



Bromsgrove **Sustainable Community Strategy 2010-2013**

Our Vision: "We will make Bromsgrove District a better place to work, live and visit by driving forward change"

- Communities that are safe and feel safe
- Economic success that is shared by all
- Meeting the needs of children and young people
- Stronger communities
- A better environment for today and tomorrow
- Improving health and well being

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1. Introduction

- 1.1 District Councils are required to produce a Sustainable Community Strategy (SCS) for their area in partnership with public sector providers, the private sector and voluntary and community sector. To ensure that the SCS is delivered, Councils are expected to convene a Local Strategic Partnership (LSP), bringing together local partners in order to develop a shared understanding of the particular needs and priorities of their area. The LSP in our District is known as the Bromsgrove Partnership.
- 1.2 The Bromsgrove Partnership will:
- Act as the over-arching, co-ordinating partnership, ensuring that links are made between the locally themed partnerships (e.g. Community Safety Partnership);
 - Take responsibility for cross-cutting issues that have been identified as critical to the locality; and
 - Ensure that district-level plans such as the SCS and Local Development Framework (LDF) take account of countywide priorities and that district level priorities are considered, and where appropriate, reflected at the county level, i.e. through targets in the Local Area Agreement. (Discussed in Section 3).
- 1.3 The SCS, therefore, sets out a vision for the District and is concerned with addressing issues important to residents, the business community and visitors to Bromsgrove District. It is based on understanding and available evidence and focuses on the way in which services are delivered and how they can be improved for everyone's benefit. The strategy is a developmental, rolling document and the priorities identified may change over time as improvements are realised and new issues emerge. Changes will be reflected in subsequent editions of the strategy and it will be updated annually.
- 1.4 The strategy sets out priorities based on issues identified through consultation, Government policy, focus groups and stakeholder meetings. The aims and objectives of the SCS are to provide a co-ordinated approach to improving the quality of life for everyone in the District and is, in effect, a business plan for the LSP Board to manage against and be held to account on.

2. Worcestershire Partnership

- 2.1 The Worcestershire Partnership is the LSP for the whole of Worcestershire. Its members include all six district LSPs in the county, of which the Bromsgrove Partnership is one. Appendix H shows how the Worcestershire Partnership is structured. The Worcestershire Partnership has its own countywide SCS. For more details about the Worcestershire Partnership, please refer to the website: www.worcestershirepartnership.org.uk

3. Worcestershire Local Area Agreement

- 3.1 The key strategic document which makes the link between national, regional and local policy is the Local Area Agreement (LAA). Through the Local Government and Involvement in Health Act (2007), the Government has placed even more emphasis on LAAs, particularly, as the inspection regime for local government will now be on an area basis through Comprehensive Area Assessment (CAA). As a result the County LSP negotiated a new LAA, which contains 35 priorities for the County for 2008/2009 to 2010/2011. An LAA is a form of contract between Central Government and the County LSP with a focus on outcome targets. The Worcestershire LAA has been through its first annual refresh and was approved by the Secretary of State in April 2009. The Worcestershire LAA flows out of the evidence based County Sustainable Community Strategy and the District Council responded to the consultation on this Strategy.

How the LAA will make a difference

- 3.2 A successful LAA will provide the opportunity to improve future service delivery by:
- Enabling a clear identification of needs, based on data from local communities through effective consultation;
 - Focusing on key strategic priorities and measurable outcomes;
 - Recognising the crosscutting nature of these outcomes and identifying how action in one area will have impact on another;
 - Assisting partners to identify more clearly gaps and overlaps in provision;
 - Enabling the pooling of budgets and resources leading, over the life of the LAA, to greater efficiency and effectiveness;
 - Enhancing performance management in conjunction with partners thus making the process transparent and accountable;
 - Simplifying delivery structures and creating clear accountability and governance arrangements; and
 - Improving community cohesion through greater engagement of all sectors, notably private, voluntary and community.

Worcestershire thematic blocks and outcomes

- 3.3 Worcestershire's LAA is organised under the following six blocks:

- A. Communities that are safe and feel safe**
- B. A better environment - for today and tomorrow**
- C. Economic success that is shared by all**
- D. Improving health and well being**
- E. Meeting the needs of children and young people**
- F. Stronger communities**

4. Data Quality

4.1 Good quality data is key to the SCS. It drives the selection of priorities, determines the targets set and enables progress to be measured. The 1 April 2009 saw the introduction of new updated National Indicators (NIs). The NIs have a much stronger focus on measuring customer perception and long term outcomes. This change is to be welcomed; however, it is the first year of this change and data collection is still work in progress. The reader will note that on occasions the commentary will say “no data”. The overall responsibility for the accuracy of the data in the SCS is the District Council’s Assistant Chief Executive. The District Council is working hard with its partners to resolve these data issues.

4.2 The District Council would like to thank the County Council’s Research and Intelligence Unit for their support in producing this document, in particular, the Bromsgrove Profile which provides a comprehensive analysis of the District. The Area Profile of Bromsgrove can be found District Council’s website on the following page:
<http://www.bromsgrove.gov.uk/cms/council-and-democracy/statistics.aspx>

5. The Bromsgrove LSP contribution to the Worcestershire LAA

5.1 As discussed in the introduction, all Councils are expected to convene a Local Strategic Partnership (LSP), bringing together local partners in order to develop a shared understanding of the particular needs and priorities of their area, create synergies and improve the quality of life for an area’s residents. The Bromsgrove Partnership Board membership is under review as part of ongoing work to deliver this strategy; however, it is currently made up of representatives from the following (which are in no particular order):

- Bromsgrove District Council (Leader and Joint Chief Executive)
- Worcestershire County Council (County Councillor)
- County Association of Local Councils (Parish Councillor)
- Emergency Services (West Mercia Police)
- Education and Lifelong Learning (NEW College)
- NHS Worcestershire
- Bromsgrove District Housing Trust
- Private Sector (representing small and medium businesses)
- Voluntary and Community Sector (BARN)

The Board members are supported by an LSP Co-ordinator, and Theme/Project Group Leads. Other technical support is given by an Area Co-ordinator from Worcestershire County Council, and planning and transport officers. Appendix I shows the structure of the Bromsgrove Partnership.

5.2 The LSP has responsibility for delivering the outcomes of the LAA; however, there are issues that are important to Bromsgrove District which fit into the blocks of the LAA, but are not specifically mentioned i.e. Bromsgrove town centre regeneration and the Longbridge redevelopment; therefore, the LSP contributes to the LAA where it is relevant to do so by pursuing the priorities for Bromsgrove. Appendix K shows the LAA National Indicators 2008-2011 (refreshed April 2009).

The following paragraphs provide a brief commentary on each of the LAA blocks in relation to Bromsgrove District:

Block A: Communities that are Safe and Feel Safe

Ref.	Indicator	County LAA 10/11 Target	District 08/09 Outturn	Comments
NI 2	% of people who feel they belong to their neighbourhood.	63.4%	61.4%	High figure is good. Bromsgrove 10/11 target is 63.0%
NI 17	Perceptions of anti-social behaviour	13.3%	12.3%	Low figure is good. Bromsgrove 10/11 target is 11.4%
NI 18	Adult re-offending rates.	-7.77% on baseline	No data	No District figures available. Predicted County rate is 9.67%
NI 21	Dealing with concerns about ASB	31.2%	27.8%	High figure is good. Bromsgrove 10/11 target was 27.8% which has already been met.
NI 195a	Improved street cleanliness.	8%	2%	Low figure is good.
NI 39	Alcohol related admissions per 1000 population.	1,652	1,229	Red flag from Audit Commission, but substantially below target.
LI 4	Assault with injury.	-1% on baseline (projected 08/09 County baseline is 5.86)	4.67 (Agreed 08/09 baseline due to change in recording)	NI 20 was converted to a LI 4; however, Bromsgrove performance has been assessed as green and Bromsgrove 10/11 target is 4.63.

5.3 The District has a strong Community Safety Partnership which is contributing strongly to this outcome. Since 2005/06, total crime has reduced by 8.5% in the District, with British Crime Survey (BCS) Comparator Crime reducing by 12.7%.¹ Despite actual improvements in reducing crime, we are not achieving the perception measure targets, as set out in the LAA; consequently, this must be an area of focus going forward.

Block B: A Better Environment for Today and Tomorrow

Ref.	Indicator	County LAA 10/11 Target	District 08/09 Outturn	Comments
NI 186	Per capita CO ₂ emissions in LA area.	-9%	6.2 ² (2007)	6.3 tonnes produced in 2005 and 6.4 tonnes in 2006 for the District. ³ Therefore the Districts per capita emission have declined slightly between 2006 and 2007.
NI 188	Adapting to climate change.	Level 2 for District	Level 0	Level 1 - Public commitment and prioritised risk-based assessment. Level 2 - Comprehensive risk-based assessment and prioritised action in some areas.
NI 193	Municipal waste land filled.	48%	57%	Both figures are County. In the latest league tables (2007/08) Bromsgrove District Council is ranked 56th in England for recycling.

¹ iQuanta

² Outturn figures published by Department of Energy and Climate Change (DECC) on 18 September 2009. Data has been drawn from new National Statistics which were also published on 18 September 2009 that were adjusted for the purposes of NI 186 to exclude emissions sources over which local authorities have no influence (e.g. motorways). Note that revised data for 2005 and 2006 was published alongside the 2007 data. It is only the revised 2005 and 2006 data that can be directly compared to the new 2007 statistics.

³ Ibid

LI 1a	All vulnerable areas identified, integrated flood risk mgmt plans developed.	100%	No data	No data available.
LI 1b	Improved Flood Warning System in place at Parish level	-	No data	No data available.

5.4 These figures represent a considerable challenge to the Bromsgrove Partnership. The District Council has appointed a Climate Change Officer, but it has a long way to go before we can start to make a serious dent in these figures. The 9% reduction in household emission over three years is very ambitious (but necessary), while the recent Climate Change Act (2008) has committed the UK to an 80% reduction by 2050 which means that each partner organisation needs to also sign up to a similar reduction.

Block C: Economic Success that is shared by all

Ref.	Indicator	County LAA 10/11 Target	District 08/09 Outturn	Comments
NI 117	16-18 year olds NEET.	4.4%	2.6% (May 08 data)	6.98% in Charford is the highest. Lowest is 2.13% in Stoke Prior.
NI 152	Working age people on benefit.	8.4%	11.1% (Nov07-Aug08)	Gap between this figure and unemployment rate (3.7%) represents "worklessness.
NI 163	Working age population qualified to Level 2.	79%	75.8%	District figure is above the County average.
NI 166	Average earnings of employees.	94.3%	No data	Bromsgrove's average earnings figure is £406. Wyre Forest is the lowest at £399 and Malvern's the highest at £477.
NI 171	Business registration rate.	115.5% of WM. Reg. Av.	62.4	Third highest in the County.

5.5 These figures are interesting, as they paint a different picture from the high household income figures and comparatively low unemployment. The difference between the unemployment rate and NI152 represents “worklessness”, which appears to be in the region of 7%; whilst the average earnings figure indicates there is a marked difference between those who live and work in the District and those who commute out to work. The Bromsgrove Partnership Board has started and will continue to put more emphasis on economic development and the Council is likely to do the same with a possible North Worcestershire Economic Strategy.

