership **Annual Report**

2012/2013

Bromsgrove
Your District Your Future Partnership

Contents

1

Introduction Page 1

Background Page 2

- Information about the Partnership
- Structure in 2012/13

Economic Growth Page 4

- Town Centre Regeneration
- Marketing of Bromsgrove District
- Encouraging Business Growth

Balanced Communities Page 6

- Health and Wellbeing
- Children and Young People
- Older People

Better Environment Page 10

- Reduce CO2 Emissions
- Improve Biodiversity and Nature
- Cohesive Delivery of Shared Priorities

Areas of Highest Need Project Page 12

- The Trunk
- Community Health Hub in Sidemoor

Looking to the Future Page 14

Introduction

Welcome to the 2012/13 annual report of the Bromsgrove Partnership which is the local strategic partnership for Bromsgrove District.

This is intended to give an insight into the work of the Bromsgrove Partnership by providing an overview of activities and achievements over the past twelve months. I hope as you read on that it becomes evident that partnership working locally is strong, despite the difficult times that we are facing.

This year we welcomed two additional partner representatives on to the Board from Hereford and Worcester Fire and Rescue Service and the new NHS Redditch and Bromsgrove Clinical Commissioning Group (RBCCG). I am extremely pleased that both organisations accepted our invitation to join us and I am sure it will prove a fruitful relationship.

In fact, it has been due to joining forces with RBCCG that our Areas of Highest Need (AOHN) Project is now able to deliver services in Sidemoor through the new Community Health Hub which opened in January 2013. I was delighted to see the huge turnout of local residents at the grand opening and the positive response it received. I am confident that EPIC, the social enterprise company commissioned to run our AOHN project, will make it a success in much the same way as The Trunk, which is located in our other area of highest need, Charford.

I would like to take this opportunity to thank all members of the Bromsgrove Partnership, on the Board and Theme Groups, for contributing their valuable time and effort to help make a difference.

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



Background

What is the Bromsgrove Partnership?

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

What does the Bromsgrove Partnership do?

Instead of each organisation working in isolation, Bromsgrove Partnership provides a forum for local organisations to come together and address cross-cutting issues that are important to those living, working and visiting Bromsgrove District. It also provides a united strategic voice for the District at a regional and national level.

What is a Sustainable Community Strategy (SCS)?

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

Is there an SCS for Bromsgrove District?

There is a countywide Sustainable Community Strategy which includes a chapter specifically relating to Bromsgrove District and it includes Bromsgrove Partnership's vision and priorities. A copy of the SCS can be viewed on the website: www.bromsgrovepartnership.org.uk

What are the Bromsgrove Partnership's Vision and Priorities?

Its vision and three priorities are shown in the diagram on the next page.

How is the Bromsgrove Partnership structured?

As shown in the diagram, there is one Board and three Theme Groups focusing on one priority each. There are sub groups and tasks groups that are set up as and when appropriate. There are also links with other groups and partnerships such as the Worcestershire Partnership, North Worcestershire Community Safety Partnership/Safer Bromsgrove Group and the Equality and Diversity Forum.

Who is represented on the Board?

The Bromsgrove Partnership Board membership in 2012/13 is shown below (in no particular order):

- Bromsgrove District Council
- Bromsgrove and Redditch Network (BARN)
- Bromsgrove District Housing Trust (BDHT)
- NHS Redditch and Bromsgrove Clinical Commissioning Group (RBCCG)
- NHS Public Health
- Hereford and Worcester Fire and Rescue Service
- North East Worcestershire (NEW) College
- Small and Medium Business Representative
- West Mercia Police
- Worcestershire County Council
- Parish Councils (County Association of Local Councils (CALC)
- Act on Energy

