



Worcestershire's Local Area Agreement 2008 – 2011



Delivering excellence
in Worcestershire

The Worcestershire Story of Place

The county of Worcestershire is located in the heart of England. It comprises six districts: Bromsgrove, Malvern Hills, Redditch, Worcester City, Wychavon and Wyre Forest. There are 161 town and parish councils and parish meetings in the county, although the urban areas of Bromsgrove, Kidderminster, Redditch and Worcester are largely unparished.

Worcestershire has an outstanding and rich natural environment. It is home to spectacular features such as the Malvern Hills, and a large part of the county consists of a combination of fields, orchards, woodlands, meadow, ancient forests and rivers. By contrast, the county's remaining habitat is extremely fragmented.

Though agricultural land and open countryside dominate the landscape, 64% of the total population lives in urban areas. Worcestershire is adjacent to the major West Midlands conurbation and has generally good road access to and from the national transport network.

We have a significant rural population. Approximately one third of Worcestershire's residents live in rural areas (more than the entire population of neighbouring Herefordshire). Many of these residents experience relatively inaccessible services and a lack of facilities. Nearly 40% of areas in Worcestershire are ranked within the top 20% most deprived nationally in terms of geographical barriers to services. Eight areas (all of which are within rural parts of Wychavon and Malvern Hills) are in the top 1% nationally¹. The physical characteristics and historic focus on villages provide the environment in which the LAA is set, and nurturing and developing this heritage is of importance in terms of quality of life.

Heritage

Worcestershire has a rich and much-visited heritage. With 17,943 historical assets countywide creating a rich archaeological history, and 26 museums visited by more than 300,000 people each year, the built and tangible history of Worcestershire creates its local distinctiveness and draws in visitors which in turn boost the economy in Worcestershire. Partnerships with English Heritage and National Trust add to the vibrancy of the heritage on offer, including Croome Court and Witley Court. The eleventh century cathedral in Worcester draws many visitors to the city, where the first and last battles of the Civil War were fought. Recent lottery grants have enabled the city's Commandery to be refurbished and will see 400 years of Worcestershire's county archives for Worcester City made accessible. Worcestershire has 900 years of archive records, which are visited by nearly 90,000 people each year. 25% of visitors come from outside the county and overseas.

Worcestershire's heritage includes its industries of glove making, porcelain, nail making, carpet weaving and agriculture. There is also a long sporting

¹ The English Indices of Deprivation, 2004

tradition in the county, with the county cricket ground in Worcester being one of the most beautiful and most-photographed grounds in the world. In addition Worcestershire can also boast top-graded rugby union, and many sports clubs. All of these organisations have strong links to the local community and draw people to the county for sporting events.

Environment

Worcestershire is one of the most environmentally diverse counties in Britain. It has a very varied geology and landform. The county encompasses the southern limit of many northern plant and animal species, and the northern limit of species found in the south, and is therefore exceptionally rich ecologically.

Some of Worcestershire's landscapes, such as the Malvern Hills, have been recognised nationally as being amongst the most notable in the country and have been designated as Areas of Outstanding Natural Beauty, giving them added protection against inappropriate development. The situation is by no means ideal. The West Midlands retains virtually the lowest proportion of semi-natural habitat in England and landscape-scale conservation will be needed through improving the management of existing sites and creating buffers, links and corridors to provide the space to enable wildlife to adapt.

Worcestershire's geological sites provide a window in which to view the past, and to see how the Earth has responded to past climate change. Worcestershire is keen to have a full understanding of the natural processes that take place (such as river processes, weathering, erosion and mass movement, amongst other natural hazards) as a vital first step in creating a management plan to mitigate the effects of climate change. The loss of such sites is happening continually, with the recent destruction of a Site of Special Scientific Interest and Regionally Important Geological Sites. In a geodiversity audit of the county currently underway, up to 40% of all recorded sites in the county over the last 20-30 years have been lost.

Our landscape cannot be taken for granted. In recent months, Worcestershire has experienced significant flooding which has adversely impacted upon the county's residents and economy. This flooding was not just fluvial flooding (i.e. rivers bursting their banks) but also resulted in very heavy rainfall and many incidences of flash flooding.

This summer 2007 flooding was quite exceptional and overall approximately 6,000 buildings were affected and approximately 3,500 residential properties were severely flooded. The economic cost to the county was estimated at £6.4 million per week during the height of the flooding. Approximately 10% of the land area of Worcestershire is at risk of flooding (about 167km²). Worcestershire has the second highest percentage of total land at risk from flooding in the West Midlands.

There are over 9,146 properties at risk of flooding - approximately 4% of the total number of properties. 38% of the 9,146 properties are at significant risk; 30% are at moderate risk; 32% are at low risk. Worcestershire has the third

highest number of properties at 'high' risk in the West Midlands. At least part of the adverse impact of the exceptional summer floods seems to be the result of human intervention. Worcestershire will address flooding as one of its priorities. It will be important to balance the demand for new development with the need to protect the natural environment.

Climate change is a major issue in Worcestershire. The county produces significant amounts of greenhouse gases². This was around 5.3 million tonnes of CO² in 2004; including around 1.6 million tonnes from the industrial and commercial sectors, 1.5 million tonnes from domestic energy use, and 2.0 million tonnes from road transport. The highest areas of emissions were in Wychavon and Bromsgrove. CO² emissions from domestic energy use and road transport are also higher than the West Midlands regional average.

CO² emissions from the industrial and commercial sectors (3.1 tonnes per capita) are lower than the WM regional average (3.8 tonnes per capita). CO² emissions from road transport (3.8 tonnes per capita) are higher than the West Midlands regional figure (2.7 tonnes per capita). Total CO² emissions per capita (9.7 tonnes per capita) are higher than the WM regional figure (9.1 tonnes per capita).

The Citizens' Panel survey showed that 60% of respondents agree that climate change is already having an impact on Worcestershire. 83% of respondents thought it important that action was taken in Worcestershire to tackle climate change. The more we do now to reduce emissions, the less extreme the expected impact.

In terms of water resources Severn Trent Water has a slight supply-demand deficit in a dry year. More significantly, customer security of water supplied by Severn Trent Water is ranked 20th out of 23 (where 23rd is poorest performance) in England and Wales³.

Mitigating the effects of climate change is important for Worcestershire. This includes considering the way that people manage the environment to alleviate, rather than exacerbate such issues as flood risk and flooding.

Environment issues are not confined to climate change. Surveys show (Citizens' Panel 2007) that effective waste management arrangements by reducing landfill, street cleansing and dealing with graffiti are of concern to Worcestershire residents.

Housing

A suitable, decent and affordable home is central to ensuring that residents enjoy a good quality of life and contributes to the sustainability of our local communities. (Affordable decent housing is high on the list of what Worcestershire residents think is important, but which also needs improvement)⁴. Housing impacts across the spectrum and an inclusive,

² Environment Agency 2007

³ Ofwat, "Security of supply 2006-07"

⁴ BVPI Satisfaction Survey, 2006

partnership approach is essential to achieve successful outcomes for Worcestershire residents

Increased delivery of affordable housing is a priority for Worcestershire, but there are a number of well-documented constraints that inhibit delivery. There is a lack of suitable sites that Housing Association partners can secure for new development, both in terms of the number of sites generally available, and the financial rules that Housing Associations are bound by, in terms of competing with the private sector.

The housing proposals in the RSS Phase 2 Revision suggest that Worcestershire will need to accommodate 36,600 additional dwellings between 2006 and 2026. The majority of this housing will be located in and around Worcester and Redditch as the county's two designated "Settlements of Significant Development". Development of this magnitude will require cross district council co-operation to ensure that the right infrastructure can be provided to release development sites. Residential development will need to be balanced by a suitable portfolio of employment land to provide an alternative to out of county commuting.

Worcestershire County Council is working with a range of partner organisations, including the South Housing Market Area Partnership to ensure that the full range of housing needs are addressed and funding bids to meet those needs are submitted to the Housing Corporation. This is a particular challenge in Redditch as a former new town. There are increased in-migration pressures from both the south as well as from the north, and the effect on house prices and longer distance commuting by higher paid employees is significant in South Worcestershire and Bromsgrove.

Despite the Regional Spatial and Housing Strategy being aimed at reversing this migration pressure from the conurbation, there seems little prospect of the overall migration pressures being relieved in the foreseeable future through the combination of lifestyle choices and demographic growth which is particularly increasing the size of the older population.

The result is that the lower paid and locally employed are being increasingly excluded from the market, with increasing numbers of households on waiting lists and in inadequate accommodation. Only one third of households currently in housing need are in their own accommodation, and only one quarter are single persons, which suggests an overall shortage of housing that cannot be overcome to any significant extent by increased sharing by younger persons. The longest waiting times for social rented accommodation is for two bedroom houses for young families and four bedroom houses for established families that have outgrown their present accommodation⁵.

Rural housing needs are not being adequately met in Worcestershire. These areas require additional and appropriate affordable housing, as without it, the

⁵ Rupert Scott, Affordable Housing Consultant: Strategic Housing Market Assessment Report April 2007

provision of an equitable supply of affordable homes in rural communities is unlikely to be realised.

There is some positive action being taken in the county through the planning process to secure allocations of affordable housing on new developments. In most cases, however, these are limited to larger sites where planning thresholds can be applied. The consequence is that despite affordable housing being a priority, there are significant challenges in meeting both general housing needs and providing for people who need support.

Culture

Access to culture, leisure and recreation has a key role to play in enhancing the quality of life in Worcestershire. Cultural and recreational activity have a positive impact on the way that people feel about the place that they live, as well as having personal benefits to individuals in terms of improved health, confidence, and providing opportunities for learning and self expression.

Most residents are very positive about Worcestershire. 80% think that they enjoy a good lifestyle. People in towns feel reasonably well catered for in all sorts of activities, and 74% of the population believe that the Worcestershire quality of life is good for families.

There is, however, much lower satisfaction with quality of life for those aged 16-34 and for households without cars. Some people in the rural areas have many fewer cultural opportunities, citing insufficient information, poor transport and high costs as deterring them from taking part in activities.

There is a lack of funding to pay for cultural and other development, and a shortage of activities aimed at young people and families. People recognise that a large amount of money is generated by culture, which helps to support the local economy, but they want to strike a balance between attracting visitors and keeping life enjoyable for residents.