Block D: Improving Health and Well Being

Ref.	Indicator	County LAA 10/11 Target	District 08/09 Outturn	Comments
NI 8	Adult participation in sport.	25.7%	25.6%	The District is 4% above the national average but this still means only a quarter of the population is doing sufficient exercise.
NI 56	Obesity among primary school children.	15.5%	15.3% (07/08)	Linthurst, Alvechurch, Hollywood, Cofton Hackett, parts of St Johns, Slideslow, Waseley and Whitford all have over 20% of children overweight.
NI 112	Under 18 conception rate.	No 10/11 target set	No data	No data available at District level. No LAA target has been set for 10/11, in line with Government Office West Midlands advice. None of the 23 Bromsgrove wards feature in the top 12 wards identified by the County Council.
NI 121	Mortality rate from circulatory disease in under 75s.	62.03	62.45	2005-2007 figure. % declining.

NI 123	Smoking prevalence per 100,000 population aged 16 or over (who have given up for 4 weeks)	682	721.5 (07/08)	The number giving up smoking is increasing in Bromsgrove and is above the County average of 705.
NI 133	Timeliness of social care packages (4 weeks).	92%	85% (07/08)	County figures. No data available at District Level.
NI 142	% of vulnerable people who are supported to maintain independent living	98.02%	97.52%	County figures. No data available at District Level.
LI 6	Adults with learning disabilities in employment	6.3%	No data	No data available at District Level.
LI 7	Adults receiving secondary mental health services in employment.	+5% on baseline	No data	No data available at District Level. County 08/09 baseline is 539.

- 5.6 The NHS Worcestershire (and Worcestershire Primary Care Trust) is the key partner for this block but the District Council can make a contribution to this block by improving people's lifestyles through supporting community sports organisations and through direct leisure provision e.g. the Dolphin Centre. The District's population is relatively affluent and therefore relatively healthy. Through previous budget rounds, the Council has invested in this area e.g. additional sports development officers and the refurbishment of the Dolphin Centre. As a result, the District has high levels of participation in sports and has almost achieved the 2010/11 LAA target. Similarly, the District has already met its target for alcohol related admissions to hospital; however, this indicator has been "red flagged" by the Audit Commission, as there has been an 89% increase in admissions between 2002/2003 and 2007/2008. Admissions are due to the effects of long term drinking and not Saturday night in the town centre.

Block E: Meeting the Needs of Children and Young People

Ref.	Indicator	County LAA 10/11 Target	District 08/09 Outturn	Comments
NI 110	Young people's participation in positive activities.	83.3%	72.2%	County Figures. No data is available at District Level.
LI 2	Children who have experienced bullying.	33%	35%	County figures.
LI 5	Disabled children accessing short breaks	500	No data	No target set. County Council calculating figure.

5.7 These indicators are primarily delivered by the County Council’s Children’s Services Department but other LSP partners will make some contribution. For example, “The Trunk” will have a focus on health and positive activities for young people and the Council’s Sports Development Team and the Dolphin Centre can contribute to reducing obesity in our children (Band D). The Council is also committed to increasing its engagement with young people through events like “U Decide”.

Block F: Stronger Communities

Ref.	Indicator	County LAA 10/11 Target	District 08/09 Outturn	Comments
NI 116	Proportion of children in poverty.	12.0%	13.9%	County figures, but two super output areas in District in top 30%. One in Sidemoor, one in Charford.
NI 154	Net additional homes provided	1,830	542	Both figures are County figures. Bromsgrove’s figure was 135 and is the lowest for all 6 districts.
NI 155	Number of affordable homes delivered (gross).	450	145	The 450 is a County figure and the 145 a District figure. The District target for 08/09 was 80 so 145 performance figure is good.
NI 169	Non principal roads where maintenance should be considered.	8.4%	11.02% (07/08)	County figures.
NI 175	Access to services and facilities by public transport.	94%	83.2% (2007)	Proxy indicator required as indicator definition complicated.
NI 187	Tackling fuel poverty.	SAP below 35- 7.68% SAP above 65 – 39.73%	8.77% 36.11%	This is the % with low efficiency, where a low % is better. A higher % is better for SAP above 65.

LI 3	Successful new claims generated for pension credit, attendance allowance and disability living allowance.	2,700	No data	County target. No data available at District Level.
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- 5.8 This block tends to be a catchall for targets that do not fit in the other blocks. The maintenance of roads is a key concern for residents, but is relatively low level in the scheme of things. Transport was a key issue for many residents, particularly older residents and public transport usage. Undoubtedly the key indicator in this block is the affordable housing target. The District is exceeding its target of 80 units a year; however, this is not sufficient to meet the identified housing need.

The full list of new LAA indicators is set out in Appendix K to this report.

6. Sustainable Community Strategy and the Local Development Framework

- 6.1 The Planning and Compulsory Purchase Act 2004 introduced a new planning system, which at the local level, comprises the Local Development Framework (LDF). The LDF, which will replace the existing Local Plan, will be made up of a series of documents called Local Development Documents which together provide the framework for delivering the spatial planning strategy for the area. The LDF must have clear links with the Sustainable Community Strategy and the Government states that:

“The LDF should be a key component in the delivery of the Sustainable Community Strategy, setting out its spatial aspects where appropriate and providing a long-term spatial vision”.

- 6.2 Linkages between the SCS and the LDF are important for a number of reasons and they will help to ensure that the LDF is based on a greater understanding of the community’s aspirations.
- 6.3 The Government is clear that an effective relationship between the two strategies will have many benefits, including:
- Establishing an integrated approach towards future development;
 - Recognition of the LDF as a key delivery mechanism for the Sustainable Community Strategy;
 - Economies of scale in terms of working corporately and sharing resources in the preparation of Sustainable Community Strategies and LDF’s; and
 - The potential to resolve conflicts between local community aspirations and national/regional policy objectives by engaging a wide range of stakeholders.

- 6.4 The LDF currently contains the Core Strategy, Town Centre Area Action Plan and the Longbridge Area Action Plan Development Plan documents. These plans reflect the vision for the District as outlined below and will be one of the key delivery mechanisms for this vision. Alongside these, a supplementary planning document will be prepared on affordable housing to ensure we maximise the potential for delivering high quality sustainable dwellings at an affordable level, for those require them.
- 6.5 The LDF and the documents it contains is, in effect, the floor plan for the SCS. It will be key to delivering our aspirations of a balanced and good employment mix. The Bromsgrove Partnership currently faces a real difficulty with this area due to the national and regional arguments over the future housing provision which has delayed the production of the Regional Spatial Strategy, which will determine the District's housing allocation to 2026.

7. Ten Year Vision

- 7.1 The Bromsgrove Partnership's Vision for the District is:-

"We will make Bromsgrove District a better place to work, live and visit by driving forward change".

- 7.2 To help people understand what this Vision might mean in practice, we have set out below a narrative picture of what the District might look like in 10 years' time.

A Thriving Market Town

We want a District with a thriving market town at its centre. Bromsgrove town will attract locals and visitors alike both for the shopping experience and the many other activities that the town will provide. As a thriving market town there will be regular activities like a street market, specialist markets, such as Easter markets, continental markets, farmers markets, antique fairs, the bonfire night, street theatre and so on. People will ask the question; "What is on in Bromsgrove town today?" The town will be significantly regenerated to achieve this, with a new civic heart, perhaps relocating the Council House to the town centre, a new road layout and a community focal point.

The shopping experience will be differentiated from its many neighbours by the quality and diversity of its shops and services, which will consist of small specialist shops, high street accommodation, restaurants, cafes and generally a retail mix that reflects the increasing affluence of the District. We also want a town centre that caters for the diverse needs of our communities, for example, good accessibility for people with disabilities, good toilet facilities and designing children and young people into our town centre rather than trying to design them out. In the evenings, we want to see a mix of entertainment, which caters for the young, but also for families and older people.

Housing

Currently we have an imbalance in our housing market. There is not enough affordable housing for young people to stay in the District or for young people and families to move into the District. Until the summer of 2007, house prices have risen faster than the national average, with the mean average house price in 2007 being 237,599.⁴ Although this figure will have fallen as a result of the credit crunch, it is still very difficult for a household with an income of £25,000 to currently get on the housing ladder in Bromsgrove District. The Council and Bromsgrove District Housing Trust (BDHT) will tackle this issue by ensuring that new developments like the Longbridge site, the town centre and any future housing allocation the District has to take (as a result of regional housing policy) will have an appropriate mix of housing, for example, outright ownership, shared ownership schemes, low cost home ownership and rented accommodation.

Whilst ensuring we provide enough affordable housing we will also need to take increasing account of the expansion of our older population. The recent housing market survey, commissioned by BDHT and the Council, suggests an estimated need of 7,350 properties across all tenures. To date the debate has tended to focus on affordable housing; however, the survey has also identified the need for housing for older people. Meeting the needs of the rising 85+ population will require a good supply of sheltered, care at hand and extra care housing.

The need to keep our youngsters in our communities and our older people cared for within our communities applies not just to our planned big developments like Longbridge, but also our existing urban and rural communities.

We will also ensure an adequate supply of good quality temporary accommodation to ensure there is a safety net for those people made homeless through difficult circumstances.

Economy

A defining characteristic of the District is that 26,000 people (29% of the total population) commute out of the District to work every day,⁵ so the transport improvements described above will be key to the continuing prosperity of the District. If the District becomes a difficult place to commute from, less people may wish to live here. Similarly, over 16,000 people commute into the District every day.⁶ Even with the downturn in the economy, the District has its own vibrant economy with relatively low unemployment (3.7% in June 2009)⁷. Maintaining this strong commercial sector through attracting inward investment, into sites like the Science and

⁴ Land Registry 2008 - Worcestershire County Economic Assessment 2008-09

⁵ ONS Census 2001

⁶ Ibid

⁷ Monthly Economic Summary, Research and Intelligent Unit, Worcestershire County Council

Technology Park, and developing small businesses through business start up schemes will remain important.

Environment and Climate Change

We want to ensure the Council and its partners take account of the serious issues we face on climate change. Each organisation will need to ensure it is doing its part through cutting energy consumption and increasing recycling. Approximately 90% of the District is green belt and we have some beautiful country side in the District; however, an increasing number of species are under threat, so the County and District Council who have specific responsibilities in this regard, need to work together to protect local habitats and maintain biodiversity.

Bromsgrove District Council is also in the special position of protecting the green belt south of Birmingham and stopping the urban sprawl. The rural areas will have been protected from development and traditional country life maintained. The District's villages will have been developed in line with their local communities' wishes. The more urban areas on the fringe of the District will have been protected from encroachment by Birmingham unless the communities themselves wish to be part of the city region. Balancing those wishes with the need for affordable housing and potential shifts in regional housing policy regarding housing allocation is likely to be a key area of focus for the Bromsgrove Partnership Board over the next few years.

As we tackle the District's long term environment and climate change issues we will also have addressed more immediate issues that we know affect people's lives. The District will be clean and tidy so that whenever anybody enters from a neighbouring district they will know that they have arrived somewhere special. It will look immaculate at all times with roundabouts and other public areas being awash with flowers and decorative greenery. Any complaints will be responded to quickly. The Districts roads will be maintained to a high standard and any reported problems dealt with quickly.

Domestic and trade waste will be collected regularly, at a preordained time, and cost effectively. The quantity of waste collected will meet all Government targets and whatever systems are needed to achieve this will have been put in place. We will have educated people in recycling and composting and will have reduced waste collection to a low level.

Crime

Along with the District cleanliness, low level crimes and anti-social behaviour are key drivers in determining how people feel about where they live and work. Since 2005/06, total crime has reduced by 8.5% in the District, with British Crime Survey (BCS) Comparator Crime reducing by

12.7%.⁸ There has also been an increase in the number of residents who think the police are doing a good or excellent job to 49%.⁹ However, we want to improve this figure further, so we will continue supporting the difficult job of the Police through the Community Safety Partnership.