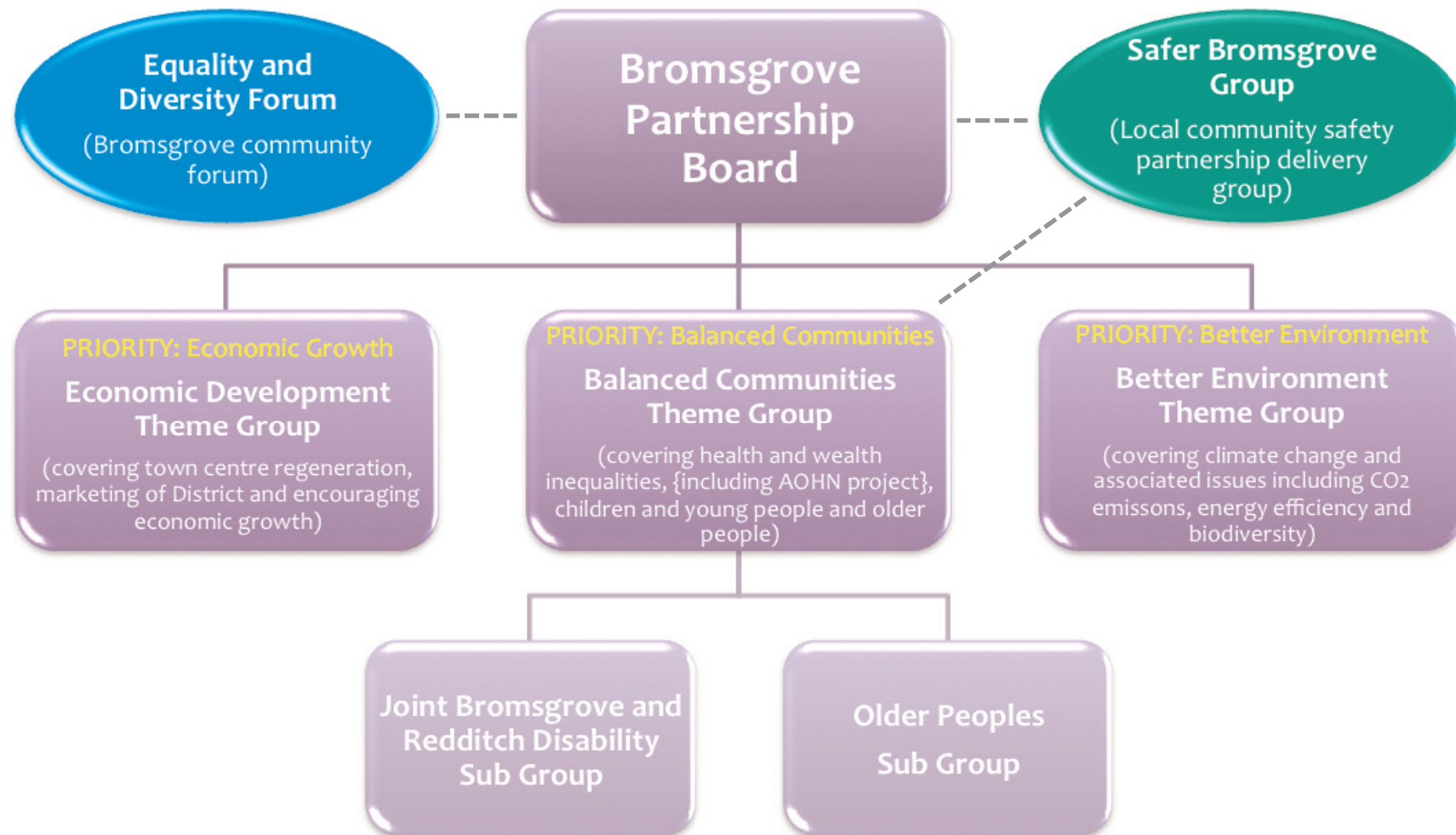
Many more partners are engaged as members of the Theme Groups.



Background

Structure of the Bromsgrove Partnership in 2012/13

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



Economic Growth

4

The **Economic Development Theme Group** is chaired by and includes private sector representatives and its focus has been to oversee the town centre regeneration, successful marketing of the District and to encourage business growth.

Despite the poor economic conditions there has been **continued interest in the key town centre sites**, although progress has been relatively slow as developers attempt to put together viable schemes. Such sites include the land off Recreation Road (Extra Care village) and the Hanover Street car-park (retail led, mixed use development). Development of the new combined Police and Fire Station is now well advanced and once occupied will allow for redevelopment of the existing town centre site in Windsor Street. Following the grant of planning permission, the indications are that the Sainsbury's development is still scheduled to go ahead and a commencement date is awaited. A scheme for the High Street improvements, including new surfacing materials, street furniture and landscaping, were submitted for approval and some initial works have already commenced.