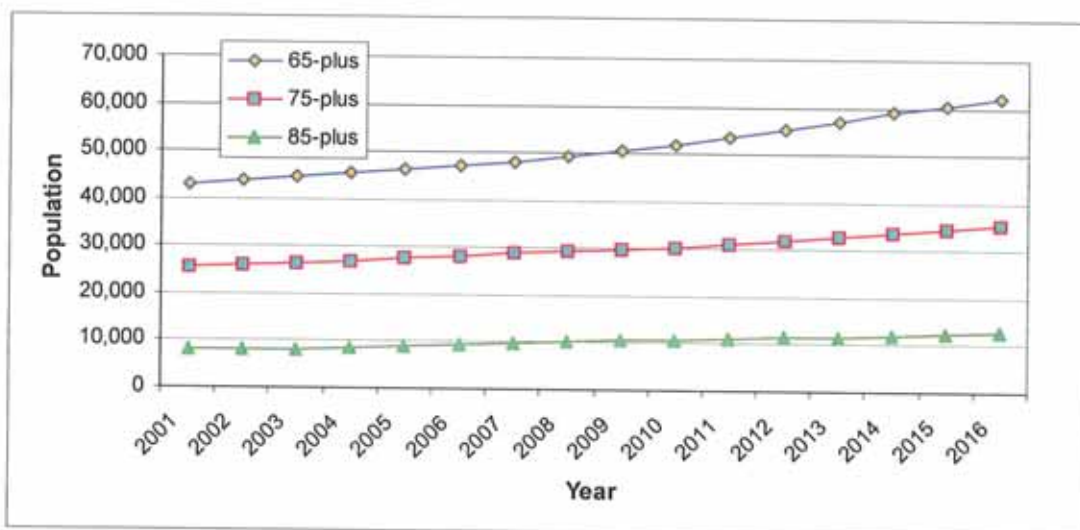
Worcestershire must do more so that people can take part in arts, sports, heritage and countryside activities. The Citizens' Survey panel listed access to the countryside amongst the top three most important things about where they live and access to country parks, picnic sites and public footpaths was listed amongst the top three most important facilities in the county. The 2012 London Olympics and Paralympics offers Worcestershire cultural opportunities, and also in terms of improved health, business, volunteering and tourism.

Population change

The population of Worcestershire is expected to increase by about 38,000 (or 7%) by 2026 (Office National Statistics [ONS], 2004-based projections) to approximately 590,000. This compares with an estimated increase of about 10% in England over the same time period. As is the case nationally, the most significant population growth in Worcestershire will be in the older age groups.

The 65 and older population is expected to rise by 56% to 151,000, with the 85+ population almost doubling to just over 24,000. The Centre for Census and Survey Research (CCSR) at the University of Manchester has undertaken a study examining the potential future change in the population of the County with a Limiting Long-Term illness (LLTI).

Figure 1 - Projected Numbers of Older People in Worcestershire with Limiting Long-Term Illness (LLTI) by age, 2001-16



Source: CCSR, University of Manchester

Figure 1 shows that up to the year 2016 the number of people in the county aged 65 and over with a LLTI is projected to rise to around 67,800, an increase of around 45% on 2001 levels. For the 85 plus age group, the increase between 2001-2016 is set to rise at a rate of almost 60%, as this age group has the highest proportional population increase. Clearly ensuring that older people stay healthy with a good quality of life for as long as possible, and shaping services to maintain older people's independence whilst addressing often complex needs, is a key issue for the future.

Although 2001 census data shows the proportion of the Worcestershire population assessing themselves as "not in good health" or with a "LLTI" were below national averages, the rate of increase in LLTI in the county was much greater than the national comparison since 2001. Analysis by the Cathie Marsh Centre for Census and Social Research, commissioned by Worcestershire County Council, indicates that more than 160,000 people in Worcestershire may have some type of LLTI by 2026 if the same rate of growth continues. This will have major resource implications for public services.

About one sixth of people will suffer from a mental illness during their lifetime. There is much we can do to prevent mental health problems and to treat them early. We also need to ensure that people with mental health problems have access to high quality health services and opportunities for a full and productive life.

In comparison, the 0-19 population is expected to fall by 9% by 2026, whilst the corresponding projection for the 10-19 years age group predicts a 13% reduction. This could have implications for the number of school places needed and there is a need to develop strategies to retain school leavers in the county.

Whilst the total population of the county is projected to increase, the numbers of 0-19 year olds are forecast to decrease further by 2011 and at a rate greater than the national average (see figure 2). It is estimated that by 2016, there will be 7,300 fewer 0-19 year olds than there were in 2005. Some of this decline is a result of a projected decrease in birth rates as well as net migration of 18-19 year olds out of the county, primarily to access higher education.

Figure 2 – Population estimates for 0-19 year olds

Age Group	2006	2007	2008	2009	2010	2011
0-19	132,081	132,621	132,763	132,681	132,490	132,099
0-2	18,126	18,064	17,916	17,730	17,572	17,418
3-5	17,538	18,052	18,468	18,833	18,760	18,603
5-16	81,643	81,281	80,759	80,813	81,091	81,321
16-18	22,085	22,531	22,561	22,356	21,985	22,112

By 2011, Redditch will continue to have an increase of younger children and a decrease in older children, whilst Malvern Hills will have an increase in 15-19 year olds and a decrease in younger children. Worcester City and Wyre Forest will have a reduction in children across all age groups over the next three years. The projected decline in numbers of children and young people and the forecast changes in the age profile of children and young people in certain areas will be significant in planning service delivery over the next 3 years.

The implication of this is that resources for Early Years should be targeted towards Redditch, as this is where the population of young children is expected to grow. Resources for young people should be directed towards the Malvern area to meet the forecast growth in numbers of 15-19 year olds.

An increasing population will have a number of impacts on the county, creating additional demands for housing, along with increased pressures on existing infrastructure and public services. As an example, Worcester City is identified as a New Growth Point and as one of the County's "Settlements of Significant Development" in the Regional Spatial Strategy (RSS) Phase 2 Revision, submitted to the Minister in December 2007.

A recent Environment Agency water quality wastewater infrastructure study showed possible wastewater infrastructure issues for designated New Growth Points. This will probably require significant investment in infrastructure.

Deprivation

Worcestershire is not regarded as having very high levels of deprivation overall, but parts of the county do experience significant deprivation. Worcester City is in the top half of most deprived local authorities in terms of education and crime (2004 Index of Multiple Deprivation for England).

The English Indices of Deprivation 2004 rank Worcestershire as a whole as 116th out of the 149 counties and unitary areas in England (with 1 being the most deprived). However, when viewed at a national level, deprivation issues in Worcestershire can be missed. This is in part because areas of deprivation in Worcestershire are small geographically but in these areas it is highly concentrated.

Redditch is ranked as the most deprived district in the county, followed by Worcester. Worcestershire has 47 Super Output Areas that fall within the most deprived 30% in England. Eleven areas in Worcester are in the top 20% most deprived nationally and two areas are in the top 10%. These are Old Warndon and southwest Gorse Hill. These two areas experience multiple deprivation associated with income, employment, ill health, education, and crime, and are ranked as particularly deprived for education, being in the most deprived 1% of areas nationally.

Areas of challenge also cover Oldington & Foley Park, Horsefair, Broadwaters & Greenhill, Pickersleigh and Batchley, Greenlands and Central Redditch. Deprivation concerns are not solely linked to the urban parts of Worcestershire. Some rural parts of the county are within the top 1% most deprived areas in England in terms of geographical access to services. These include wards within Malvern Hills District Council at Lindridge, Teme Valley, the Tenbury area and Longdon.

Better fuel efficiency is crucial and needs to be provided both for new buildings and the current building stock where appropriate. Fuel poverty is also a major issue, with clear links to health. Addressing child and pensioner poverty is seen as a priority. Worcestershire recognises the benefits of promoting renewable energy, as this has economic and environmental benefits.

Ethnicity

Table 1 – Ethnic Population of Worcestershire

Ethnic Group	Percentage of Total population – Worcestershire (%)	Percentage of Total population – England (%)
White-British	95.5	87
White-Irish	0.8	1.3
Other White	1.3	2.7
Mixed	0.7	1.3
Indian	0.3	2.1
Pakistani	0.5	1.4
Bangladeshi	0.2	0.6

Other Asian	0.1	0.5
Black or Black British	0.3	2.3
Chinese	0.2	0.5
Other Ethnic Group	0.1	0.4

Source: 2001 census

Around 2.5% of the population of Worcestershire is made up of black and minority ethnic communities (non-white); this has increased from 1.5% in 1991. By 2011, it is estimated that black and minority ethnic communities will account for 4.3% of the population of Worcestershire (based on 2001 Census results and fertility, mortality and migration statistics for each ethnic group). The Asian community is currently the largest ethnic minority community in Worcestershire, making up 1.1% of the population. The Pakistani population accounts for 0.5 per cent of the county's total population. The percentage of BME groups is significantly lower than the regional and national averages.

In recent years there has been significant international migration into Worcestershire, particularly from the A8 European Union Accession countries. Since 2002/03, a total of 12,000 new resident migrants have been registered for National Insurance (Department for Work and Pensions). The largest numbers are in Wychavon, Worcester and Redditch. Over the last 12 months (2006/07), more than half of the migrants have been from Poland.

Migrant workers are bringing proven and welcome economic benefits to the county and we will aim to maximise the use of this skilled migrant labour. By contrast, this also has to be considered in terms of how these groups can become successfully integrated, both within our indigenous communities and in the workforce.

Six areas in Worcestershire are in the top 10% most deprived areas in England for income deprivation affecting children⁶. These include the Old Warndon and South-West Gorse Hill areas in Worcester City, the Rifle Range and Horsefair areas in Kidderminster, Batchley in Redditch and part of the Westlands estate in Droitwich. Children live in poverty because of their family situation. Tackling child poverty is inextricably linked with the need to address worklessness in the county.