Residents have welcomed the Partner and Communities Together (PACT) meetings and initiatives like community officers, neighbourhood wardens, CCTV cameras and “designing out” crime through physical changes to roads, pavement and alleyways. We will build on initiatives like these, but also recognise that the majority of the population is law abiding and that being young is not a crime.

Health

Good health is the foundation for all that we do. We are fortunate that the health of the people of Bromsgrove is generally better than the England average; however, for those in need of care, the Health Service will continue to provide for them. The Bromsgrove Partnership will focus on a preventative agenda, in particular, reducing smoking, reducing alcohol misuse and increasing physical exercise and mental activities for all so that people stay healthy for longer.

Delivery of this Vision will be underpinned by five themes:-

▪ Excellent Customer Service

The Customer will be at the heart of everything we do and technology will play a huge part in enabling the delivery of better services for the customer through a variety of different access channels. Equally important will be a focus in customer care.

▪ Community Leadership

The District Council will be the community leader and will work in partnership with others through bodies like the Bromsgrove Partnership. All councillors will be able to represent their communities strongly having been trained to a high standard.

Communication will have improved so that everyone is informed of what is happening and what is going to happen and that there is regular feedback from the general public to the Bromsgrove Partnership

There will be an excellent programme of community engagement through regular town hall meetings, Local Neighbourhood Partnerships, Parish Councils, Partners and Communities Together (PACT) meetings, forums for particular groups, for example, tenants, people with disabilities and early and inclusive consultation on specific issues like the town centre

⁸ iQuanta

⁹ West Mercia Crime and Safety Annual Survey 2008

- **Equality**

We will have a District where everybody is treated equally no matter what his or her race, colour or religion. There will be no discrimination. We will protect and help the vulnerable and provide special services to those who need them.

- **Value for Money**

In order to deliver the above agenda we will have paid close attention to the value for money achieved from each pound of public spending. At a strategic level, we will focus on the outcomes we want to achieve and make the best use of available delivery methods: including better technology, outsourcing to the private and voluntary sectors, shared services between councils and between other public bodies. At an operational level we will monitor each pound spent carefully.

- **Partnership**

Finally, we will do all the above in partnership, working together to deliver the Vision for our District.

8. Consultation and Community Engagement

8.1 No specific community engagement activity has been undertaken for the development of this strategy. The Bromsgrove Partnership is committed to engaging with the District's communities and sees this as an ongoing commitment and not one that requires specific engagement for this strategy. Examples of the significant number of engagement activities include:

- The "Glad or Grumpy" postcard for last SCS update
- Three customer panel surveys
- Quality of Life Survey
- Place Survey
- Tell Us Survey
- Big Questionnaire
- Third Sector Survey
- Over 60 PACT Meetings
- "Town Hall Meetings"
- "U Decide" Children and Young People Event
- County Council's Citizens Panel
- BDHT's Status Survey
- "Younique" BDHT Survey
- Recent Street Theatres
- Equality and Diversity Forum
- Equality and Diversity Consultation Conference
- Disabled User Group
- Budget Jury
- Specific Focus Groups

8.2 The Bromsgrove Partnership also feels that the long term nature of the SCS outcomes means that our residents' aspirations are unlikely to have changed. As an example, the following issues (raised by residents) appeared in our 2007 strategy:

What makes people glad

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

What makes people grumpy

- Highways, pavements and footpaths (including traffic volume, speeding, maintenance, street lighting, drainage and cycle lanes)
- Transport services and car parking (including parking costs, parking timescales, congestion, transport provision, bus services, trains, illegal parking)
- Street scene/ street cleansing (including Spadesbourne Brook, fly posting, fly tipping, litter, graffiti)
- Declining town centre with poor selection of shops
- Not enough activities for children and young people

Mitigating Action

- BDC is working with WCC on these operational issues
- The charges are competitive and changes to fees are not proposed at this time. A multi-agency Transport Theme Group has been convened to discuss the regeneration of the train station, community transport and other issues
- This is a Council priority and is also the top priority from the customer panel
- The town centre is a priority for the LSP Board and BDC
- The Children and Young People's Theme Group and Health and Well Being Theme Group will address some of these issues, as will working in wider partnership

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

- Mental Health
- Childhood obesity; and
- Transport.

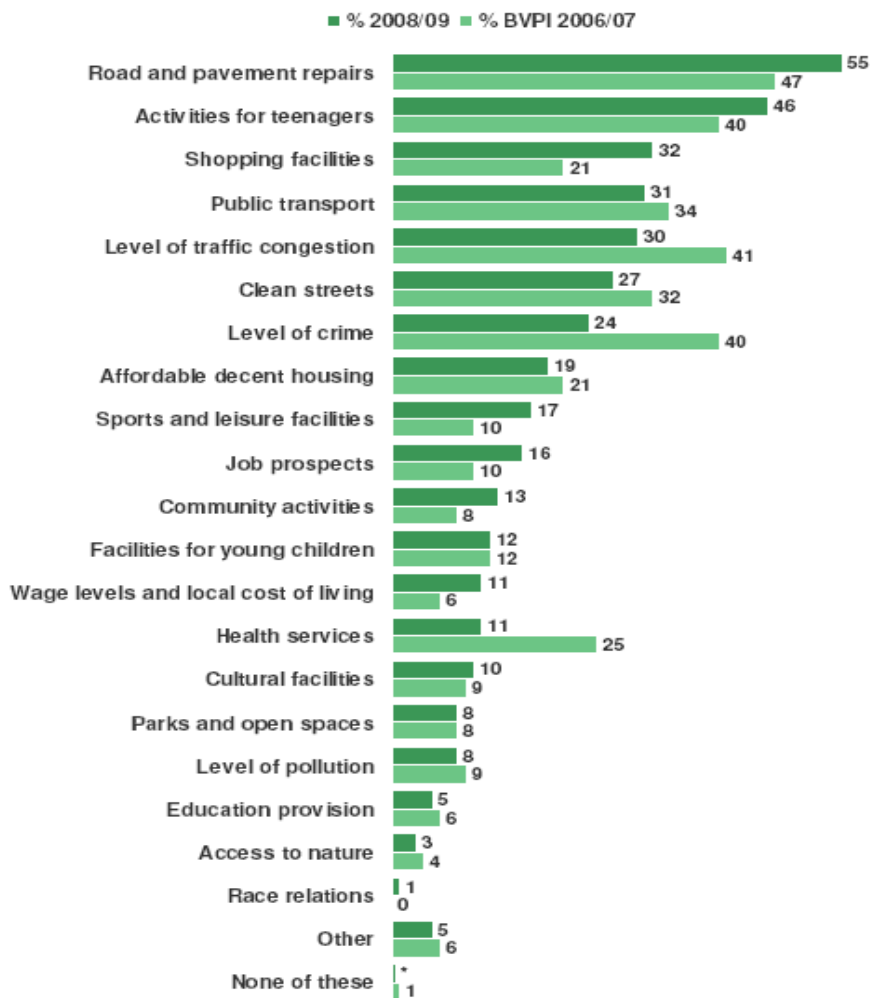
These have therefore been added to the Strategy and key deliverables developed.

- 8.4 During 2008, the Council undertook a “Quality of Life” survey. The emphasis of the survey was on residents’ perceptions of their quality of life, and as such the survey was themed according to existing LAA blocks. The results were discussed and endorsed at the LSP Board and in the Theme Groups. A number of changes have been made to the actions of the Theme Groups as a result of the Quality of Life Survey. The results support the consultation undertaken during the major revision of the Sustainable Community Strategy in 2007.
- 8.5 The results of the statutory Place Survey were published in June 2009 and the table below shows residents’ top priorities for improvement for the District:

Residents’ Priorities for improvement (Place Survey 2008/09)

Priorities for improvement and changes over time

Q Thinking about this local area, which of the things below, if any, do you think most need improving?



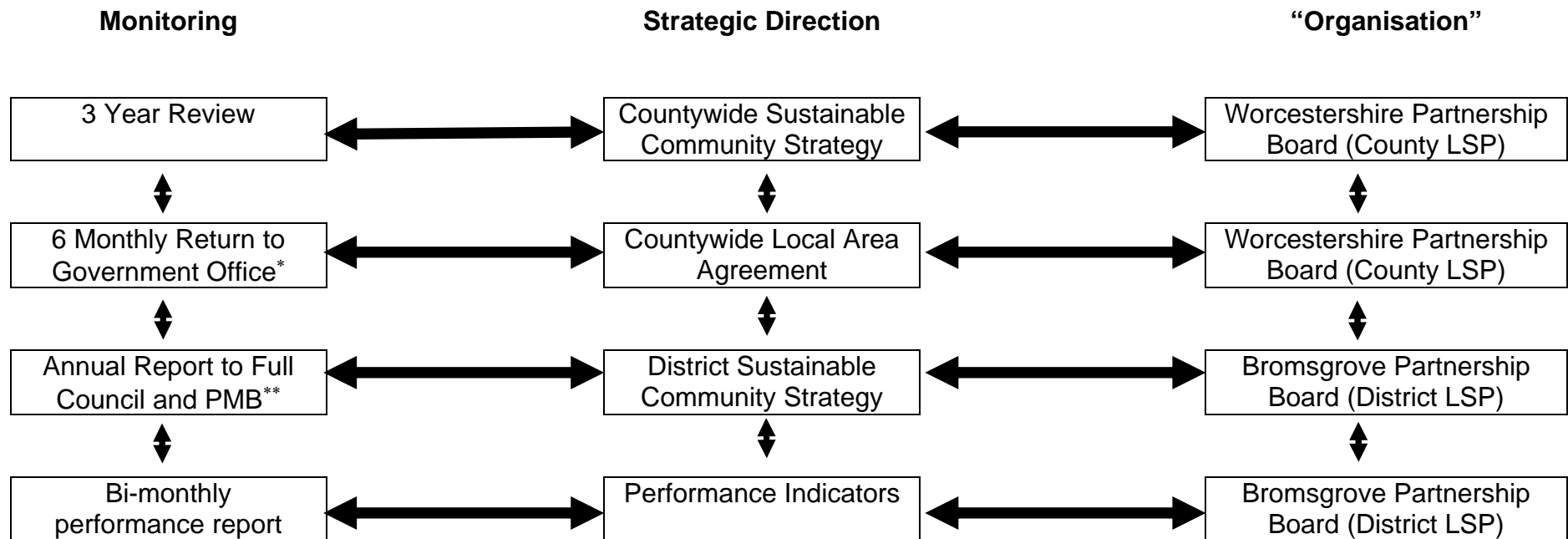
- 8.6 The areas of concern remain unchanged. The Bromsgrove Partnership has taken note of the guide for LSPs on “Developing your Comprehensive Community Engagement Strategy” produced jointly by NAVCA (National Association for Voluntary and Community Action), Urban Forum, I&DeA (Improvement and Development Agency) and NEP (National Empowerment Partnership) and has agreed to develop a single Community Engagement Strategy which will include an assessment of the impact of the engagement activity undertaken to date e.g. how many consulted, the types of consultation, how the information was used, and in particular, was it fed into the decision making process.