Plans for a new and relocated Bromsgrove Train Station were the subject of consultation between January and March 2013 and a planning application is expected to be submitted for consideration by Worcestershire County Council this autumn. Construction work should commence in 2014 with the new station scheduled to open in summer 2015.

The **'Building a Better Bromsgrove' website went live during the summer 2012** and has been developed to promote inward investment into the District but also draw attention to the many attractions in the District. The website has links to local businesses and a number of these have expressed their appreciation. Why not take a look for yourself – www.betterbromsgrove.com

Building a better
Bromsgrove 



Economic Growth

5

During the year, **the Theme Group met with individuals and representatives from a number of organisations.** These included Property Consultants, who gave the Group their perspective on the levels of interest in the District by the Employment/Industrial Sector, the suitability of available employment sites and likely new space required in future years. The Principal and Chief Executive of NEW College took Theme Group members on a virtual tour of some excellent facilities the local college campus has to offer, including the 'Harley Davidson University', automotive workshops and TV studio. The Group was particularly interested in the College's links with small and medium businesses and the focus on ensuring students have the right skills local businesses are seeking. Representatives from Community Regeneration Organisations Worcestershire North (CROWN) have recently been in discussions with the Group regarding the value of the third sector to the economy and how important it is to ensure the relationship between the local enterprise partnerships (LEPs) and the third sector are strengthened.

Findings from the **Employment Land Review**, which had been commissioned by the District Council to assess the demand for and supply of land for employment in the District, was shared with partners and discussed. The Theme Group is keen to ensure that sufficient employment land is made available to meet the anticipated growth in the workforce and that advantage is taken of the M42 corridor when identifying possible sites. It was positive that **Bromsgrove District was generally viewed as a good location to do business.**

North Worcestershire Economic Development and Regeneration is represented and have provided regular reports on unemployment rates, business survival rates, commercial property enquiries and awards of business grants, as well as other information regarding economic indicators. Between April 2012 and March 2013, **11 new business grants and 5 booster grants were awarded.**

As the Theme Group also includes representation from the **Worcestershire Local Enterprise Partnership (WLEP)** and the **Greater Birmingham and Solihull LEP (GBSLEP)**, the Group is updated at each meeting on relevant activity in the LEPs as well as the Worcestershire Partnership's Place Shaping Group. In addition to identifying possible sources of funding, the LEP representatives are able to feedback on areas of concern to ensure there is strong partnership working going forward.



Balanced Communities

6



The **Balanced Communities Theme Group** is now well established and has been running successfully for two years focusing on the wide remit of health and wellbeing, older people and children and young people. There are two smaller sub groups underneath that meet on a quarterly basis which are the Older People's Sub Group and a joint Bromsgrove and Redditch Disability Sub Group. Through the membership of the Theme Group, there are also links to the Safer Bromsgrove Group, which is the local community safety delivery group that sits under the North Worcestershire Community Safety Partnership.

In relation to health and wellbeing specifically, the Theme Group supports local efforts to promote healthy lifestyles, improve health and wellbeing outcomes and reduce health inequalities amongst local residents. At the beginning of the 2012, the newly formed NHS Redditch and Bromsgrove Clinical Commissioning Group (RBCCG) provided funding which enabled partners to develop and lead a variety of sustainable health improvement initiatives across the District. These included:

A **healthy cookery training package** was designed to help families, older people and those on a low income to learn practically about adopting a healthy balanced diet including nutrition, cookery sessions, shop tours and label reading skills. The training package and resources are loaned out to organisations and it has been delivered as a 'train the trainer' model to relevant frontline staff.



A number of businesses in Bromsgrove signed up to **Worcestershire Works Well** which meant they received one to one support to help their staff address smoking, diet, physical activity and mental health. The programme has been shown to improve the health and wellbeing of staff as well as benefiting the business with reduced levels of sickness and absenteeism.

Furthermore, a number of canteens, cafés and mobile caterers signed up to a newly developed healthy catering scheme called '**Canny Catering**'. The scheme was well evaluated by both caterers and customers and for many resulted in both healthier food options for customers and increased sales for the caterers. An Awards Ceremony to celebrate the excellent hard work by Canny Caterers was held.



Balanced Communities

7



As childhood accidents are most common in the home, particularly amongst younger children, funding allowed ROSPA to provide home safety training for many staff from Children's Centres through the **Child Accident Prevention** project. This enabled home assessments and in addition, home safety resources such as safety equipment, information leaflets and DVDs were purchased to be used alongside the assessments.