Fourteen areas in Worcestershire are within the top 10% most deprived areas nationally for income deprivation affecting older people, with 11 of these areas in the borough of Redditch. Pensioners are also at increased risk of having debt related problems because of low income. In the future, Worcestershire may face greater levels of pensioner poverty as more people earning below national average earnings find it difficult to contribute to pension schemes. Combined with an ageing population in the county, this presents a real challenge for Worcestershire to ensure that pension, council tax and housing benefits are taken up where there is entitlement. We must also ensure that grants such as the Social Fund, Warm Front or Disabled Facilities Grants are accessible to those who need them.

⁶ Index of Multiple Deprivation 2004

Community Safety

Worcestershire is a comparatively low crime area and the Worcestershire Partnership is committed to maintaining and seeking to improve this positive situation. It is however accepted that, given an increasing population and a projected rise in the number of households in the county over the next few years (contributed to by the implications of the Regional Spatial Strategy), very significant further reductions are unlikely.

The Crime and Disorder Reduction Partnerships within Worcestershire have achieved significant reductions in British Crime Survey (BCS) Comparator crimes. At 31st March 2007, Worcestershire had seen a 24% reduction since the 2003/2004 baselines were set. Within the BCS crime set, theft of a vehicle has decreased by 34 percent since 2003/04. Theft from a motor vehicle has seen a reduction of 24% and criminal damage 16%.

By contrast, recent data (2005/06 compared with 2006/07) indicated a 22% increase in robberies, although the volume of robberies in Worcestershire is low compared to other similar areas. During the same period common assault increased by 15.2%, however this increase is mainly due to amendments to Home Office Crime Recording Rules, which apply to all police forces and is not, therefore, confined to Worcestershire. Over the same period racially aggravated offences fell by more than 11% and there have been similar levels of reduction in assault with injury, acquisitive crime and sexual offences.

Worcestershire had approximately 2,000 young offenders aged under 18 committing offences in 2006/07. A reward element outcome in the first Worcestershire LAA up to March 2009 related to reducing the re-offending rate of this age group and increasing the take-up of employment and training.

Drug offences increased by nearly 13% in 2007/8. While this is itself a reflection of increased levels of police activity targeting drug dealers during that year, it does indicate an underlying problem with illegal drug use in the county. It is, therefore, considered essential to maintain effective treatment services as these are a key to achieving progress in a number of areas, including crime and anti social behaviour, re-offending rates, health, domestic violence and social and educational exclusion.

The projected total number of problem drug users in effective treatment for 2008/09 is 1,362, an increase of 3% on the previous year. The minimum requirement for National PSA 25 is a further 1% increase and this is an area of challenge that the county would wish to develop.

The Adult Treatment Plan within Worcestershire for 2008/09 recognises the need to focus on improving rates of successful completions from treatment, and increasing new presentations to treatment⁷. We want to introduce new initiatives providing rapid access to methadone prescribing for the most vulnerable users and a harm reduction programme to ensure support for clients at risk of dropping out of structured treatment. Alcohol consumption

⁷ NDTMS - Worcestershire SMAT

has a significant impact on public perceptions of local safety and anti social behaviour, with alcohol misuse being identified as a significant concern for Worcestershire residents. Alcohol related crime and disorder has been raised as a concern by community safety partnerships across the county and through Crime and Safety surveys.

Seventy five percent of respondents in north Worcestershire, and 64% in south Worcestershire, identified underage drinking as a problem in their area. Sixty percent in north Worcestershire and 50% in south Worcestershire stated that drunken disorder is a problem, and 57% in north Worcestershire and 48% in south Worcestershire think that alcohol related violence is a problem⁸. This is seen by the public to arise as a result of the night time economy, leading to violence in public places, domestic abuse, and youth related drinking leading to anti-social behaviour and criminal damage.

Worcestershire has significant problems around underage drinking and under 18 year old alcohol related hospital admissions (particularly in Redditch, with 128 per 100,000 population and Bromsgrove at 69, both above the national average of 60)⁹.

Services need to be focussed on provision of effective treatment, ensuring that whatever length of treatment journey the client undertakes, it should be care planned and the outcome positive.

Information on domestic abuse across Worcestershire is limited and inconsistent. This makes it difficult to know the full extent of the problem and to inform and plan the commissioning of services. Nationally, one in four females and an estimated one in six males will experience domestic abuse at some point in their lives¹⁰. On these levels we can estimate that 69,475 females and 46,317 males in Worcestershire will experience domestic abuse during their lives. Between April 2006 and March 2007 there were 2,456 offences of domestic abuse of which 785 (30%) were repeat offences¹¹. This is an area where more work needs to be undertaken to ascertain the true levels, tackle the issues and reduce re-offending rates.

Among results from the last Citizens' Panel survey, the issue of "troublesome teenagers or children" was identified by 30% of respondents as being important. The Citizens' Panel and West Mercia's Crime and Safety Survey also identified that anti-social behaviour was an important issue for residents. In response to this we are looking to promote opportunities for inter-generational activities in order to address perceptions and stereotypes that younger and older people hold about each other.

Thirty nine percent of respondents stated that rubbish and litter were a problem in their local area and 26% stated that vandalism, graffiti and deliberate damage to be a problem¹². More work is required by partner

⁸ 2007 West Mercia Crime and Safety Survey

⁹ North West Public Health Observatory report 'Indications of Public Health in the English Regions' 2007

¹⁰ Women's Aid

¹¹ Worcestershire Domestic Violence Unit

¹² 2006/2007 Best Value Satisfaction survey

agencies to re-assure the public and tackle all aspects of anti social behaviour.

Worcestershire is looking at the wider implications of actions with cross cutting themes. As an example, an increase in community safety technology, such as CCTV and better street lighting, will need to incorporate energy efficiency measures, to limit or avoid an increase in emissions.

Improving road safety is another cross cutting area, where a multi-agency approach can make a significant difference. Partner work in highway improvement, community safety education, prevention and enforcement has helped to see a reduction in the numbers of people killed in road traffic collisions in the county. There has been a fall from 43 recorded deaths in 2005-6 to 32 in 2006-7, although there has been a rise in the number of people seriously injured, from 242 in 2005-6 to 256 in 2006-7. This is still too high and partners will work to reduce this further.

Health

Worcestershire residents have generally good health and life expectancy is increasing. Nevertheless there are a number of health issues that need to be tackled. Worcestershire needs to improve health and well being overall, and close the gap between the health of the worst-off and best-off in Worcestershire, where there are marked variations. There is a need to encourage and facilitate healthier lifestyles, developing projects with a focus on the most disadvantaged areas of Worcestershire.

Currently, evidence suggests that one in four adults in the county is a smoker, and almost as many are obese. More than 15% of Year 6 pupils attending local authority schools were classified as obese in 2006 ¹³.

In recognising that population growth in Worcestershire will be in the older age groups, we will support the commissioning and redesign of integrated older adults' services including preventive services. Worcestershire is currently producing a Joint Strategic Needs Analysis for Health and Well-being for the County Council and the Primary Care Trust. Worcestershire has to do more to provide comprehensive information about health and healthy lifestyles in a variety of easily accessible formats.

Whilst Worcestershire is making progress in a number of areas, health inequalities appear to be worsening by some measures. This is the case in terms of reducing the relative gap in all cause all age mortality rates between the most and least deprived quintiles. Worcestershire is stepping up efforts to increase preventive services in disadvantaged areas, focusing on those with long term conditions. Nevertheless this will take some years, (beyond the life of a three year Local Area Agreement) to produce results.

Mental health problems are a key cause of health inequalities. People with more serious mental health problems suffer poor health not just because of

¹³ Department of Health 2006

their condition, but also because they find it difficult to access health and other public services. They need medical treatment, but they also need their broader health and social needs met in order to allow rehabilitation. Opportunities for employment are key to this - there is good evidence that people with mental health problems who gain, obtain and sustain employment have a much better chance of avoiding relapse and securing the best possible chances in life.

Within Worcestershire, approximately 42,000 adults are experiencing a common disorder, such as general anxiety and depression and 2,000 people will be suffering from a psychotic disorder including schizophrenia, manic bipolar and depressive disorders¹⁴. Mental health problems can also have a significant impact on the health and well being of other family members and carers.

Each year across Worcestershire there are approximately 700 hospital admissions for mental health problems, and about 25% of these are readmissions. Analysis of the former PCT areas shows South Worcestershire PCT accounted for 56% of total admissions with Bromsgrove and Redditch PCT and Wyre Forest PCT having 28% and 16% respectively. Just over 90% of all admissions were within the county services.

Evidence from the Mental Health Needs Assessment suggest that there are higher than expected admissions for patients admitted with mental health problems within Worcester City, Malvern Hills and to a lesser extent Wychavon.

A total of 26,000 new and follow up out-patient contacts with Consultant Psychiatrists took place in Worcestershire last year. A weighted population (i.e. ratio by population size) demonstrates that higher numbers of patients are seen by Consultant Psychiatrists in south Worcestershire. A greater number of non-consultant contacts are seen by psychological services in Wyre Forest.

On average, Worcestershire's mental health teams see around 350 new or re-referred patients each month. Approximately 3,300 patients are recorded on the community mental health team register at any one time. The caseload distribution ranges from 50 patients in Kidderminster to 680 in Bromsgrove. The workload is increasing.

In the north of the county, where greater needs and demands would be expected, there are fewer admissions and treatment activity, particularly in Redditch and Wyre Forest. Possible explanations for the apparent disparity between need and activity include variations in people's willingness to seek help, differences in the thresholds for admission amongst hospitals and the availability of alternatives.

People from Worcestershire's ethnic minority groups are more likely to be diagnosed as having a mental disorder. There is also evidence of a strong

¹⁴ Worcestershire Mental Health Partnerships Trust 2007

association between disability or long-term physical illness and mental disorders, particularly depression. This is of particular importance when considering the projected growth in the number of older people with a limiting long-term illness in the county over the next 10 years.

These challenges are not unique. "People with less education, with low income or belonging to manual social classes are more likely to suffer from mental disorders. Among older people those with supportive and extensive social networks tend to be less likely to suffer from mental disorders"¹⁵. The numbers of social care clients with mental health problems continues to climb each year.

Social Care Clients, 18-64, Worcestershire, 2004/05 - 2006/07

Client Type/Service User Group (RAP)	2004-05	2005-06	2006-07
Mental Health (total)	923	1,013	1,016

Mental health hospital admissions involve long and expensive lengths of stay.