9. Direction and Priorities

- 9.1 The Bromsgrove Partnership has set itself 6 objectives to match those of the countywide SCS. At its Away Days, held on 26th June 2009 (full day) and 22nd September 2009 (half day), the LSP Board and Theme Group Chairs considered local evidence and national priorities on each of the LAA blocks. The priorities and key deliverables, which were approved by the Board on 8th October 2009, are shown in the table attached at Appendix J. The table shows how the priorities fit under the 6 objectives.
- 9.2 Each of the priorities will be dealt with via a Theme or Project Group(s). Each group has its own Action Plan and activity will be regularly reported back to the Bromsgrove Partnership Board.
- 9.3 The Bromsgrove Partnership has also developed its own Compact, which is a joint agreement between a council and the local voluntary and community sector to build trust and improve working relationships for the benefits of both parties. By working in partnership, the public and voluntary sectors can make an exciting and unique contribution to enhancing the quality of life for the people of Bromsgrove. The public and voluntary and community sectors have distinct, but complementary roles. We believe that great value can be added to our communities through working together. A Compact Steering Group has been convened and an action plan developed. This plan is attached as Appendix G.
- 9.4 Section 15 looks in more detail at the 6 blocks of the LAA. Each section gives a summary of evidence for Bromsgrove District. It is recognised that the evidence is not all encompassing, but represented a fair picture of the District at the time it was conducted.

10. Performance Management

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



* Some of the Local Area Agreement targets attract a reward grant from the Government. Not all of these targets are in our District Sustainable Community Strategy (as some are not priorities for this District); however, given the reward grant it is important that the District LSP Board is aware of progress against these targets. These targets will be reported to the District LSP Board.

** PMB – Performance Management Board

11. Focus of the LSP Board

- 11.1 The LSP Board has overall responsibility within the Partnership for: understanding the particular quality of life issues that the District faces; setting strategic direction; and monitoring progress. However, the Board recognises that much of the work required will continue without the Board, particularly if an operational partnership is already in place, for example, the Community Safety Partnership (CSP).
- 11.2 Where the Board can really add value is in delivering less established priorities and the actions to support them. The Board has selected the following 3 areas as its particular focus over the next three years:
- Bromsgrove town centre redevelopment;
 - Housing; and
 - Children and young people.
- 11.3 The Board will continue to monitor and oversee the work of all the priorities.

12. Governance Arrangements and Democratic Accountability

- 12.1 The LSP has a governance framework, approved by Full Council. This document is reviewed and revised (if required) on an annual basis. Bromsgrove District is the accountable body for the LSP and the Leader of the Council is the Chairman of the Board. The Sustainable Community Strategy and the Bromsgrove Partnership Annual Report are presented to Full Council and are also subject to examination by the Performance Management Board (PMB).
- 12.2 It is important to stress that the LSP has no actual decision making powers. Any decisions about finance, for example, are a matter for each partner's executive Board. The LSP basically provides a setting for everyone to work together for the good of our communities, something they would expect us to do.

13. Resources

- 13.1 Bromsgrove District Council funds the secretariat function of the LSP. This includes the employment of a Senior Policy and Performance Officer, who acts as the LSP Co-ordinator, and other technical support from the Joint Chief Executive and Assistant Chief Executive.
- 13.2 Similar to previous years, it is anticipated that Bromsgrove District Council will allocate £5,000 for the LSP for each financial year. Key to the success of the Bromsgrove Partnership is the levering in of funding from each partner to support the delivery of its priorities. The multiple funded Bromsgrove Train Station is a good example of this, as are the various public realm projects in the Town Centre. As part of the work on this strategy, a review was undertaken of the resources behind each of the SCS priorities.

14. Equality and Sustainability

- 14.1 In all development the principles of equality will be applied, ensuring individuals and groups are not discriminated against on the grounds of age, race, disability, gender, marital status, religion, sexual orientation, social and economic status or political beliefs. An equalities impact assessment of this revised Strategy has been undertaken and the Bromsgrove Equalities and Diversity Forum will be offered the opportunity to scrutinise the equalities impact assessment.
- 14.2 Sustainability is an important issue in promoting the development and economic prosperity of the District and social progress to meet the needs of the community. Our aim, as far as possible, will be to protect the local and global environment and we will attempt to ensure that proposed actions do not directly or indirectly reduce the diversity of natural ecosystems. The Partnership will endorse careful consideration of the use of natural resources, waste production and nuisances such as noise or odour.

15. Evidence for Selection of Priorities

15.1 Communities that are safe and feel safe

The key statistics for crime and safety¹⁰ in the District are:

- Bromsgrove is known to be a low crime area and over the last 4 years, total crime has reduced by 8.5% and British Crime Survey (BCS) Comparator crime by 12.7%.
- Of the BCS Comparator crime categories, over the last 4 years violent crime¹¹ has reduced by 21.8% and vehicle crime dropped by almost 24%.
- 49% of residents think the police are doing a good or excellent job, with 37% of these people stating that they felt this because they live in a low crime area.
- A significant proportion (44%) of Bromsgrove residents completing the survey had heard of PACT (Partners and Communities Together) and 7% had attended a PACT event or completed a PACT survey but clearly the majority (56%) had not heard of PACT.
- Residents in 2008 felt significantly less able to influence local decisions, less involved in decisions that affect changes in their area and less well informed about crime and disorder in their neighbourhoods than in 2007. (The Place Survey states (re NI 4) only 24% (in 2008) compared to 31% (in 2007) of people felt they could influence local decisions in their locality.)
- The following issues were identified by residents as the worst problems in their neighbourhood: speeding traffic, groups of people loitering around in public places, under-age drinking, indicating that these types of Anti-Social Behaviour (ASB) are common in the District, and that associated issues should be addressed.

¹⁰ All Key Statistics for were taken from the Bromsgrove Profile 2009 as referred to on page 5.

¹¹ 'Violent crime' includes assault with injury, assault without injury and most serious violence.

- The crimes which residents fear the most are: house burglary (57%), vandalism or damage to property (56%), having car broken in to (47%), therefore tackling these issues may help to improve public confidence.
- In general, 80% of residents have felt fearful about the possibility of any crime happening to them in the last 12 months, a significant increase on the 2007 figure (56%). However, the proportion claiming to feel less safe in their neighbourhoods compared with 12 months ago has remained at a similar level (14% v 15%).
- ASB is considered to be a problem in 21% of residents' neighbourhoods, with 46% stating that it has a major or slight impact on the quality of life in the neighbourhood.
- 14% of respondents said they had been a victim of crime, 2% less than in 2007. The most commonly experienced crime was vandalism or damage to property (8.4%), followed by house burglary (3.1%). This ties in well with the crimes that residents are most fearful of. The wards with the highest experience of crime were Whitford, Charford and Beacon; however, the wards where the fear of crime is highest are Waseley, Catshill and Beacon.
- 45% of residents felt the scale of illegal drug misuse was not a serious problem in their neighbourhoods; a significant increase over 2007 (40%).

The LAA priorities and National Indicators for this block are:

PRIORITY: To continue to improve community safety and build confidence in communities.		
National or Local Indicator	Latest District Performance (Baseline)	2010/11 LAA Target
NI 2 Percentage of people who feel that they belong to their neighbourhood	61.4%	63.4% (District target 63.0%)
NI 17 Perceptions of anti-social behaviour	12.3%	13.3% (District target 11.4%)
N 18 Adult re-offending rates for those under probation supervision	No data	-7.77% on baseline (Predicted County baseline rate is 9.67%)
NI 21 Dealing with local concerns about anti-social behaviour and crime by the local council and the police	27.8%	31.2% (District target 27.8%)
NI 195a Improved street and environmental cleanliness (levels of litter)	2%	8%
LI 4 Assault with injury crime rate	4.67 (Agreed 08/09 baseline)	-1% on baseline (District target 4.63)

PRIORITY: To reduce the harm caused by illegal drugs and alcohol.		
National or Local Indicator	Latest District Performance (Baseline)	2010/11 LAA Target
NI 39 Alcohol - harm related hospital admission rates	1229 per 100,000 population	1652 per 100,000 population

Analysis of Statistics and LAA

- Suggested things which make people feel part of their area are having pride, feeling safe and attending local events in the area.
- Fewer people feel there is an ASB problem in their area than the county average, and more residents also agree that the police and local authority are successfully dealing with ASB.
- Bromsgrove performance is also excellent for NI 195 – street cleanliness.
- General NI 39 (alcohol-related harm hospital admissions) performance is well above county averages, however Charford ward falls in the top 10 wards county wide based on 2005/06 to 2007/08 data and so is a target area, as are Beacon and Sidemoor, though they do not fall into the top 10 county-wide.
- Bromsgrove is a low crime area, with NI 20¹² performance well below county average. High volume or increasing trend crime types are: criminal damage, domestic burglary (specifically in rural areas) and vehicle crime
- ASB is a key concern for residents of the District, especially linked to young people. A key area to tackle is alcohol related youth disorder, and perceptions of youths in the District.
- Residents highlight underage drinking, groups of people hanging around and speeding traffic as the worst problems in the District, but are also fearful of house burglary, vehicle crime and vandalism.

Bromsgrove Partnership Priorities and Key Deliverables for this block are:

<u>Priority</u>	<u>Key Deliverables</u>
Changing the perception of Crime and Anti-Social Behaviour	<ul style="list-style-type: none"> ▪ Marketing and Communication ▪ Increase tolerance ▪ Promoting Bromsgrove District as a nice/safe place to live
Intergenerational and Diversionsary Activities	<ul style="list-style-type: none"> ▪ Bring together older people and younger people through history, sharing skills and experiences

¹² NI 20 measures assault with injury crime rate

Further information on targets relating to the key deliverables (outcomes) above can be found in the high level action plan (Section 16, Appendix A).

15.2 A better environment for today and tomorrow

The key statistics about the environment¹³ in the District are:

- The volume of residual household waste per head in Bromsgrove has decreased year on year to the 2007/08 level of 586.3 kg per head.
- Kilograms per head within the District have been recorded at consistently below the averages for both Worcestershire and England.
- The proportion of household waste recycled and composted has increased year on year to the 2006/07 level of 40.8% in Bromsgrove, with most notable increase from 2003/04 to 2005/06.
- Although from 2002 to 2004 a smaller proportion of waste was recycled or composted in Bromsgrove than in the County average, since 2004/05 performance has been above that of Worcestershire, and the percentage difference between the county and district figures seem to be increasing annually.
- In 2008/09, 5 out of the 6 District Councils, including Bromsgrove District Council, missed their target of Level 1 and only achieved a Level 0 grading for NI 188 (Adapting to climate change)¹⁴.
- Latest data that is available (2007) shows that overall CO₂ emissions in Bromsgrove are lower than most other areas of the County but emissions solely from domestic sources are among the highest of all the Districts within Worcestershire. Bromsgrove also produces a high rate of CO₂ from road transport compared to other Worcestershire districts (most likely because of the large sections of the M42 and M5 which dissect the area).
- Most CO₂ in Bromsgrove is produced from housing, followed by transport, which is true of all Districts in Worcestershire.
- The District Council is emitting over 2,500,000 KGs of CO₂ per annum as a result of its activities.
- Levels of abandoned vehicles reported and recorded are generally fairly low and in 2008/09 98.8% of all abandoned vehicles reported to Bromsgrove District Council were investigated within 24 hours, which was well above the target of 95%.
- Sanders Park has been awarded the Green Flag national standard (for parks and green spaces in England and Wales) for the past 3 years, showing the excellent standard of the open space.
- The percentage of residents satisfied with parks and open spaces in the District rose from 54% in 2000/01 to 71% in 2003/04. This is higher than the County average of 69% but just short of the national figure of 72%.
- In 2008/09, 1429 reports of fly-tipping were made to BDC Depot. Of these, 100% were removed within the target timescale.