To support **ongoing work around falls prevention**, partners arranged for Age UK Wellcheck officers in Bromsgrove to receive falls prevention training which has helped raise awareness. Over the year, 745 additional older people have received falls advice and a number have accessed occupational therapy, handyman services and postural stability instruction (PSI). PSI has been a great success, with many health professionals referring into the 7 courses that are delivered across Rubery, Hagley, Wythall and central Bromsgrove.

One of the priorities for the Theme Group is mental health and wellbeing. To complement the range of statutory and voluntary provision and services, a website has been developed to promote improved wellbeing and to support those with low level mental health needs: www.wellbeinginpartnership.co.uk. The website focuses on the '**5 ways to wellbeing**' and provides examples and self help materials, signposting and information.

To ensure partnership work focused on the most appropriate areas going forward, **a detailed assessment of health and wellbeing needs** was undertaken in 2012 together with a mapping of existing services to help try and identify any gaps in provision as well as avoid any unnecessary duplication.



Balanced Communities

8



With regards to children and young people, the Theme Group is **preparing to work as the Local Children's Trust** for the district and form a link with the newly emerging Worcestershire Children's Trust Executive Board. Local providers of positive activities for young people, commissioned by Worcestershire County Council this year, are engaged on the Theme Group and partners continue to ensure they are involved in the development of local Early Help Services and the Stronger Families Initiative which are being implemented across Worcestershire.

It has been an exciting year in local sports and physical activity for all ages and abilities due to the 2012 Olympic Games. The 'Sportivate' initiative, designed to increase the amount of young people aged 14 – 25 engaged in sport, showed a huge increase from previous years which saw **Bromsgrove overachieve its target towards the national figure by nearly 100%**. A successful school delivery programme engaged local primary schools and this has helped increase partnership opportunities in 2013/14.

Since launching in November 2012, **BRAVO (Bromsgrove and Redditch Active Volunteering Opportunities)** has made links with the local community and the programme has supported the successful placement of volunteers in activity camps, schools and sports clubs. The aim of BRAVO is to increase the employability and social interaction of the volunteers while being a valuable asset to the placement itself.



The support forums for new clubs were a big success, with 16 clubs signed up to the scheme and 33 clubs attending the annual High 5 event, which this year included the annual **sports awards and community games event in Sanders park**, inspired by London 2012. As part of the Olympics, the athlete support scheme with Wychavon Leisure was refreshed and 10 local athletes benefitted from free membership at the Dolphin Centre.



New sessions were created for the older population reaching out in new areas of the District, offering Zumba Gold and mature men's fitness classes.

Balanced Communities

9



Sport England awarded £79,000 to the 'Make it Like Mandeville' disability sport project which helped create more competitive opportunities and activities that cater for older people with disabilities locally. Following the successful trike bike projects in Sanders Park, funding was also awarded to add a hand cycle to increase accessibility.



'Ageing Well' funding was secured through a partnership bid between Bromsgrove and Redditch Age UK, BDHT and Bromsgrove District and Redditch Borough Councils. The project is focusing on mental health, active lives and providing information, advice and guidance. It is anticipated that further funding next year will be awarded if the project proves effective.

A **successful International Older People's Day event** was held in Bromsgrove in October 2012. The well attended event had representatives from a range of organisations who were on hand to provide information and advice on services they offered. The latest edition of 'Together Bromsgrove Plus' was also launched at the event. The partnership publication included news, contact details and information on a range of topics of interest to older people living and visiting the District and it was delivered to all households too.



Better Environment

10

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

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

LA Region Name	Year	Industry and Commercial	Domestic	Road Transport	LULUCF*	Total	Population ('000s, mid-year estimate)	Per Capita Emissions (t)
Bromsgrove	2005	153	247	498	8	904	91	9.9
	2006	162	250	498	7	916	92	10
	2007	154	243	495	6	899	92	9.7
	2008	157	241	473	6	876	93	9.4
	2009	133	217	458	6	813	93	8.7
	2010	142	232	458	5	837	93	9

The latest data released from the Department of Energy and Climate Change show that emissions have increased slightly with per capita emissions figure of 9 tonnes of CO2. This overall increase is predominantly in the Domestic and Industry sectors. There was a drop in emissions of CO2 in both transport and land use. These changes are most likely due to the re-estimation of the data sets from 2005-2010 when the underlying methodology was improved.