Analysis of causes of hospital admissions by length of stay, Worcestershire, 2006/07

¹⁵ "Indications of health in the English Regions: Older People, Association of Public Health Observatories 2007.

Primary Diagnosis Description	Total Length of Stay for all Admissions*	Total Number of Admissions	Average Length of Stay (Days)
Fracture of femur	22,247	994	22.4
Other disorders of urinary system	12,985	1149	11.3
Cerebral infarction	12,415	467	26.6
Pneumonia, organism unspecified	11,800	1224	9.6
Schizophrenia	7,611	138	55.2
Vascular dementia	7,008	117	59.9
Other chronic obstructive pulmonary disease	6,848	855	8.0
Unspecified acute lower respiratory infection	6,520	894	7.3
Heart failure	6,323	587	10.8
Coxarthrosis [arthrosis of hip]	5,922	892	6.6
Acute myocardial infarction	5,818	953	6.1
Senility	5,632	296	19.0
Gonarthrosis [arthrosis of knee]	5,520	863	6.4
Depressive episode	5,066	127	39.9
Alzheimer's disease	4,743	110	43.1
Fracture of lower leg, including ankle	4,607	458	10.1
Cellulitis	4,566	561	8.1
Bipolar affective disorder	4,315	97	44.5
Problems related to care-provider dependency	4,165	124	33.6
Syncope and collapse	4,068	713	5.7
All other diagnosis codes	292,641	58,863	5.0
Grand Total	440,820	70,482	6.3

Albeit for people of all ages the table above illustrates that mental health conditions result in significant hospital stays in Worcestershire, and that the average length of stay for these conditions is well above the overall average, admissions related to mental health related conditions are more prevalent amongst the older population.

Dementia is a term for a range of progressive, terminal organic brain diseases. The prevalence of both early onset and late onset (aged over 65) dementia increases with age, doubling every five-year increase across the entire age range. An estimated 158 people in Worcestershire aged 30-64 have early onset dementia and 6,834 have late onset dementia. Dementia affects approximately one in 20 people aged 65 and one in five people aged 80 and over. Nationally it is estimated that the direct costs of dementia in people aged over 65 exceed the combined cost of stroke, cancer and heart disease. Prevalence is not expected to change in the next five years, although

the population increase alone is likely to account for an additional 974 people with dementia¹⁶.

The management of people with long-term conditions is one of four key national priority areas¹⁷. Additionally demand in Worcestershire is increasing from the numbers of people with disabilities (mental and/or physical) who have improved life expectancy and/or who are developing age related conditions at an earlier age.

In December 2007 there were a total of just over 1,900 adults with a learning disability who are recorded on the combined caseload list of the Joint Learning Disability Service in Worcestershire. This equates to 4.46 people per 1,000 of the adult population. This compares with 1,704 adults recorded on GP-practice lists at the end of March 2007 as having a learning disability.

National estimates of prevalence of severe learning disabilities in the general adult population range from 0.28% to 0.5%¹⁸. For the adult population of Worcestershire this gives a range between 1,218 and 2,175 people. Valuing People estimates prevalence of mild/moderate learning disabilities as 25 per 1,000 population, which equates to about 11,000 people in Worcestershire.

The distribution of people with learning disabilities that receive services from the joint service is uneven across the county.

Number of adults with a learning disability by area

Area	Number of adults with a learning disability per 1000 population
Wyre Forest	4.86
Bromsgrove and Redditch	2.47
South Worcestershire	3.06

Source: Joint Commissioning Strategy 2005-2010

The numbers in Wyre Forest are influenced by the location of the Lea Castle centre, which indirectly also impacts upon the re-settlement of those in residential accommodation in that area. There is national evidence to suggest that the number of people with learning disabilities will increase. This is the result of several factors including both changes to the demographic profile of the population and the effects of reduced mortality among people with learning disabilities.

Within this increased number the service is likely to be working with increased numbers of young people with profound and multiple learning disabilities who are surviving into adulthood, and an increasing number of people with Autistic Spectrum Disorder and challenging behaviour.

¹⁶ Worcestershire Mental Health Partnerships Trust 2006

¹⁷ 'National Standards, Local Action' - Health and Social Care Standards and Planning Framework 2005/6 to 2007/8

¹⁸ Harker report to the Valuing People Support Team 2007

Particularly important is the need for services for those young people who are moving into adulthood. The table below shows numbers of young people who moved through the transitions pathway to adult services or are predicted to do so in future years. Numbers are less certain the further into the future that is examined. This table also shows the type of service, either actually provided or that it is anticipated at this stage will be provided. The most notable aspect is the move away from use of residential/nursing placements.

Number of young people in transition to adulthood, Worcestershire

Year	Numbers	Residential/ Nursing placements	Domiciliary services	No services in place	
2006/07	31	12	11	8	A
2007/08	38	1	23	-	A
2008/09	61	0	57	-	P
2009/10	38	0	14	-	P
2010/11	43	0	19	-	P

A – Actual, P – Predicted Where actual services in place are given, information is based upon Framework-I as at December 2007.

Age span of people on social care learning disability caseload in Worcestershire, December 2007

Age Range (Years)	Proportion of Caseload (%)
18 - 19	2.82
20 - 29	20.58
30 - 39	19.45
40 - 49	21.49
50 - 59	18.89
60 - 69	12.61
70 - 79	3.45
80 - 89	0.63
90 +	0.07

Number of adults with Downs Syndrome in Worcestershire

Age Range	Numbers
18 - 19	18
20 - 29	55
30 - 39	65
40 - 49	70
50 - 59	46
60 - 69	9
70 - 79	1
Total	264

It can therefore be predicted that the service is going to have to manage an increase of approximately 30 people with Downs Syndrome and dementia within the next five years.

The overall number of adults with a learning disability in Worcestershire is not expected to increase significantly. However:

- There will be more people with PMLD surviving into adulthood and outliving their parents.
- There will be more people with a diagnosis of challenging behaviour and autism.
- There will be more people developing early onset dementia.
- There will be more young people entering the adult service whose carers will expect a specialist residential short breaks service.

Worcestershire needs to further improve the benefits of partnership working. Investment in one sector (for example drug treatment) can generate benefits in another (for example crime reduction) and encourage an integrated approach to improving health and well-being.

Another example of Worcestershire's LAA cross cutting approach is evidenced by the recognition of physical and mental benefits to be gained from access to the countryside. Issues such as tipping, contaminated land, air quality, and the quality of the environment generally will affect people's health

The VCS plays an important role in promoting health and well-being. As an example, they support a large number of carers in the county. Many are juggling employment with their unpaid caring responsibilities at home. National statistics from Carers UK reveals that one in eight workers are also carers, which is around six million people. In Worcestershire, there are over 57,000 people providing unpaid care¹⁹. This is 10.5% of the total population of Worcestershire. The top five wards in the county with the largest clusters of carers are Claines and Bedwardine in Worcester City, Headless Cross and Oakenshaw in Redditch and Broadwaters in Wyre Forest.

Children and Young People

Our vision is for Worcestershire to be the best place for children and young people to grow up. This will be achieved through the delivery of the Children and Young People's Plan (CYPP) - a statutory, single and overarching plan for all services delivered to children, young people and their families.

Our CYPP will focus on the areas of life that most need improving and, consequently, the CYPP will be based on the Joint Strategic Needs Assessment – a comprehensive and accurate assessment of what life is currently like for children, young people and their families.

The original Worcestershire's CYPP – Making Life Better (2006-2009) had 12 priorities that are based around the five Every Child Matters outcome areas. Since the plan has been published, considerable progress has been made by all agencies in the Children and Young People's Partnership in improving outcomes for children, young people and their families in Worcestershire. The plan has been substantially revised for 2008-2011, with new priorities

¹⁹ 2001 census

identified. Particular emphasis has been placed on 'narrowing the gap', supporting families and making services accessible.

The tables below show the most recent information on performance at the Key Stages by schoolchildren in Worcestershire. These results (from 2007) indicate that achievement in Worcestershire is, in general, slightly above the average for the maintained sector in England.

Table 2 - Percentage of pupils achieving the expected levels at Key Stages 1, 2 3 and 4 in Worcestershire and England, 2007

Key Stage 1	Reading	Writing	Mathematics	Science
Worcestershire	85	83	91	91
England	84	80	90	89
Key Stage 2	English		Mathematics	Science
Worcestershire	80		75	88
England	80		77	88
Key Stage 3	English		Mathematics	Science
Worcestershire	76		77	75
England	73		77	72
Key Stage 4	5+ A*-C @ GCSE		5+ A*-C @ GCSE inc maths and english	
Worcestershire	61.5		47.7	
England	62.0		46.7	

Source: DFES, 2008

The positive overall figures for Worcestershire do not highlight individual areas of concern with regard to educational attainment. There are significant challenges being addressed in particular wards, such as Oldington and Foley Park in Wyre Forest, which is in the top 1% of deprived areas in England in terms of children and young people's education deprivation²⁰. Although important, raising educational attainment is only part of meeting the needs of children and young people. Worcestershire also wishes to support children and young people to lead healthy lifestyles, to deal effectively with bullying and support those affected by it, and to ensure children and young people have things to do and enjoy their communities.

Leading a healthy lifestyle as a child / young person carries health benefits into adulthood. There has been a focus in recent years on promoting the importance of a healthy diet for children and young people. The number of overweight and obese children has risen steadily over the last 20 years. Nationally 13.4% of children aged 2 –10 were defined as obese²¹. Results for Worcestershire show 15.1% of children in Year 6 (i.e. age 11) are obese, and a further 15.1% are overweight.

The Citizens' Panel findings reinforced concern about this agenda, where education for parents and educating children about healthy eating and exercise were suggested as ways of increasing the life expectancy of children and young people in Worcestershire. In addition, young people in

²⁰ The English Indices of Deprivation, 2004

²¹ Department of Health, 2006

Worcestershire report above average smoking and alcohol consumption levels.

Although the overall number of teenage conceptions remains comparatively low, the rate of decline is behind the national target. These young women are less likely to achieve economic wellbeing for themselves or their children, which means their children get a poor start in life. Employment levels, deprivation and household income are important factors in determining the life chances and outcomes for children and young people, particularly in relation to their health, educational achievement and chances of being employed as adults.