¹³ All Key Statistics for were taken from the Bromsgrove Profile 2009 as referred to on page 5.

¹⁴ NI 188 (Adapting to climate change) measures progress on assessing and managing climate risks and opportunities, and incorporating appropriate action into local authority strategic planning.

The LAA priorities and National Indicators for this block are:

PRIORITY: To maximise the diversion of waste away from landfill through prevention, reuse, recycling and composting and recovery.		
National or Local Indicator	Latest District Performance (Baseline)	2010/11 LAA Target
NI 193 Municipal waste land filled	57% (County)	48%
PRIORITY: To increase energy efficiency and increase the proportion of energy generated from renewable sources.		
National or Local Indicator	Latest District Performance (Baseline)	2010/11 LAA Target
NI 186 Per capita CO ₂ emissions in LA area	6.2 tonnes per capita (2007)	9% reduction
PRIORITY: To improve flood mitigation measures and improve drainage.		
National or Local Indicator	Latest District Performance (Baseline)	2010/11 LAA Target
NI 188 Adapting to climate change	Level 0	All Districts to achieve level 2
LI 1a All vulnerable areas identified, integrated flood risk management plans developed and implemented	No data	100%
LI 1b Improved flood-warning system in place at Parish level	No data	

Analysis of Statistics

- Bromsgrove residents generally produce a low level of waste and a high proportion of which is recycled and composted.
- The level of CO₂ produced in the District is comparatively low. Nevertheless, production from domestic and transport sources are fairly high and have increased in recent years since the 2006 baseline for measuring NI 186. Although comparatively low, the Climate Change Act (2008) has committed the UK to an 80% reduction of CO₂ emissions by 2050 (from 1990 levels).
- Fly-tipping reported to BDC is cleaned up quickly.

Bromsgrove Partnership Priorities and Key Deliverables for this block are:

<u>Priority</u>	<u>Key Deliverables</u>
Reducing CO₂ emissions to improve energy efficiency	<ul style="list-style-type: none"> ▪ Domestic ▪ Business ▪ Transport
Adapting to impacts of climate change	<ul style="list-style-type: none"> ▪ Assist in improving the planning and management of flood alleviation ▪ Ensure adaptation issues are included within Planning Policy

Further information on targets relating to the key deliverables (outcomes) above can be found in the high level action plan (Section 16, Appendix B).

15.3 Economic success that is shared by all

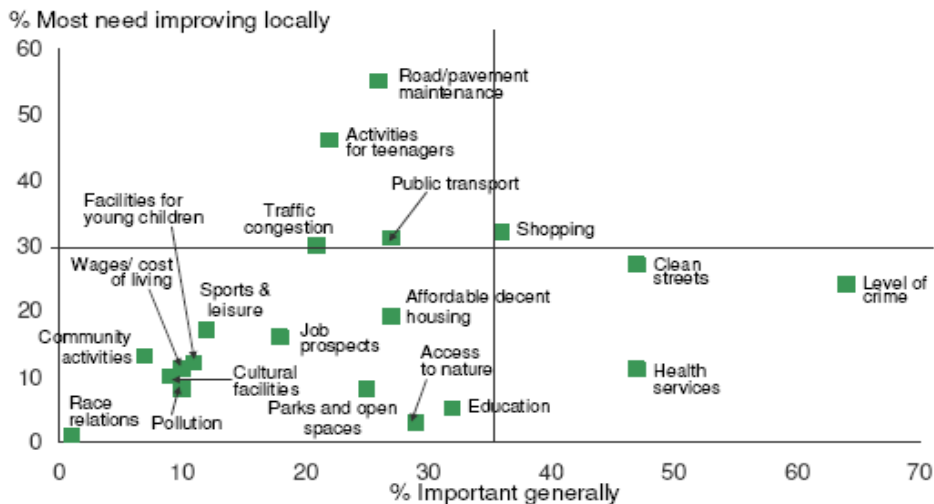
Town Centre

The Chart 1 under **paragraph 8.5** (from the Place Survey 2008/09) refers to the residents' top priorities for improvement for the District and it shows shopping facilities have become a much bigger priority locally since 2006/07, up 11% points to 32%.

The chart below (also from the Place Survey 2008/09), shows shopping is the only area that is in both the top five of things deemed by the public to be of high importance (36%) and that needs to be improved (32%)

Customer Priorities for Bromsgrove (Place Survey 2008/09)

Developing priorities for improving quality of life



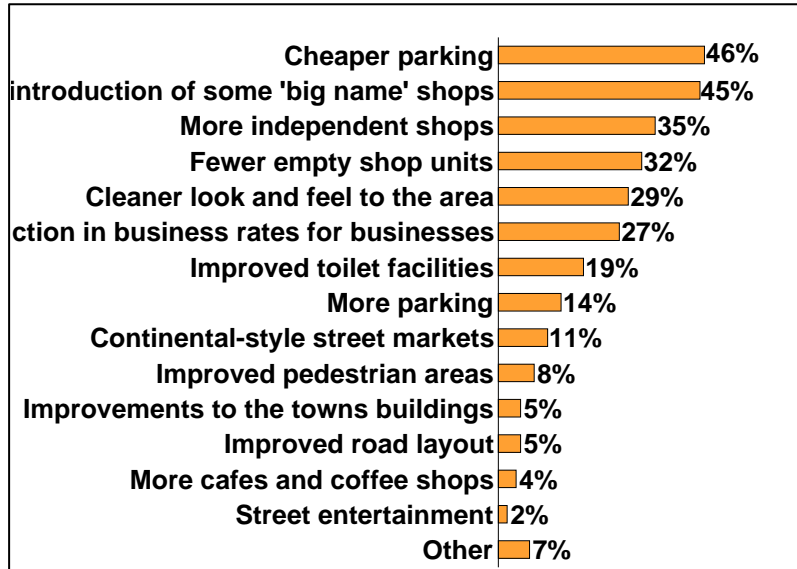
Ipsos MORI Base: All valid responses



The chart below is taken from the Quality of Life Survey (February 2008) and shows the improvements that residents would like to see and again, shopping facilities are high on the list.

Most wanted improvements (Quality of Life Survey 2008)

What improvements would you like to see in Bromsgrove?

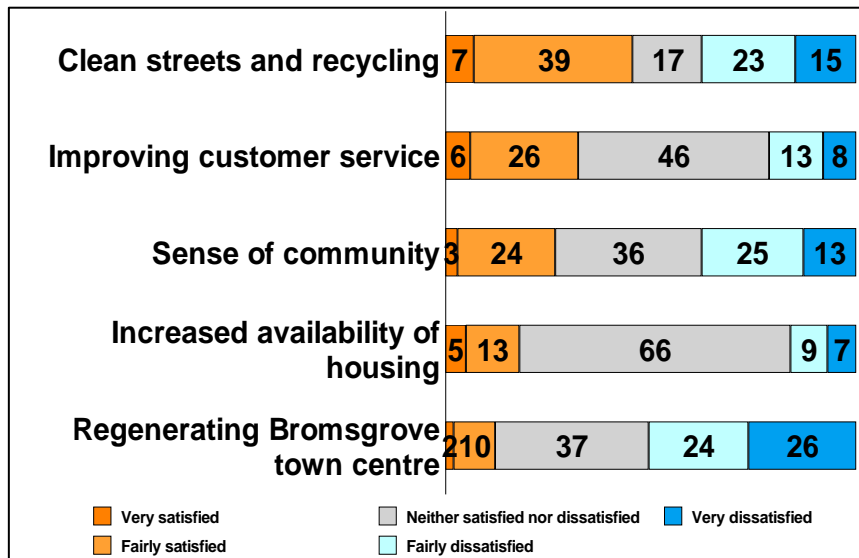


Base: All respondents (655)

The results from the Residents Survey from July 2008 showed that 50% were dissatisfied with the Council's performance towards regenerating Bromsgrove Town Centre, one of the Council's top priorities.

Satisfaction with delivering on top 5 priorities

Satisfaction with the Council's performance towards



Base: All respondents (537~566)

Economic Picture of the District

The key statistics on economic information¹⁵ in the District are:

- Average earnings in Bromsgrove are the highest of all the Worcestershire Districts, at almost 10% higher than the average for the County; however, there are areas within the District where annual income per household is less than £25,000.
- The number of VAT registered businesses in Bromsgrove, though fluctuating, has been consistently higher than both the County and National rates since 2000 to 2007. (Nevertheless, it is likely that more recent figures may show a decline due to the national recession.)
- 75.8% of the working age population are qualified to at least level 2 or higher in the District. This is above the Worcestershire average (which is 71.3%). On the other hand, there are parts of Charford, Sidemoor, Waseley, Marlbrook, Drakes Cross and Walkers Heath and Catshill where there are fewer than 46% of residents that have level 2 qualifications or higher.
- The overall proportion of people with no qualifications in Bromsgrove District is substantially lower than both regional and national averages at just 7.8% compared to 17.0% and 13.1% respectively. Furthermore, the percentage of the population qualified to levels 1, 2, 3 and 4 is also much higher than the regional and national averages.
- In the Bromsgrove District as a whole, based on data from May 2008, 2.6% of the 16-18 year old population are 'not in education, employment or training' (NEET). This is well below the County average of 4.7%.
- In terms of working age population claiming out of work benefits, Bromsgrove District's performance is 2.1% better than the county average as at May 2008.
- Based on figures for August 2008, the level of benefit claimants in Bromsgrove (8.4% of the working age client group) is well below both the national and regional averages. The most commonly claimed benefit is incapacity benefit, accounting for almost half of all claimants in the District.
- Based on figures for October 2007 to September 2008, the overall unemployment level in Bromsgrove is 2.3% lower than the regional average and 1.4% lower than the national figure.

The LAA priorities and National Indicators for this block are:

PRIORITY: To promote economic growth and enable the economy in targeted sectors and locations.		
National or Local Indicator	Latest District Performance (Baseline)	2010/11 LAA Target
NI 166 Average earning of employees in the area	No data	94.3%

¹⁵ All Key Statistics for were taken from the Bromsgrove Profile 2009 as referred to on page 5.

NI 171 Business registration rate	62.4	115.5% of WM Regional Average
PRIORITY: To remove barriers to employment and improve skills in education, employment and training.		
National or Local Indicator	Latest District Performance (Baseline)	2010/11 LAA Target
NI 117 16 to 18 year olds who are not in education, employment or training (NEET)	2.6% (May 2008 data)	4.4% (0.2% reduction)
NI 152 Working age people on out of work benefits	11.1% (Nov 2007 - Aug 2008)	8.4%
NI 163 Working age population qualified to at least Level 2 or higher	75.8%	79%

Analysis of Statistics

- The results of the Place Survey shows that shopping is the only area that is in both the top five of things deemed by the public to be of high importance and that is in need of improvement.
- In most areas of study, the economic status of Bromsgrove District is well above regional and national averages, however, it is important to note that the current economic climate is likely to have a severe impact on current and future trends, and a downturn can be expected.
- Mean annual income is the highest in the county, though areas of low income do exist.
- The level of qualifications is higher than County and national averages, though areas with low qualification levels include Charford, Sidemoor and Catshill. Furthermore, the level of NEET 16 – 18 year olds is highest in Charford, Catshill and Whitford wards.
- Levels of unemployment are below county averages, and most out of work benefit claimants live in Charford, Sidemoor and Catshill.
- Locally, areas of greatest need for improvement based on multiple economic data sets are: Sidemoor (specifically the King Georges area), Charford, Drakes Cross and parts of Catshill.
- The difference between the unemployment rate and NI152 (working age people on out of work benefits) represents “worklessness”, which appears to be in the region of 7%; whilst the average earnings figure indicates there is a marked difference between those who live and work in the District and those who commute out to work.