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

- Provision of a **free insulation scheme** for private sector and private rented housing. This was a highly successful scheme with 305 referrals for insulation measures.
- Working with partners across the County through **Warmer Worcestershire** to ensure delivery of **Cold Weather Plans** and to ensure information is accessible to local residents. This has included the production of thermocards, emergency heating scheme, benefit uptake scheme, boiler repair service, training to front line staff and home visits to vulnerable households.
- Partners are actively involved with the implementation of the Government's new flagship policy, the **Green Deal**, at both a Worcestershire and ultimately a Bromsgrove District level, to ensure that both householders and local businesses can access and benefit from the new policy.
- To help address issues of biodiversity across the District, members of the Bromsgrove Partnership Theme Group have been involved with the Countywide Environment Partnership to enable Worcestershire to become a **Local Nature Partnership**.



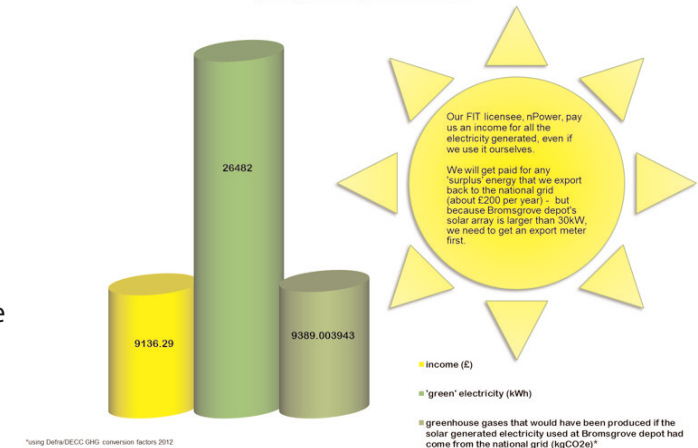
Better Environment

11



- **Bromsgrove Brooks Project** – work on 5 pools at Lingfield Walk in Catshill took place earlier this year to **improve the site for biodiversity** and store water during high flows to help prevent overflowing of a culvert and **alleviate flooding of residential properties** immediately downstream. Due to the partners working together and using each organisation's in house expertise and resources, this project was carried out in just 3 months and is already seeing an improvement for both wildlife and local residents. Without partnership working, the same works would have taken a lot longer and been considerably more expensive or even been **impossible to achieve had just one organisation attempted to work alone.**
- The District Council has installed 141 Photo Voltaic (PV) panels on the Depot which have successfully reduced the electricity costs of the building and provided some additional income through selling unused energy back in to the grid (see graph).
- Across the District, there have been **604 installations of PV panels** since the introduction of the Feed in Tariff, of which **592 installs were on Bromsgrove homes.**
- Partners have organised **various events throughout the District** which have helped to promote energy efficiency/savings, climate change, waste reduction etc. These have included electric blanket testing events, dedicated energy advice surgeries, flu jab clinics, community street theatre events, tenant events and landlord forums.
- The waste team at Bromsgrove District Council has continued to promote its key areas of concern, including recycling. It has also continued its rolling promotion campaign which includes: fly tipping; dog fouling; and food waste.
- Worcestershire Regulatory Services (WRS) were invited on to the Theme Group as it was recognised that we were missing an important link. WRS have produced and consulted on a draft Air Quality Action Plan to address local air quality issues across the County, including the 4 Air Quality Management Areas in Bromsgrove District.
- During 2012, the landfill site at Sandy Lane captured and treated 2734 tonnes of methane - **representing a CO2-equivalent saving of 48,000 tonnes.** This is the same as would be produced by the average family car travelling 150 million miles!

Benefits brought by photo-voltaic (electricity-generating) solar panels at Bromsgrove Depot 2012/2013



Areas of Highest Need Project

12



Despite the challenging economic climate, there has been significant development and growth in the range of services delivered from the Trunk in Charford over the last twelve months. Furthermore, a much needed community Health Hub in Sidemoor also opened its doors this year.