The distribution of deprived super output areas and areas of low household income are important factors we consider when planning services, as children, young people and families living in deprived areas are likely to require a wider range of services and support.

The majority of female parents take responsibility for childcare and the proportion of working women within the population is therefore a useful indicator for childcare demand.

Bullying is a major national agenda, and was identified by the Children's Commissioner for England as the top agenda for young people²². This concern is reflected in Worcestershire, where young people report both an experience of, and concern about, bullying, which is above the national average.

In September 2005, University College Worcester was renamed the University of Worcester, after gaining full university status. It is the only Higher Education Institution in Herefordshire and Worcestershire, and is one of the fastest growing universities in the country. A new £120 million city centre campus is currently being developed, and represents a rare opportunity for the county to use this facility as one of the vehicles for retaining and attracting young people to Worcestershire.

Economy

Total employment levels in Worcestershire are projected to increase by 0.2% per annum during the period 2005-2010 and by 0.4% per annum for 2010-2015²³. Forecasts suggest that between 2005-2010 there will be significant growth in the electricity, gas and water industry, whereas, agriculture will see a large decrease in employment.

In terms of occupation, between 2005-2010, there will be a forecast increase in personal, sales and customer service occupations as well as professional occupations. By contrast a decrease is expected in administrative, clerical and elementary occupations.

²² Bullying Today – Children's Commissioner Office, 2007

²³ Cambridge Econometrics, March 2007

The average residents based household income for Worcestershire is £34,737, which is over £4,000 more than the West Midlands average and £500 greater than the figure for England²⁴. In 2006, people who lived in Worcestershire and worked full-time (either in or out of the county) earned £904 gross per annum more than the West Midlands average.

By contrast those who worked full-time in Worcestershire earned £1,698 gross per annum less than the West Midlands average. Census data also tells us over 69,000 people travelled out of the county to work, compared to almost 37,000 people who travelled into the county to work.

Almost 15% of Worcestershire's residential workforce is self-employed, an increase of 1.7% since 2001²⁵. It is also estimated that 15.1% of the residential workforce are classed as home workers, over 3% higher than regional and national figures²⁶. The vast majority of home workers use different places to work but use their home as a base.

Claimant count rates (unemployment) in Worcestershire remain consistently below those recorded regionally and nationally²⁷. The long-term claimant count rate for Worcestershire in June 2007 also follows this trend. The average household income for each district within Worcestershire is shown below²⁸.

Average Household Income by District, 2007.

District	Mean Income (£)	Change from 2006 (%)
Bromsgrove	37,085	3.9
Malvern Hills	33,870	4.5
Redditch	34,799	4.9
Worcester City	34,034	4.8
Wychavon	35,853	4.4
Wyre Forest	32,629	4.8
Worcestershire	34,737	4.5
West Midlands	30,515	5.1
England	34,166	5.6

The employment rate between October 2005 and September 2006 was 79%, which is above the national average of 73%²⁹. Unemployment in 2004 was 2.3%, which compares favourably to the West Midlands and the National average.

Between 2004 and 2005, there was a 2.4% decrease in the number of jobs in the county with changes in all industries³⁰. Most significantly, manufacturing

²⁴ Based on PayCheck CACI Household Income Model

²⁵ Annual Population Survey

²⁶ Labour Force Survey 2005

²⁷ ONS June 2007

²⁸ CACI, PayCheck 2007.

²⁹ ONS 2006

³⁰ Annual Business Inquiry 2004, 2005 DEFRA 2004,2005

has decreased by 13.6%, whereas, banking, finance and insurance jobs have increased by 8.8%.

More recently migrant workers have been attracted to Worcestershire, particularly to the seasonal and manufacturing work provided by the counties agricultural industries. Migrant workers across the West Midlands can be found in industries such as manufacturing, transport storage and communications, hotels and restaurants and agriculture. Businesses report that they are employing migrant workers to address labour shortages.

Agriculture takes up large numbers of migrant labour, making an important economic contribution to the county, but agriculture is also important for land management. A regional study³¹ has evidenced the positive impacts on business performance from employing migrant workers – 47% reported a positive impact on business performance. The main disadvantage identified was a communication problem because of poor English.

The Regional Economic Strategy will have a major influence on economic development in Worcestershire, as it sets out where key regional investments will be required. In terms of business opportunities, our priorities will include technology led growth (as demonstrated by the work of companies in the Central Technology Belt), environmental technologies and the tourism economy. Tourism is important in a number of ways, including the jobs created by tourism and by the voice it gives Worcestershire further afield.

In terms of place, the development of key locations at Longbridge, Redditch, Worcester and Kidderminster will feature strongly in the County Economic Strategy. Investment in people will focus on addressing the major challenge or raising skills levels, involving links to worklessness and the demographic challenges of an older workforce. Though Worcestershire has relatively good rates of skills achievement overall, there are specific wards that are significantly below the national level of attainment, where considerable work will be required to ensure through delivering Skills for Life and NVQs level 2 and 3 that sustainable employment is achievable. This is critical for Worcestershire to maintain its position but if Worcestershire has aspirations of increasing its skilled workforce and employment, this area will need to be a priority.

A case can always be made for directing resources to areas of higher than average unemployment, but for Worcestershire addressing worklessness rather than unemployment is most important as it extends beyond the unemployed. It includes those who are economically inactive, that is, those who are of working age not in work, full time education or training, and not actively seeking work. Approximately 57,600³² of Worcestershire's residents of working age are classified as economically inactive, which equates to 17.5% of the working age population. Reducing levels of worklessness is a real challenge for the county.

³¹ The Economic Impact of Migrant Workers in the West Midlands, IER, University of Warwick

³² Job Centre Plus, Department for Work and Pensions 2007

There are also sound arguments for supporting regeneration initiatives such as the Bromsgrove town centre redevelopment. On the other hand there are a number of locations offering significant economic opportunities within the county. We need to include some strategic investment in identified locations of economic opportunity in order to maximise the potential benefits to Worcestershire as a whole.

In 2005 just under one sixth of establishments in Herefordshire and Worcestershire reported skill gaps in their workforce³³. This suggests that nearly 7% of the total workforce has a skills gap, which is poorer than both the West Midlands region (4.8%) and England (5.9%). Of particular concern are gaps in technical and practical skills, customer handling skills, communication skills and team working skills, all of which were cited by more than 30% of employees in the survey.

Connexions data suggests that nearly 7% of 16-18 year olds in Worcestershire were not in education, employment or training (NEET), as at June 2006, with Redditch and Worcester having the highest levels. Relative to the national figure of 10.3 percent, Worcestershire compares quite well, but since 2005, the national figure has dropped whilst the county figure has increased. NEET individuals are known to be more prone to poor health, involvement in crime, and misuse of drugs and/or alcohol. It is estimated that the average new NEET individual will cost the taxpayer £97,000 during their lifetime – which means that the current numbers for Worcestershire NEET could cost approximately £140million. Redditch has been identified as having above the national average levels of residents with poor numeracy and literacy³⁴.

Transportation

Problems over transport congestion and poor public transport feature regularly in resident surveys, and are often highlighted by the business community as a constraint on growth in the county. Reducing traffic congestion in Stourport is a reward target in the existing Local Area Agreement.

Major economic growth such as that envisaged for Worcester City could exacerbate congestion problems unless this is addressed strategically. The Local Transport Plan proposes a range of measures to support this growth, including new park and ride sites and bus priority measures on Worcester City's main radial routes, as well as a strategic parkway site to the east of Worcester where the Birmingham/Bristol and Hereford/London railways intersect. Improvements to Worcester's peripheral roads, river crossings and junctions with the M5 motorway will also be required.

Substantial infrastructure funding is being sought from the Regional Funding Assessment, and round two of the New Growth Points programme. The recent success of the "Connect2" bid to the People's Lottery led by Sustrans means that the construction of a new foot and cycle bridge over the River

³³ National Employer Skills Survey 2005,

³⁴ Basic Skills Agency 2007

Severn at Diglis Lock can now go ahead, which will to some extent improve sustainable transport access to the city centre from the west.

Major investment in transportation infrastructure must also be accompanied by a significant modal shift from private car use, as both will be necessary to accommodate strategic levels of growth in and around Worcester City as well as high technology employment developments along the Central Technology Belt.

Worcestershire has limited public transport accessibility and a lack of transport choice in rural areas. Although improving transport infrastructure at a strategic level is vital, this still needs to be balanced against the more rural transport and accessibility challenges.

Along with traffic congestion, public transport is high on the list of priorities for improvement in Worcestershire³⁵. Poor take up of public transport is one of the main barriers to the shift from private cars, thus exacerbating the problems of congestion. This is of particular concern for residents in the more rural parts of the county, which without the availability of a vehicle find it difficult to access shops and services, the majority of which are located near the urban centres.

The Voluntary and Community Sector

Worcestershire has a rich tapestry of voluntary and community organisations. The VCS (or Third Sector), has a growing and important role and is engaged in developing and sustaining civil society and in delivering a raft of public and community level services. Recent research³⁶ has identified over 2700 voluntary and community organisations with an annual income of £365 million and assets worth in the region of £2.3 billion operating in Worcestershire.

The sector employs over 4,500 people and utilises in excess of 54,000 volunteers. It is increasingly recognised as having a cross cutting role in Worcestershire with a role in campaigning and voice. It plays a pioneering and culture changing role, as the sector's voice is heard more loudly. In terms of public services, there is increasing VCS delivery, focussed users. The VCS is an integral part of building strong and active communities with the sector's ability to reach out, engage and provide support and networks for people who find themselves isolated and alone, particularly in rural settings.

The VCS in Worcestershire is making a major contribution in social enterprise, contributing to a stronger economy and fairer society. This is critical to the successful economic and social regeneration of many communities, and in helping to deliver the vast majority of LAA outcomes across all our themes. The challenge for the county will be to assist in creating the right environment in which organisations are empowered and enabled to achieve these changes.