Bromsgrove Partnership Priorities and Key Deliverables for this block are:

<u>Priority</u>	<u>Key Deliverables</u>
Town Centre redevelopment	<ul style="list-style-type: none"> ▪ Increase promotion of the town centre ▪ Improve retail and leisure offer in the town centre ▪ Improve public buildings ▪ Improve High Street appearance
Economic Development	<ul style="list-style-type: none"> ▪ Develop railway station ▪ Economic Development Strategy
Employment, Training and Volunteering	Please see “Stronger Communities” Objective (paragraph 15.6) which also covers worklessness.

Further information on targets relating to the key deliverables (outcomes) above can be found in the high level action plan (Section 16, Appendix C).

15.4 Improving health and well being

The key statistics about health and well being¹⁶ in the District are:

- The health of the people of Bromsgrove District is generally better than the England average according to the 2009 Annual Health Profile for Bromsgrove produced by the Association of Public Health Observatories.
- Life expectancy in Bromsgrove is 78.6 years for males, above the England and county average, and 81.3 years for females, similar to the England and county average.
- There has been a sustained reduction in the all cause all age death rate since 1996, in line with the County as a whole. Bromsgrove is on track to reduce overall mortality by more than one quarter by 2010.
- There has been a sustained reduction in the all cause death rate for people under 75 years since 1996, in line with the County as a whole. Bromsgrove is on track to reduce premature mortality by almost one third by 2010.
- The premature death rate from circulatory diseases is well below the England average and has shown a huge reduction since 1996. The indicator NI 121 (Mortality rate from all circulatory diseases at ages under 75), for Bromsgrove District in 2005/07 was 62.45 per 100,000 under 75. This is well below the county average.

¹⁶ Key statistics supplied by NHS Worcestershire representative on the Bromsgrove LSP

- The premature death rate from cancers is well below the England average and has shown a substantial reduction since 1996, slightly better than in the County as a whole.
- The death rate from suicide and undetermined injury appears to have fallen slightly since 1996. Suicide mortality rates for 2005/07 were 6.3 per 100,000 population which is below Worcestershire (8.4) and the national average (7.9).
- Within Bromsgrove, health is poorest in the Charford and Sidemoor 'hotspots'
- The major causes of death, circulatory diseases and cancers, are both lifestyle related. To maintain the reductions in death rates Bromsgrove will need to **reduce smoking** and **alcohol consumption**, and **tackle obesity** through a better diet and more physical activity.

Smoking

The estimated prevalence of adults who smoke in Bromsgrove is 17.3% compared to the national average of 24.1% (NI 123); however, each year about 330 people in Bromsgrove are admitted to hospital and 130 die due to smoking related diseases. Smoking amongst young people is similar to national trends. 20% of boys and 27% of girls in Year 10 answered they smoked occasionally or regularly in a recent survey.

Alcohol

It has been estimated that 17.2% of adults in Bromsgrove undertake "binge drinking", 20.4% drink to hazardous levels and 3.7% drink to harmful levels and 4% of the population are alcohol dependent. More than 600 people in Bromsgrove are admitted to hospital and more than 40 die due to alcohol-attributable conditions each year. Alcohol consumption amongst young people is above national average in the county according to the 2007 SHEU¹⁷ lifestyle survey of year 8 and year 10 pupils.

Obesity

Levels of obesity have trebled over the last 20 years, most markedly in children. Obesity is a huge health challenge and is now causing increases in diabetes, heart disease, cancers and premature deaths. In Bromsgrove it is estimated that 24% of adults and 16% of children (2-10 years) are obese. The national child measurement programme results taken in Bromsgrove schools during 2007/08 show that 22.3% of Reception age children were either overweight or obese (age 4-6 years) and 28.5% of Year 6 (age 10-11) which is a little lower than the county and national average (NI 56).

- Adult participation in sports for Bromsgrove District is the highest in the County at 25.6% (April 2009) - NI8. This is an increase of 3.2% since 2005/06. Furthermore, Bromsgrove District is 3.1% above Worcestershire as a county and 4.1% above the national average¹⁸.

¹⁷ School Health Education Unit

¹⁸ Figures supplied by the Department for Culture, Media and Sports (DCMS)

- The percentage of children undertaking at least 2 hours of sport and physical activity in Bromsgrove last year was below the county and national average (87.6%).
- Data from the Active People Survey for 2005/06 shows that fewer than 19% of respondents in the Charford area participate in sport for 30 minutes three times a week.
- The proportion of adults eating healthily in Bromsgrove is estimated at 25.6% which is below the county and national average.
- Numbers of teenage conceptions are extremely low compared to the rest of the County (NI 112). Teenage conception rates have declined in Bromsgrove since 1998/00 by 9%, and have consistently been below both County and National levels.¹⁹
- The true prevalence of Bromsgrove residents with mental health problems is unknown, however it is estimated that one in six adults has a mental health problem at any time. Depression and dementia are important mental health problems associated with older adults, it is estimated that 12% to 15% of people aged over 65 suffer from depression and dementia affects approximately 1 in 20 aged 65 plus rising to 1 in 5 by age 80
- When Bromsgrove residents were asked (via the Citizens Panel in November 2008) what they felt were the top health issues for the District, 39% stated that alcohol misuse was most important, with 37% citing physical disabilities amongst older people, and 36% saying dementia was the important issue.

The LAA priorities and National Indicators for this block are:

PRIORITY: To support and improve the leading of healthy lifestyles and wellbeing of adults and children and young people.		
National or Local Indicator	Latest District Performance (Baseline)	2010/11 LAA Target
NI 8 Adult participation in sport	25.6%	25.7%
NI 56 Obesity among primary school age children in Year 6	15.3% (2007/08)	15.5%
NI 112 Under 18 conception rate	No data	No target set in line with GOWM ²⁰ advice.
NI 123 16+ current smoking rate prevalence (who have given up for 4 weeks)	721.5 per 100,000 population aged 16+ (2007/08)	682 per 100,000 population aged 16+

¹⁹ It should be noted that the data for under 18s conception rate is generally where the young parent lives after the birth and not where they lived at the time of conception. Therefore, areas with high level of social housing are likely to show an increased rate with young mothers being housed there after birth.

²⁰ Government Office West Midlands

PRIORITY: To improve the quality of life and independence of older people and those with long-term illness.		
National or Local Indicator	Latest District Performance (Baseline)	2010/11 LAA Target
NI 121 Mortality rate from all circulatory diseases at ages under 75	62.45 (2005-2007)	62.03
NI 133 Timeliness of Social Care Packages	85% (County figure 2007/08)	92%
NI 142 Number of vulnerable people who are supported to maintain independent living	97.52% (County Figure)	98.02%
LI 6 Adults with learning disabilities in employment	No data	6.3%
LI 7 Adults in contact with secondary mental health services who receive support with employment and training issues	No data	+5% on baseline (County 08/09 baseline is 539)

Analysis of Statistics

- The health of the people of Bromsgrove District is generally better than the county and national average and death rates from the main killers, circulatory disease and cancers have reduced.
- Although the prevalence of both adult and childhood obesity is a little lower than the county average this is the most significant health issue for Bromsgrove. A quarter of adults are obese and nearly a third of children age 10-11 are overweight or obese. Adult participation in sport is increasing which is encouraging but alongside this continued improvements in physical activity levels and in diet and nutrition need to be tackled.
- The prevalence of smoking is lower than average in Bromsgrove and needs to continue to decrease.
- Alcohol consumption is high, with high rates of hazardous drinking, and alcohol specific hospital admissions (under 18). Alcohol misuse is also the issue which most resident feel needs addressing by the council and PCT.
- Views of Bromsgrove residents (via the Citizens Panel in November 2008) tie in with the issues highlighted in the Health Profile for Bromsgrove, and emphasises the need for local focus on mental health and alcohol issues.

Bromsgrove Partnership Priorities and Key Deliverables for this block are:

<u>Priority</u>	<u>Key Deliverables</u>
Staying Healthy	<ul style="list-style-type: none"> ▪ Reduce levels of alcohol misuse ▪ Smoking prevention and reduction ▪ Healthy weight (diet and physical activity)
Mental Health and Well Being	<ul style="list-style-type: none"> ▪ Improving perception and awareness and promoting positive mental health

Further information on targets relating to the key deliverables (outcomes) above can be found in the high level action plan (Section 16, Appendix D).

15.5 Meeting the needs of children and young people

The key statistics about children and young people²¹ in the District are:

- The percentage of pupils achieving Key Stage 2 Level 4 in English has been declining since 2004/05 with just 70.9% in 2007/08, almost 10% lower than the county average; however, in all other years, Bromsgrove has out performed the County.
- A greater proportion of pupils achieved 5 or more GCSEs A*-C grade in 2007/08 in Bromsgrove than the County average, 70.9% versus 63.5% in Worcestershire.
- Both overall absences and persistent absence were greatest in Parkside Middle school during 2008, 6.3% and 4.6% respectively.
- In secondary schools, absence during 2008 was worst in North Bromsgrove High School (9.6% persistent absence) followed by South Bromsgrove High School (6.8%)
- Average secondary school persistent absence for the District is around 4.8%. This is only just below the County average of 4.9%, but well below the national average of 6.7%.
- The National Curriculum now includes 'Citizenship' and the District Council is assisting schools to implement this through youth engagement activities such as U Decide and Budget Jury.

The LAA priorities and National Indicators for this block are:

PRIORITY: To ensure all children and young people have the opportunity to participate in positive activities.		
National or Local Indicator	Latest District Performance (Baseline)	2010/11 LAA Target
NI 110 Young people's participation in positive activities	72.2% (County Baseline 2008/09)	83.3%

²¹ All Key Statistics for were taken from the Bromsgrove Profile 2009 as referred to on page 5.

LI 2 Children who have experienced bullying	35% (TellUs2 Survey) (County Figure 2008)	33%
LI 5 Average number of disabled children accessing short breaks	No data	500

Analysis of Statistics

- School performance is generally of a high standard throughout the district, though Key stage 2 English scores have recently fallen below the county average.
- The spatial distribution of poor pupil performance at all stages seems to be linked to deprivation with higher scores in more affluent areas, and lower scores in areas such as Charford, Catshill and Sidemoor.
- Levels of persistent absence in secondary school children are fairly high in the District, especially in North and South Bromsgrove High Schools.
- For the purposes of NI 110, the definition of 'positive activities' is the proportion of young people in school year 10 reported to have participated in any group activity led by an adult outside school lessons (such as sports, arts, music or youth group) in the last four weeks, based on the analysis of the weighted Tellus survey data.

Bromsgrove Partnership Priorities and Key Deliverables for this block are:

<u>Priority</u>	<u>Key Deliverables</u>
Being healthy	<ul style="list-style-type: none"> ▪ Healthy lifestyles
Positive Activities	<ul style="list-style-type: none"> ▪ Access to services (including marketing of services) ▪ Engagement and citizenship

Further information on targets relating to the key deliverables (outcomes) above can be found in the high level action plan (Section 16, Appendix E).

15.6 Stronger Communities

The key statistics about stronger communities²² in the District are:

- In 2007, the proportion of working age people with access to employment by public transport in Bromsgrove is 83.2% which is lower than both the County and National averages (85.1% and 87.6% respectively).
- In 2008/09, 1494 net additional homes were provided within Worcestershire, 18% less than the target. In Bromsgrove, 135 net additional homes were provided, the lowest figure of all Districts in

²² All Key Statistics for were taken from the Bromsgrove Profile 2009 as referred to on page 5.