EPIC (Empowering People In Communities) is a Community Interest Company which was commissioned by the Bromsgrove Partnership in 2009 to deliver services for residents within our **areas of highest need, Charford and Sidemoor**. In 2010, the outreach programme was extended to include Catshill.

EPIC continues to successfully run the **Trunk in Charford**, a community resource which provides a delivery base for a number of partner agencies including NEW College, Worcestershire County Council Libraries and Learning, Crime Reduction Initiatives (CRI), Stonham, Citizens Advice Bureau (CAB), West Mercia Probation Trust, National Careers Service, and Shaw Trust. However, January 2013 also saw the opening of the **Community Health Hub in Sidemoor** which has enabled locally based health related services to be delivered. Over 200 people attended the opening including local community members and partner agencies. It was through working in partnership with the NHS Redditch and Bromsgrove Clinical Commissioning Group (RBCCG) that this vital community venue is now available which is helping EPIC and partners to address the health inequalities more effectively in Sidemoor.



This year has seen an **expansion in the delivery of services for young people** aged 13-19 years. EPIC was awarded a contract from Worcestershire County Council to deliver positive activities in Charford, Sidemoor and Catshill. EPIC was then approached to extend their contract for the delivery of positive activities to the Rubery area commencing from April 2013.



Areas of Highest Need Project

13

The Section 10 agreement was renegotiated and signed by partners for a further three years. The agreement enables partners to 'pool funds' to ensure joined up delivery of services for children and young people and families within the Bromsgrove District. Subsequently, EPIC is now undertaking more in depth **work within Bromsgrove schools around wider health interventions** to support the work of the school nurses and ensuring links with the positive activities provision. In addition, EPIC will also be providing a stop smoking service for young people in three Bromsgrove High Schools.

EPIC was chosen as a regional 'pathfinder' to develop the work of the National Careers Service. Members of the EPIC team were trained to support people in job searches and a dedicated phone line and resource room was funded at the Trunk. Due to the success of this resource, the National Careers Service has continued to provide bi-weekly surgeries from the Trunk to support people in their search for employment and training.

We have further developed our work with Crime Reduction Initiatives (CRI) and Pathways to Recovery to **support people in their recovery journey from substance misuse.** Our Healthy Lifestyles Co-coordinator has worked with staff from CRI to promote wider access to social inclusion opportunities. Following a team building event, held at Upton Warren Outdoor Centre to build skills around working together, this group now meets weekly in the Starlight Café to offer peer support.

To celebrate the Queen's Diamond Jubilee, a community party was held and around **220 community members took part** in zumba and hula hooping demonstrations, craft stalls, youth activities and sharing afternoon tea in the Starlight Café.

Inevitably, even with all its success, there have been some testing times for the project but EPIC has remained passionate and committed. With further support being offered from local business leaders through the Shenstone Group (which is part of the Worcestershire Partnership), EPIC and the Bromsgrove Partnership will be striving to continue to build on the project's achievements.



Looking to the Future

14

Our Vision:

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

Our Priorities:

- **Economic Growth**
(including the town centre regeneration, marketing the District and encouraging business growth)
- **Balanced Communities**
(including addressing health and wealth inequalities, the needs of older people and children and young people)
- **Better Environment**
(including reducing CO2 emissions through improved energy efficiency, biodiversity and delivering shared priorities cohesively)

There is no doubt that we are facing challenging times and with significant budget cuts, there is always the danger that partner agencies move away from partnership working and move towards self-protection. However, we are fortunate that within the Bromsgrove Partnership, it is recognised that it should be the citizen, as opposed to budget savings, that is the primary focus of everything we do.

Making the best use of resources available is even more critical and this can only be achieved by taking a more joined up approach to delivering local services and ensuring they are responsive to our customers' underlining needs.

Looking ahead, there are opportunities for partners to jointly transform local services and the Bromsgrove Partnership will be making certain that it is the individuals and families within our local neighbourhoods that are at the heart of any redesign.

Partnership working is often challenging, however, there is a strong will locally to work in partnership as it is recognised that together we can make a big difference. Therefore, the Bromsgrove Partnership will continue to strive towards making its vision a reality and making Bromsgrove District the place to live, do business and to visit.

If you would like any further information, please contact Della McCarthy, Bromsgrove Partnership Manager, on 01527 881618 or email d.mccarthy@bromsgroveandredditch.gov.uk or you can visit www.bromsgrovepartnership.org.uk





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