³⁵ BVPI Satisfaction Survey 2006

³⁶ Valuing the Voluntary Sector in Herefordshire and Worcestershire – Sustain Consultancy 2007

The VCS in Worcestershire will make important contributions to achieving virtually every one of the new LAA priorities. The VCS already contributes to the delivery of key priority outcomes through the new Public Service Agreement (PSA) framework³⁷. This focused on supporting the environment for a healthy VCS, enabling voice and campaigning, strengthening communities, transforming public services, and encouraging social enterprise. The new PSA aims to build more cohesive, empowered and active communities. Worcestershire recognises the critical role of the VCS in strengthening communities and welcomes the creation of a PSA indicator to measure a thriving third sector, focusing on levels of formal volunteering and the number of people employed by the sector. The VCS in Worcestershire is effectively a golden thread, which will run through the delivery of the new LAA.

Parish and Town Councils

Parish and town councils in Worcestershire form the first of the three tiers of local government in the county and play an important role in representing communities at the most local level. The 151 councils are made up of 1,350 seats and vary greatly in size, from Malvern Town Council with an electorate of 21,000 to Frankley Parish Council with an electorate of 95. 105 councils have an electorate of less than one thousand, and 66 have less than 500. There are also ten parish meetings, representing smaller communities.

Many of the councils are active in promoting the welfare of their community, and supporting the VCS. Seventy nine parish councils work with the County Council in its Lengthsman Scheme to improve local road maintenance and develop individual initiatives. Forty eight of the town and parish councils are members of the Parish Paths Partnership. Thirty eight councils have published a parish plan, documenting the aspirations of the community, and a further 36 had plans in development.

Community Cohesion

Worcestershire's vision and values highlight our commitment to build communities that enhance individuals' life opportunities, treat people with equality and value diversity and build strong cohesive communities and good community relations. We have adopted the definition of cohesive communities developed by the Commission on Integration and Cohesion: -

An integrated and cohesive community is one where:

- There is a clearly defined and widely shared sense of the contribution of different individuals and different communities to a future vision for a neighbourhood, city, region or country.
- There is a strong sense of an individual's rights and responsibilities when living in a particular place – people know what everyone expects of them, and what they can expect in turn.
- Those from different backgrounds have similar life opportunities, access to services and treatment.

³⁷ Office of the Third Sector review July 2007

- There is a strong sense of trust in institutions locally to act fairly in arbitrating between different interests and for their role and justifications to be subject to public scrutiny.
- There is a strong recognition of the contribution of both those who have newly arrived and those who already have deep attachments to a particular place, with a focus on what they have in common.
- There are strong and positive relationships between people from different backgrounds in the workplace, in schools and other institutions within neighbourhoods.

The active involvement of communities of place or interest, in improving the quality of life is critical to achieving the best outcomes in civil renewal and neighbourhood regeneration. Community cohesion can help tackle both social exclusion and the deprivation faced by marginalised groups. The VCS in Worcestershire has a key role in promoting and developing this involvement.

In Worcestershire, as elsewhere, there may be as yet unquantified social impacts from the growth in the numbers of migrant workers. We asked the Citizens' Panel some specific questions about migrant workers. Forty five percent of respondents believe that migrant workers are beneficial to our economy, 23% of respondents do not think they are beneficial, 27% neither agreed nor disagreed. Although 68% of respondents agree that we should respect the rights of migrant workers, only 33% think that we should do more to learn about the culture of migrant workers but 31% disagreed with this.

Anecdotal evidence suggests that migrant workers may be displacing the Gypsy and Traveller communities from seasonal agricultural work. Established black and minority ethnic communities have also expressed concerns about competition for jobs, housing and resources from migrant workers. The longest-established minority community is the travelling community, with some local families having roots in Worcestershire for several hundred years. Worcestershire County Council's Gypsy and Travellers' Service estimate that there are about 5,000 gypsies and travellers in the county, although the majority of families and children are Gypsy.

Two and a half percent of Worcestershire's population is classified as Black or Minority Ethnic (BME). This is lower than the national figure of 8.8% and significantly lower than the West Midlands BME regional figure of 11.3 percent³⁸. Perhaps, as a result, race relations is rated as the least important aspect of living in Worcestershire and the thing that residents would least likely prioritise as something that needs improvement, according to the BVPI Satisfaction Survey.

Ethnic minority groups tend to be concentrated in certain areas of the county. Redditch has the highest proportion of non-white residents, and Wychavon has the lowest. By ward, Central, Abbey, and Lodge Park in Redditch, and Cathedral ward in Worcester had the highest proportion of non-white populations in the county, primarily made up of Pakistani and Bangladeshi residents. In addition, Broadwaters ward in Wyre Forest has a significant

³⁸ 2001 Census

Bangladeshi community, Chase ward in Malvern has a Chinese community, and a number of wards in Redditch, including Headless Cross and Greenlands have Black Caribbean communities.

Community Engagement

Better decisions are made, better services are provided and places are more likely to be improved and transformed when individuals and communities are given a real say and are active in shaping the places in which they live³⁹. Community Engagement is our commitment to a two-way relationship with communities. Put simply, community engagement is the processes we use to involve people in the decisions that affect them. This includes formal consultations, citizens' panels, parish or community lead planning exercises or other mechanisms designed to involve communities in the planning, development and management of services and facilities.

The role of the VCS in promoting community engagement is particularly important in enabling individuals to participate actively in their own communities through for example providing opportunities for volunteering, community development work and through delivering flexible and user focussed services. The Worcestershire Compact ensures effective partnership working between the VCS and public agencies in the county. The VCS plays a role in reaching groups who may be marginalised or excluded from the sorts of activities described above for reasons of disability, age, ethnicity, language, gender or cultural barriers. Across the partnership there are examples of specific targeted work to seek and hear these voices. This work is important in developing cohesive communities.

Worcestershire's mix of urban and rural environments is both an asset and a potential challenge. There has been successful work in the county to address rural isolation and to enable access to housing, training, jobs and services for people in rural communities – but community cohesion issues in rural communities may need to be more fully explored, for example the impact of second home owners on rural communities and possible fragmentation between established communities and newcomers to these areas.

Worcestershire Priorities – Best Value Satisfaction Surveys

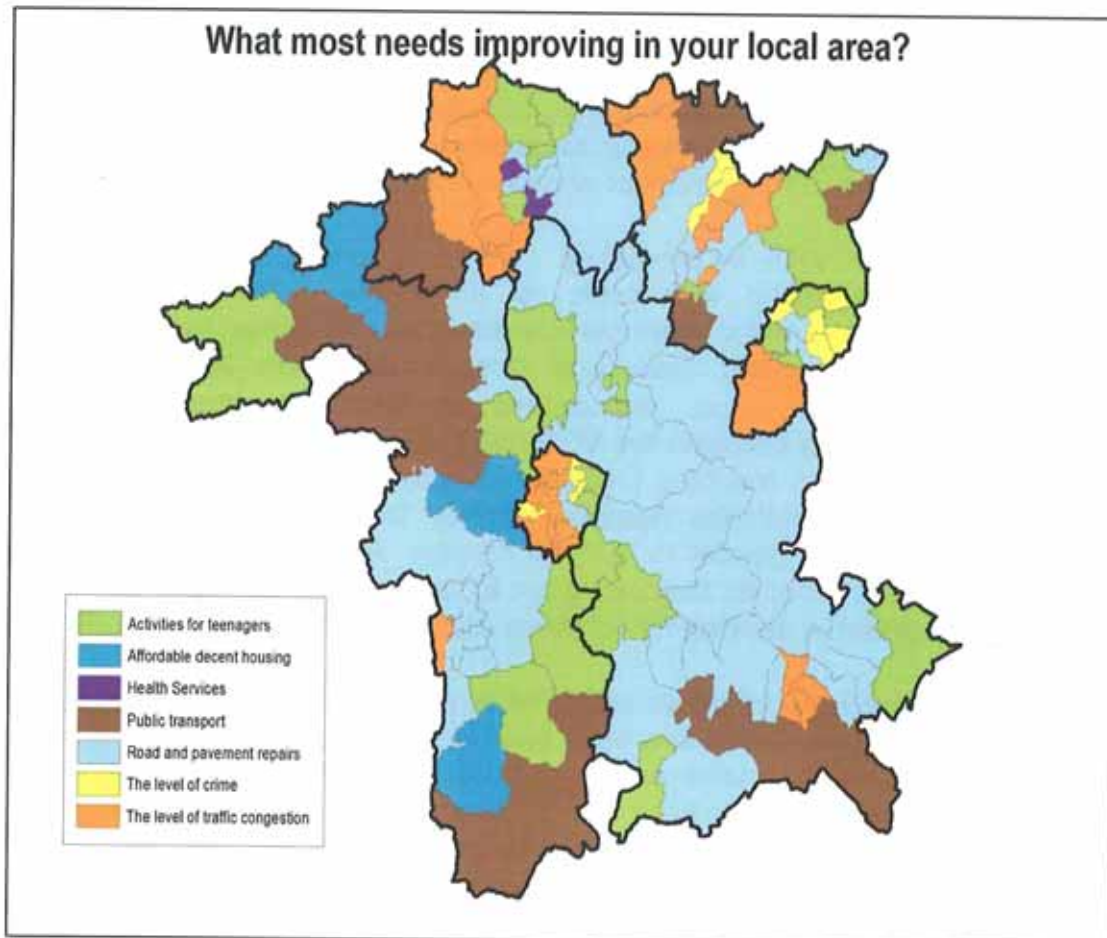
The results below are based on the combined responses to the County Council Best Value Satisfaction survey and the six district council Best Value Satisfaction Surveys, which were carried out in September and October 2006. In total, the results are based on 9,404 individual responses. The Best Value Satisfaction survey asked respondents to identify their priorities for improvement in their local area.

For residents in Worcestershire, activities for teenagers are the top priority for improvement, followed by road and pavement repairs, and the level of traffic congestion. It is interesting to note that reducing crime is no longer in the top three priorities for Worcestershire.

³⁹ The Politics of Place, Leadership Centre for Local Government

The top two priorities have remained the same since the survey was last conducted in 2003/04, however, the third priority for improvement in 2003/04 was crime and is now traffic congestion. Figure 2 below shows the top priority for improvement by ward as identified by respondents⁴⁰.