Worcestershire, and considerably lower than the rate in previous years.

- In Bromsgrove, production of affordable homes for 2007/08 was well above the target of 80 at 145.
- The target for the District for the number of households occupying temporary accommodation for 2008/09 was 45 and this was exceeded, at just 13.
- For 2008/09, the proportion of households with a SAP²³ rating below 35 in Bromsgrove is well below the County average at 8.77%. However, the proportion of households with a SAP rating above 65 in Bromsgrove is also lower than the County average²⁴.
- The Income Deprivation Affecting Children (IDACI) National Rank and the Income Deprivation Affecting Older People (IDAOPI) National Rank indicate Charford and Sidemoor are the most deprived areas in the District for both Children and Older People.
- Based on the 2001 census, 5.6% of the population aged over 65 in Bromsgrove, 6.2% of those over 75, and 6.7% of those aged over 85 were without central heating. This figures are well below the county averages of 6.8% of over 65 years olds, 7.4% of over 75, and 7.8% of the over 85 population.

The LAA priorities and National Indicators for this block are:

PRIORITY: To improve accessibility by addressing congestion and improving public transport.		
National or Local Indicator	Latest District Performance (Baseline)	2010/11 LAA Target
NI 169 Non-principal roads where maintenance should be considered	11.02% (2007/08)	8.4%
NI 175 Access to services and facilities by public transport, walking and cycling	Proxy Figure 83.2% (2007) Proxy Figure 85.1% (County 2007)	94%
PRIORITY: To reduce levels of inequality within the community.		
National or Local Indicator	Latest District Performance (Baseline)	2010/11 LAA Target
NI 116 Proportion of children in poverty	13.9% (County Figure)	12.0%

²³ Standard Assessment Procedure, a method system for measuring the energy rating of residential dwellings used in the UK.

²⁴ SAP stands for Standard Assessment Procedure and is the government's recommended system for energy rating of dwelling. Targets for improvement relate to a decrease in the proportion of households with a SAP rating below 35 and an increase in those with a SAP rating above 65.

LI 3 Successful new claims for pension credit	No data	2,700 (County Figure)
PRIORITY: To provide decent and affordable housing that meets the diverse needs of Worcestershire.		
National or Local Indicator	Latest District Performance (Baseline)	2010/11 LAA Target
NI 154 Net additional homes provided	542 (County Figure) 135 (District Figure)	1,830 (County Figure)
NI 155 Number of affordable homes delivered (gross)	145 (District figure. District target for 2008/09 was 80)	450 (County figure)
NI 187 Tackling Fuel Poverty – Percentage of people receiving income based benefits living in homes with low energy efficiency rating – deferred.	SAP below 35 - 8.77% SAP above 65 - 36.11%	SAP below 35 - 7.68% SAP above 65 - 39.73%

Analysis of Statistics

- Access to services is a slight issue in the area with a lower than county and national average proportion of working age people with access to employment by public transport.
- Furthermore, there are large areas of the rural sectors of the District where the distance to key services is over 2 km, thus improved transport links may be necessary.
- Income deprivation affecting children is high in Charford and Sidemoor, as well as income deprivation affecting older people.

Bromsgrove Partnership Priorities and Key Deliverables for this block are:

<u>Priority</u>	<u>Key Deliverables</u>
Stronger Communities	<ul style="list-style-type: none"> ▪ Promote and secure accessible, localised services for vulnerable neighbourhoods via the Bromsgrove Trunk based in Charford ▪ Expand the work of the Bromsgrove Trunk to include Catshill ▪ Strengthen communities through Local Neighbourhood Partnerships

<p>Balanced Communities</p>	<ul style="list-style-type: none"> ▪ Ensure there is an appropriate housing mix ▪ Ensure there is an appropriate range of employment, training and volunteering opportunities
<p>Addressing the needs of older people</p>	<ul style="list-style-type: none"> ▪ Develop an “Age Well” Scheme within Bromsgrove District ▪ Ensure older people’s needs are catered for within the housing market ▪ Improve access to services for older people

Further information on targets relating to the key deliverables (outcomes) above can be found in the high level action plan (Section 16, Appendix F).

16. High Level Action Plans

16.1 Attached as Appendices A to G are the high level action plans for each theme or project group. The final two columns are blank, as these are designed to be used to report progress to the Bromsgrove Partnership Board. Appendix K includes a list of LAA National Indicators (NIs) cited in the High Level Action Plans followed by a more detailed description of each NI.

APPENDIX A

Communities that are safe and feel safe

Bromsgrove Partnership Priority:		Changing the perception of crime, disorder and anti-social behaviour				
Key Deliverable:		Marketing and Communication				
LAA Link:		N1 17 and NI 21				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
NI 17 Perceptions of anti-social behaviour.	12.3% (14.4% for Worcestershire 2008/09)	11.4% (13.3% for Worcestershire)	- ve	- ve		
NI 21 Dealing with local concerns about anti-social behaviour and crime by the local council and the police.	27.8% (26.2% for Worcestershire 2008/09)	+ ve (31.2% for Worcestershire)	+ ve	+ ve		
Key actions to deliver it (max. of 5 actions)			Completion Date	Lead Partner	Progress to date	Status
1. Create a CDRP Sub-Group for Marketing, Communications and Engagement.			April 2010	BDC		
2. Develop a CDRP communication and community engagement strategy.			October 2010	BDC		
3. Develop and commence delivery of a CDRP communication and community engagement program.			March 2011	CDRP		

APPENDIX A

Communities that are safe and feel safe

Bromsgrove Partnership Priority:		Changing the perception of crime, disorder and anti-social behaviour				
Key Deliverable:		Promoting Bromsgrove District as a nice/safe place to live				
LAA Link:		NI 2, NI 5 (non-LAA) and NI 17				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
NI 2 % of people who feel that they belong to their neighbourhood.	61.4% (61.8% for Worcestershire 2008/09)	63% (63.4% for Worcestershire)	+ ve	+ ve		
NI 5 Overall / general satisfaction with local area.	81.2%	+ ve	+ ve	+ ve		
NI 17 Perceptions of anti-social behaviour.	12.3% (14.4% for Worcestershire 2008/09)	11.4% (13.3% for Worcestershire)	- ve	- ve		
Key actions to deliver it (max. of 5 actions)			Completion Date	Lead Partner	Progress to date	Status
1. Develop and commence delivery of a CDRP action plan to sit with in the Communication and Community Engagement Program to target communications in those neighbourhoods that have significantly high perception that ASB is a problem in their local area.			April 2010	BDC / Police		
2. Develop and commence delivery of a CDRP action plan to sit with in the Communication and Community Engagement Program consisting of a series of district wide campaigns on Serious Acquisitive Crime.			April 2010	Police		

APPENDIX A

Communities that are safe and feel safe

Bromsgrove Partnership Priority:		Intergenerational and diversionary activities				
Key Deliverable:		Bring together older people and younger people through history, sharing skills and experiences				
LAA Link:		NI 1 (non-LAA), NI 2, NI 5 (non-LAA) and NI 17				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
NI 1 % of people who believe people from different backgrounds get on well together in their local area.	81.6% (14.4% for Worcestershire 2008/09)	+ ve	+ ve	+ ve		
NI 2 % of people who feel that they belong to their neighbourhood.	61.4% (61.8% for Worcestershire 08/09)	63% (63.4% for Worcestershire)	+ ve	+ ve		
NI 5 Overall / general satisfaction with local area.	81.2% (14.4% for Worcestershire 2008/09)	+ ve	+ ve	+ ve		
CS2 ²⁵ Number of locally delivered diversionary / intergenerational activities.	180	184	188	192		

²⁵ Community Safety (CS) local performance indicator which is included in the District Council Plan

APPENDIX A

Communities that are safe and feel safe

CS3 ²⁶ Number of users attending diversionary / intergenerational activities.	670	683	697	711		
Key actions to deliver it (max. of 5 actions)			Completion Date	Lead Partner	Progress to date	Status
1. Review of existing intergenerational and diversionary activities available within Bromsgrove District, and reviewing current best practice.			June 2010	BDC		
2. Create a focus group to enable consultation on the development of intergenerational activities; consisting of local young people and older adults.			June 2010	WCC / BDHT		
3. Develop a strategy for intergenerational activity within the Bromsgrove District			December 2010	BDC		
4. Develop and commence delivery of a program of diversionary activities.			April 2010	CDRP		
5. Develop and commence delivery of a program of intergenerational activities.			April 2011	CDRP		

²⁶ Community Safety (CS) local performance indicator which is included in the District Council Plan

APPENDIX A

Communities that are safe and feel safe

Note: This particular key deliverable is subject to further review via a performance clinic as to how this can be tackled by the Bromsgrove Partnership as a whole.

Bromsgrove Partnership Priority:		Changing the perception of crime, disorder and anti-social behaviour				
Key Deliverable:		Increase tolerance				
LAA Link:		NI 23 (non-LAA)				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
NI 23 Perceptions that people in the area treat one another with respect and consideration.	25.6% Bromsgrove	- ve	- ve	- ve		
Key actions to deliver it (max. of 5 actions)			Completion Date	Lead Partner	Progress to date	Status
1. Set up LSP performance clinic on 'tolerance' and how it can be addressed.			31 March 2010	BDC		

APPENDIX B

A better environment for today and tomorrow

Bromsgrove Partnership Priority:		Reducing CO ₂ emissions and to improve energy efficiency				
Key Deliverable:		Domestic Housing				
LAA Link:		NI 186 and NI187 (also links to 'Stronger Communities' and 'Health and Wellbeing' (LAA and Bromsgrove Partnership Objectives) and 'Older People' (Bromsgrove Partnership priority))				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
NI 186 Per capita CO ₂ emission in the LA area - specifically, district domestic emissions	241,000 tonnes (2005)	Overall 9% reduction compared with baseline across all sectors (domestic, transport and business)	- ve	- ve		
NI 187 Tackling Fuel Poverty - % of people receiving income based benefits living in homes with a low energy efficiency rating	SAP below 35 - 8.77%	- ve (County 7.68)	- ve	- ve		
	SAP above 65 - 36.11%	+ ve (County 39.73)	+ ve	+ ve		
Installations of home insulation measures - 500 per year	n/a	500	500	500		
Funding for micro-generation – number of measures installed	-	25	125	225		

APPENDIX B

A better environment for today and tomorrow

Key actions to deliver it (max. of 5 actions)	Completion Date	Lead Partner	Progress to date	Status
1. Warmer Worcestershire Project (links targeting vulnerable households; links to the Stock Condition Survey to cross reference data to allow additional targeting; links to both NI 186 and 187)	December 2012	BDC		
2. Insulation programmes – promotion of CERT funding (discounted insulation schemes) link with data from warmer Worcestershire and benefit information to target vulnerable homes and high energy users.	Annual promotion. Report at year end.	Act on Energy		
3. Switch it off Campaign – measures reduction in energy use for big switch off. Run as a joint campaign across Worcestershire, Warwickshire and Coventry.	Annual campaign during Oct/Nov each year.	BDC		
4. Ensure delivery of the joint Bromsgrove and Redditch Affordable Warmth Strategy	Annual work plan will run to 2011	BDC and RBC affordable warmth groups		
5. Working with Registered Social Landlords (RSL) to promote energy efficiency/renewables through an exemplar project	March 2011	Act on Energy		