Figure 2: What respondents to BVPI General Satisfaction Surveys said most need improving in their local area, 2006/07

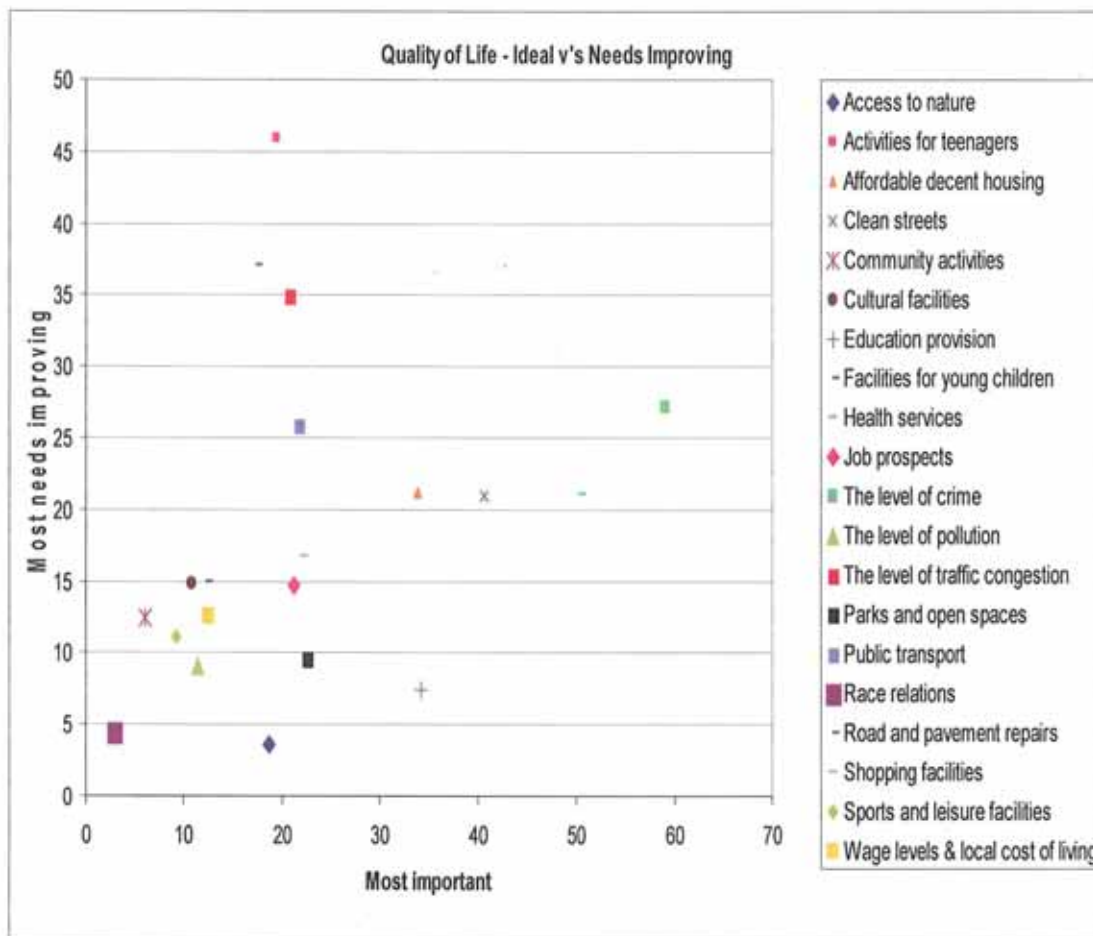


In terms of activities for teenagers, respondents in a mix of urban and rural areas have highlighted this as the number one priority for improvement.

Figure 3 shows how Worcestershire residents rate the aspects of Worcestershire that are important alongside what they think is a priority for improvement. This shows not only those issues that need improving, but also the ones that need to be maintained. For example, level of crime may not be thought of as needing as much improvement as it has in previous years, but it is still very important to Worcestershire residents' quality of life.

⁴⁰ Best Value General Satisfaction Surveys, 2006/07, District Councils

Figure 3 – Scatter Plot of Priorities – Quality of Life versus What Needs Improving in 2006/07



Source: Best Value General Satisfaction Surveys, 2006/07, District Councils

SWOT Analysis

In drawing together this Story of Place for Worcestershire, the Worcestershire Partnership undertook a SWOT analysis of the county. The results of this are shown in the table below. The Worcestershire Story of Place is a description of the county. This SWOT analysis represents a snapshot of Worcestershire's Strengths, Weaknesses, Opportunities and Threats. A more detailed description of the issues for the county can be found in the draft Worcestershire Sustainable Community Strategy. There will be further work to develop this through the analysis of comments received as part of the consultation process. To access the draft SCS, please visit the following website address:

http://www.worcestershirepartnership.org.uk/home/draft_6_-_final_version_for_consultation.pdf

Table 4 – WORCESTERSHIRE PARTNERSHIP SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Outstanding natural environment: surveys show that residents and visitors value the environment • Low crime rates • Strong and diverse base of voluntary and community sector services • Mix of urban and rural • Proximity to both Birmingham and remote rural England • Good access to and from national road network • Principle disease trends are downwards, general good health and increasing life expectancy • High quality primary care infrastructure • Excellent range of opportunities to maintain health and wellness • Skilled, stable workforce • Strong sense of place in local communities • Good track record of partnership working • Relatively low traffic congestion • Central Technology Belt • Historical 'honey pot' e.g. Worcester Cathedral, Malvern Priority, Worcester Commandery, etc. • Below average unemployment rates • Low levels of income deprivation and child poverty in some districts • Increasing visible commitment to partnership working • High level of grassroots community planning (Parish Plans) activity • People generally get on well together – good community cohesion • General quality of life is high • Commitment to inclusivity 	<ul style="list-style-type: none"> • Inadequate infrastructure to serve the proposed RSS additional housing demands and demands on local resources and services • Deprivation and poverty challenges in specific geographical areas, including rural areas • High cost and poor provision of public transport and limited access in places, particularly rural areas • Higher than average house prices and lack of affordable housing • Relatively low-wage economy • Poor rail links • Lack of identifiable Worcestershire 'brand' • Poor retailing provision • Poor youth provision • Few opportunities for art and cultural events in some districts • Under-developed tourism profile • Varying strengths of partner organisations • Reputation of excellence can lead to complacency and lack of acceptance of need to continue to change and improve • Continuity of projects funded by fixed term/short term programmes put at risk/not sustainable

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Maximising the use of skilled migrant labour • Developing businesses in the Central Technology Belt, including Qinetiq • Higher education opportunities, including expansion of the University of Worcester • Opportunities to grow businesses and attract entrepreneurs • Improvement of rail links, e.g. opportunities presented by Norton Parkway • Develop innovative approaches to improving and sustaining services in the most rural localities • New LAA and funding changes • Mobilise community enterprise to deliver neighbourhood services • Use good partnership track record to create new and nimble public bodies planning and commissioning local services • Develop partnership working around the South Worcestershire Joint Core Strategy • Development of Worcester's river frontage for leisure and tourism purposes • Tourism and heritage opportunities • 2012 London Olympics • Creative delivery of services 	<ul style="list-style-type: none"> • Emergence of new risks to health that are lifestyle-based, e.g. obesity and binge drinking • Increased risk of fluvial and localised flooding, which can also result in damaging landslips • Increasing elderly population • Inadequate transport infrastructure • Loss of intellectual resources as people leave the county • Danger of becoming a dormitory county between Birmingham and Bristol • Consequences of poor rail links to London • Under-funding of public services • Emergence of global/local public health risks from climate change and pandemic disease • Too much national influence • Lack of funding • Inability to stop doing things • Lack of starter units for new enterprises • Lack (or confusion) of availability of business start-up packages • Balancing new development with protecting the natural environment • Lack of active management of the natural environment (or its key sites). • Unrealistic Targets

Final version: 14 March 2008

Worcestershire submission template as set out in LAA Operational Guidance

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To continue to improve community safety and build confidence in communities	*NI 2 % of people who feel that they belong to their neighbourhood	Not available until Place survey is conducted in autumn 2008				*Worcestershire County Council, District Councils West Mercia Constabulary Worcestershire Infrastructure Consortium
<p>The target will be a meaningful improvement in the level from the 2008 Places Survey Baseline to the 2010 Places survey final measure, subject to response rate.</p> <p>We recognise that a low response rate would impact on the size of a statistically significant increase. Therefore, should the increase required by that standard exceed 5% using the 95% confidence level, we will adopt an interpretation of 'meaningful improvement' similar to that adopted for NI7 - for example, by reducing the confidence level required in calculating statistically significant improvements</p>						

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To support and improve the leading of healthy lifestyles and well-being of adults and children and young people	*NI 8 Adult participation in sport	21.5% (2005/06)	→		*25.5%	*Sport England Worcestershire County Council District Councils

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To continue to improve community safety and build confidence in communities	NI 17* Perceptions of anti-social behaviour Deferred	Target setting delayed until 2009				* Worcestershire County Council, West Mercia Constabulary, District Councils VCS.

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To continue to improve community safety and build confidence in communities	NI 18* Adult re-offending rates for those under probation supervision – deferred	Target setting deferred until 2009				*West Mercia Probation, West Mercia Constabulary

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To continue to improve community safety and build confidence in communities	*NI 20 Assault with Injury crime rate	7.12 (2007/08)	*7.12	*7.00	*6.91	*West Mercia Constabulary, Worcestershire County Council, District Councils

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To continue to improve community safety and build confidence in communities	NI 21* Dealing with local concerns about anti-social behaviour and crime by the local council and the police - deferred	Target setting deferred until 2009				*West Mercia Constabulary Worcestershire County Council District Councils, VCS

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To reduce the harm caused by illegal drugs and alcohol	NI 39* Alcohol - harm related hospital admission rates	1245 per 100,000 population 2006/07	*+8% (1518)	*+3% (1564)	*-2% (1533)	*PCT, Worcestershire County Council, West Mercia Constabulary

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To ensure all children and young people have the opportunity to participate in positive activities	*NI 54 Services for disabled children - deferred	Target setting deferred until 2009	Not applicable			*Worcestershire County Council District Councils VCS, PCT

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To support and improve the leading of healthy lifestyles and well-being of adults and children and young people	*NI 56 Obesity among primary school age children in Year 6	15.2% (2006/07)	*15.3%	*15.4%	*15.5%	*Worcestershire County Council, PCT, District Councils

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To support and improve the leading of healthy lifestyles and well-being of adults and children and young people	*NI 110 – Young people's participation in positive activities - deferred	Target setting deferred until 2009				*Worcestershire County Council, District Councils, PCT, VCS, Diocese of Worcester

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09 2008 data	09/10 2009 data	10/11 2010 data	
To support and improve the leading of healthy lifestyles and well-being of adults and children and young people	*NI 112 Under 18 conception rate	35.1 (1998)	*29.4	*26.1	We have omitted the year 3 target in line with advice from DoH and DCSF. This issue will be revisited at the first LAA Refresh.	*PCT, Worcestershire County Council

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To reduce levels of inequality within the community	*NI 116 – Proportion of children in poverty	13.9%	*13.9%	*13.0%	*12.0%	*Worcestershire County Council, District Councils, Jobcentre Plus

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To remove barriers to employment and improve skills in education, employment and training	*NI 117 16 to 18 year olds who are not in education, employment or training (NEET)	4.7% (This figure excludes college leavers)	08/09 *0%	09/10 4.6% (*0.1% reduction)	10/11 4.4% (*0.2% reduction)	*Worcestershire County Council, Connexions

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To support and improve the leading of healthy lifestyles and well-being of adults and children and young people	*NI 121 Mortality rate from all circulatory diseases at ages under 75	69.15 per 100,000 population in 2006.	*54.9	*51.6	*48.6	*PCT, Worcestershire County Council

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To support and improve the leading of healthy lifestyles and well-being of adults and children and young people	*NI 123 16+ current smoking rate prevalence	681 per 100,000 population aged 16+ 3 year average 2004/07	*682 per 100,000	*682 per 100,000	*682 per 100,000	* PCT, Worcestershire County Council District Councils, West Mercia Constabulary

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To support and improve the leading of healthy lifestyles and well-being of adults and children and young people	*NI 133 Timeliness of Social Care Packages	85% (2007/08)	*87%	*89%	*92%	*Worcestershire County Council PCT

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To support and improve the leading of healthy lifestyles and well-being of adults and children and young people	*NI 142 Number of vulnerable people who are supported to maintain independent living	97.52%	*98.01%	*98.01%	*98.02%	*Worcestershire County Council District Councils, West Mercia Probation Trust, PCT, VCS

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To support and improve the leading of healthy lifestyles and well-being of adults and children and young people	*NI 146 Adults with learning disabilities in employment - deferred	Target setting deferred until annual refresh				*Worcestershire County Council

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To support and improve the leading of healthy lifestyles and well-being of adults and children and young people	*NI 150 Adults in contact with secondary mental health services in employment - deferred	Target setting deferred until annual refresh				*Worcestershire County Council PCT

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To remove barriers to employment and improve skills in education, employment and training	*NI 152 Working age people on out of work benefits.	9.2% (May 2007)	*9.0%	*8.9%	*8.4%	* Worcestershire County Council, LSC, District Councils, Connexions, Job Centre Plus

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To provide decent and affordable housing which meets the diverse needs of Worcestershire	*NI 154 Net additional homes provided	1910	*1830	*1830	*1830	*District Councils, Worcestershire County Council

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To provide decent and affordable housing which meets the diverse needs of Worcestershire	* NI 155 Number of affordable homes delivered (gross)	316(HSSA 06/07 outturn)	*345	*380	*500	*District Councils, Worcestershire County Council

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To remove barriers to employment and improve skills in education, employment and training	*NI 163 Working age population qualified to at least Level 2 or higher	69.9% for those qualified to at least level 2 in 2006 Annual Population Survey	*+2% (2006 base)	*+3% (2006 base)	*+4% (2006 base)	*LSC Worcestershire County Council Business Link

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To promote economic growth and enable the economy in targeted sectors and locations	*NI 166 Average earning of employees in the area	Baseline period 93.4%	→	→	*94.3%	*Worcestershire County Council Chamber of Commerce H&W District Councils

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To improve accessibility by addressing congestion and improving public transport	* NI 169 Non-principal roads where maintenance should be considered	11.02% (Based on 2007/08 outturn)	*9.8%	*8.9%	*8.4%	* Worcestershire County Council

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To promote economic growth and enable the economy in targeted sectors and locations	* NI 171 VAT registration rate - deferred	Target setting deferred until 2009				*Worcestershire County Council, District Councils LSC, Chamber of Commerce Connexions

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To improve accessibility by addressing congestion and improving public transport	* NI175 access to services and facilities by public transport, walking and cycling	93%	*93%	*93%	*94%	*Worcestershire County Council District Councils

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To increase energy efficiency and increase the proportion of energy generated from renewable sources	*NI 186 Per capita CO2 emissions in the LA area	7.2 tonnes per capita (2005)	*3.0% reduction compared with 2005 (2.4% from national measures, 0.6% from local measures)	*6.0% reduction compared with 2005 (4.7% from national measures, 1.3% from local measures)	*9.0% reduction compared with 2005 (7.1% from national measures, 1.9% from local measures)	*Worcestershire County Council District Councils

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To provide decent and affordable housing which meets the diverse needs of Worcestershire	*NI 187 Tackling Fuel Poverty - % of people receiving income based benefits living in homes with a low energy efficiency rating - deferred.	Target setting deferred until review stage				*District Councils

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To improve flood mitigation measures and improve drainage	*NI 188 Adapting to climate change	Level 0	*All Districts & County to achieve at least level 1	*All Districts to achieve at least level 1 & County to achieve level 2	*All Districts to achieve at least level 2 & County to achieve level 3	*Worcestershire County Council, District Councils

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To maximise the diversion of waste away from landfill through prevention, reuse, recycling/composting and recovery	*NI 193 Municipal waste land filled	57%(2006-07)	*53%	*51%	*48%	*Worcestershire County Council District councils

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To continue to improve community safety and build confidence in communities	*NI195a Improved street and environmental cleanliness (levels of litter)	2007/08 - 11% of transects across Worcestershire surveyed below acceptable standard as measured by NI195a	*10%	*9%	*8%	*District Councils, Worcestershire County Council

Worcestershire Local Indicators

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To reduce the risk of flooding (both fluvial and pluvial) throughout the county.	All vulnerable areas identified, integrated flood risk management plans developed and implemented. Improved flood-warning system in place at parish level.	0	5% of total	50% of total	100% of total	*District Councils, Worcestershire County Council Environment Agency, Parish Councils, land owners, Severn Trent Water

Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To support and improve the leading of healthy	Children who have experienced bullying	35% (TellUs2 Survey) New wider Baseline from late 2008	Unchanged	Improvement of 1% (34%)	Improvement of 2% (33%)	*Worcestershire County Council West Mercia Constabulary District Councils, VCS

lifestyles and well-being of adults and children and young people						
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Priority	Indicator(s), including those from national indicator set (shown with a *)	Baseline	LAA Improvement Target, including those to be designated (shown with a *), and including education and early years targets			Partners who have signed-up to the target and any which are acting as lead partner/s (shown with a *)
			08/09	09/10	10/11	
To reduce levels of inequality within the community	Successful new claims generated for pension credit, attendance allowance and disability living allowance (as a percentage of population of pensionable age)	To be set during year 1	Establish baseline	To be set during year 1	To be set during year 1	*Pension Service, Worcestershire County Council District Councils, CAB, Age Concern

DCSF STATUTORY TARGETS

Priority	Indicator (s) including those to be designated (shown with an *)	Baseline (source/year)	LAA Improvement Target including those to be designated (shown with an*) and including education and early years targets			Lead Partners ¹
			08/09	09/10	10/11	
Statutory education and early years targets	NI 72: Achievement of at least 78 points across the Early Years Foundation Stage with at least 6 in each of the scales in Personal Social and Emotional Development and Communication, Language Literacy (S)		*41			*Worcestershire County Council
	NI 73: Achievement at level 4 or above in both English and Maths at Key Stage 2 (Threshold) (S)		*79			*Worcestershire County Council
	NI 74: Achievement at level 5 or above in both English and Maths at Key Stage 3 (Threshold) (S)		*78			*Worcestershire County Council
	NI 75: Achievement of 5 or more A* -C grades at GCSE or equivalent including English and Maths (Threshold) (S)		*55			*Worcestershire County Council
	NI 83: Achievement at level 5 or above in Science at Key Stage 3 (S)		*83			*Worcestershire County Council

¹ Where partners are shown in *italics*, confirmation of their involvement is still awaited. An * next to the Partner indicates that they are the named lead.

Priority	Indicator (s) including those to be designated (shown with an *)	Baseline (source/year)	LAA Improvement Target including those to be designated (shown with an*) and including education and early years targets			Lead Partners ¹
			08/09	09/10	10/11	
	NI 87: Secondary school persistent absence rate (S)		*4.9			*Worcestershire County Council
	NI 92: Narrowing the gap between the lowest achieving 20% in the Early Years Foundation Stage Profile and the rest (S)		*32.2			*Worcestershire County Council
	NI 93: Progression by 2 levels in English between Key Stage 1 and Key Stage 2 (S)		*89			*Worcestershire County Council
	NI 94: Progression by 2 levels in Maths between Key Stage 1 and Key Stage 2 (S)		*84			*Worcestershire County Council
	NI 95: Progression by 2 levels in English between Key Stage 2 and Key Stage 3 (S)		*38			*Worcestershire County Council
	NI 96: Progression by 2 levels in Maths between Key Stage 2 and Key Stage 3 (S)		*67			*Worcestershire County Council
	NI 97: Progression in 2 levels in English between Key Stage 3 and Key Stage 4 (S)		*66.3			*Worcestershire County Council

Priority	Indicator (s) including those to be designated (shown with an *)	Baseline (source/year)	LAA Improvement Target including those to be designated (shown with an*) and including education and early years targets			Lead Partners ¹
			08/09	09/10	10/11	
	NI 98: Progression by 2 levels in Maths between Key Stage 3 and Key Stage 4 (S)		*34.3			*Worcestershire County Council
	NI 99: Children in care reaching level 4 in English at Key Stage 2 (S)		*41			*Worcestershire County Council
	NI 100: Children in care reaching level 4 in Maths at Key Stage 2 (S)		*41			*Worcestershire County Council
	NI 101: Children in care achieving 5 A*-C GCSEs (or equivalent) at Key Stage 4 (Including English and Maths) (S)		*15			*Worcestershire County Council