APPENDIX B

A better environment for today and tomorrow

Bromsgrove Partnership Priority:		Reducing CO ₂ emissions to improve energy efficiency				
Key Deliverable:		Business				
LAA Link:		NI186 and NI 185 (non-LAA)				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
NI 186 Per capita CO ₂ emission in the LA area – Specifically, reduction in CO ₂ emissions across business sector (Incentive: reduction in running costs – highlight through awareness schemes. Identify small businesses as pilots to reduce consumption and save money.)	141,000 tonnes (2005)	Overall 9% reduction compared with baseline across all sectors (domestic, transport and business)	- ve	- ve		
NI 185 CO ₂ reduction from local authority operations	2440 tonnes per annum (2008/09)	2% reduction compared with baseline	2% reduction compared with baseline	2% reduction compared with baseline		
All partners to sign up to Worcestershire Climate Change Pledge to publicly declare achievements.	-	All partner organisations to be signed up and have achieved 1 star actions	All partner organisations to be signed up and have achieved 2 star actions	All partner organisations to be signed up and have achieved 3 star actions		

APPENDIX B

A better environment for today and tomorrow

Key actions to deliver it (max. of 5 actions)	Completion Date	Lead Partner	Progress to date	Status
<p>1. Secure funding and work closely with small businesses within different sectors to pilot energy efficiency measures within the industrial/commercial sector. Results could be disseminated through the Chamber of Commerce to achieve wider reductions. Links very closely to 'Economic Success' theme and is very timely during the recession. This would result in a transferable energy audit-style pack which could be used by others in similar sectors.</p>	<p>March 2011</p>	<p>Act on Energy</p>		
<p>2. BDC to develop Climate Change Action Plan that delivers the 2% reduction year on year target. All partners to establish a baseline carbon footprint and set reduction targets as appropriate and this should be monitored.</p>	<p>March 2011</p>	<p>BDC</p>		
<p>3. All partners to sign up to Worcestershire Climate Change Pledge to publicly declare achievements.</p>	<p>March 2011 (1 star) March 2012 (2 star) March 2013 (3 star)</p>	<p>Act on Energy</p>		

APPENDIX B

A better environment for today and tomorrow

Bromsgrove Partnership Priority:		Reducing CO ₂ emissions to improve energy efficiency				
Key Deliverable:		Transport				
LAA Link:		NI186 (and the links to the Economic Development Strategy)				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
NI 186 Per capita CO ₂ emission in the LA area – specifically transport emissions	189,000 tonnes (2005)	Overall 9% reduction compared with baseline across all sectors (domestic, transport and business)	- ve	- ve		
Key actions to deliver it (max. of 5 actions)			Completion Date	Lead Partner	Progress to date	Status
1. Ensure that the integrated transport system improvements for the railway station take full account of climate change issues.			March 2013	WCC		
2. Support the delivery of the County-wide Integrated Passenger Transport Plan.			March 2013	WCC		

APPENDIX B

A better environment for today and tomorrow

Bromsgrove Partnership Priority:		Adapting to impacts of climate change				
Key Deliverable:		All partners have identified, risk assessed their service delivery and organisations are resilient to the threats and opportunities climate change will bring to the area, in particular, flooding.				
LAA Link:		NI188, LI 1a and LI 1b				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
NI 188 Adapting to Climate Change - Progress through prescribed adaptation matrix provided by Defra	Level 0 (August 2009)	Level 2	Level 2	Level 2		
LI 1a All vulnerable areas identified, integrated flood risk management plans developed and implemented. LI 1b Improved flood-warning system in place at Parish level	0 (Worcestershire figure)	100% of total (2010/11)	-	-		
Key actions to deliver it (max. of 5 actions)			Completion Date	Lead Partner	Progress to date	Status
1. Local Climate Impacts Profile (LCLIP) to be completed for the District prior to being used with partner organisations.			March 2010	BDC		
2. All partners to sign up to Worcestershire Climate Change Pledge which includes actions on Adapting to Climate Change.			March 2011 all partners to have signed up to 1 star actions	Act on Energy		

APPENDIX B**A better environment for today and tomorrow**

3. Ensure partners deliver locally on actions within the Worcestershire Partnership Climate Change Strategy.	March 2011	Act on Energy		
4. Information supplied to the public to be coordinated by relevant partners e.g. Hereford and Worcester Fire and Rescue Authority (HWFR) = flooding. Need to understand key deliverables of partners and how links can be made to ensure a clear and cohesive message is delivered to the public.	March 2013	Act on Energy		
5. The District Council to supply information to the Environment Agency (via the County Council) so that localised flood risk maps can be produced for the District, specifically where there are vulnerable properties.	March 2011	BDC		

APPENDIX B

A better environment for today and tomorrow

Bromsgrove Partnership Priority:		Adapting to impacts of climate change				
Key Deliverable:		Ensure adaptation issues are included within Planning Policy (Difficult for LSP to influence as part of national policy also waiting for RSS. Planning policy also key part of mitigation)				
LAA Link:		NI188 and 186				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
100% of new developments over 1000m ² or 10 or more units built to code for sustainable homes.	Code 0	Code 3	Code 3	Code 4		
NI 188 Adapting to Climate Change	Level 0 (August 2009)	Level 2	Level 2	Level 2		
NI 186 Per capita CO ₂ emission in the LA area	6.3 tonnes per capita (2005)	9% reduction compared with baseline	- ve	- ve		
Key actions to deliver it (max. of 5 actions)			Completion Date	Lead Partner	Progress to date	Status
1. Support climate change actions within the new core strategy. (The Core Strategy Performance Indicators are CP1 - Climate Change, CP7 - Water management and Flood Protection, CP4 - Promoting High Quality Design.)			March 2012	BDC		
2. Support RSL's and developers to build beyond current building regulations and to achieve a code for sustainable homes rating higher than building regs.			March 2012	BDC		

APPENDIX C

Economic success that is shared by all

Bromsgrove Partnership Priority:		Town Centre redevelopment				
Key Deliverable:		Increase promotion of the town centre				
LAA Link:		NI 2, NI 154, NI 155, NI 171, NI 175 and NI 186				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
Reduction in the number of empty commercial units in the town centre area. (The measure will be number of units advertised in 2 consecutive quarterly property guides; therefore, have been empty for 4 months or longer.)	Baseline will be available at the end of 2009.	- ve (2010)	- ve (2011)	- ve (2012)		
Increase in footfall in High Street shops. (Car Park tickets sold to be used as a proxy measure to give an indication.)	1,447,313 car park tickets purchased (2008/09)	+ ve	+ ve	+ ve		

APPENDIX C

Economic success that is shared by all

Increased satisfaction with High Street (The answers to "Priorities for improvement" question in the Place Survey to be used as a measure)	32% of residents stated shopping facilities are a priority for improvement (Place Survey 2008/09)	- ve	- ve	- ve		
Key actions to deliver it (max. of 5 actions)			Completion Date	Lead Partner	Progress to date	Status
1. Produce leaflet targeted at businesses to encourage new companies on to High Street.			March 2011	BDC		
2. Hold quarterly monitoring meetings to examine progress in tackling the number of empty shop units and footfall data. Affect actions to address these issues.			March 2011	BDC		
3. Organise four High Street events per year in addition to the 12 farmers markets.			March 2011	BDC		
4. Produce leaflet to distribute to local and adjoining areas to promote market, shopping opportunities and eating.			March 2012	BDC		
5. Survey visitors to the High Street to identify destinations from which they have travelled.			March 2012	BDC		

APPENDIX C

Economic success that is shared by all

Bromsgrove Partnership Priority:		Town Centre redevelopment				
Key Deliverable:		Improve retail and leisure offer in the town centre				
LAA Link:		NI 172 (non-LAA)				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
Increase number of A3 (Restaurants and Cafes) units in the town centre.	20 (August 2009)	+ ve	+ ve	+ ve		
Increased satisfaction with High Street (The answers to "Priorities for improvement" question in the Place Survey will be used as a measure)	32% of residents stated shopping facilities are a priority for improvement (Place Survey 2008/09)	- ve	- ve	- ve		
Reduction in the number of empty residential dwellings above shops in the town centre area. Approach landlords about development of shops	Baseline to be set January 2010 following survey -	- ve Contact 2 landlords to offer support in development of accommodation	- ve Contact 2 landlords to offer support in development of accommodation	- ve Contact 2 landlords to offer support in development of accommodation		

APPENDIX C

Economic success that is shared by all

Key actions to deliver it (max. of 5 actions)	Completion Date	Lead Partner	Progress to date	Status
1. Carry out an examination of data from issues and options survey and use this to inform the production of promotional prospectus to attract new businesses on to High Street.	March 2011	BDC		
2. Make contact with a minimum of 5 companies per year to discuss opportunities for restaurants and dining places on the High Street.	March 2013	BDC		
3. Target business support at restaurants and dining places.	March 2012	BDC		
4. Investigate where accommodation over shops has been effective in bringing accommodation on to the market.	March 2011	BDC / BDHT		
5. Provide support to landlords to bring back 3 new units of accommodation above shops in the High Street or adjoining streets.	March 2013	BDC / BDHT		

APPENDIX C

Economic success that is shared by all

Bromsgrove Partnership Priority:		Town Centre redevelopment				
Key Deliverable:		Improve public buildings				
LAA Link:		NI 185 (non-LAA)				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
Improving poor quality public buildings (e.g. market hall, Dolphin Centre, library)	-	New Health Centre and Demolition of market hall	New Blue Light Campus	Identify site for new civic facility and leisure centre		
Key actions to deliver it (max. of 5 actions)			Completion Date	Lead Partner	Progress to date	Status
1. Secure the demolition of the market hall			March 2011	BDC		
2. Prepare documents to advertise for expressions of interest in redeveloping the market hall site and prepare invitation to tender documents for redeveloping the market hall site			December 2011	BDC		
3. Develop project plan for leisure centre and work with Sport England and other leisure partners to reveal need and range of facilities a new leisure centre should provide.			March 2011	BDC		
4. Develop project plan for civic facility and identify partners and their requirements from a new civic facility.			March 2011	BDC / WCC		
5. Develop project plan for blue light campus.			March 2011	Police		

APPENDIX C

Economic success that is shared by all

Bromsgrove Partnership Priority:		Town Centre redevelopment				
Key Deliverable:		Improve High Street appearance				
LAA Link:		NI 169 and NI 168 (non-LAA)				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
Increase in satisfaction with High Street (The answers to "Priorities for improvement" question in the Place Survey will be used as a measure)	55% of residents stated road and pavement repairs is the top priority for improvement (Place Survey 2008/09)	- ve	- ve	- ve		
Key actions to deliver it (max. of 5 actions)			Completion Date	Lead Partner	Progress to date	Status
1. Develop a project plan for (a) resurfacing High Street; and (b) improving street furniture / street lighting (including collecting information on costs and suppliers.)			March 2011	BDC / WCC		
2. Funders to be identified to support resurfacing.			March 2012	BDC / WCC		
3. Visit other local authorities similar to Bromsgrove to investigate promotion of café culture.			March 2011	BDC		
4. Make contact with a minimum of 5 companies per year to discuss opportunities for restaurants and dining places on the High Street.			March 2013	BDC		
5. Investigate potential funding streams for shop front improvements (e.g. English Heritage)			July 2010	BDC		

APPENDIX C

Economic success that is shared by all

Bromsgrove Partnership Priority:		Economic Development				
Key Deliverable:		Develop railway station				
LAA Link:		NI 175				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
NI 175 Access to services and facilities by public transport, walking and cycling.	83.2% (2007)	+ ve (94% for Worcestershire)	+ ve	+ ve		
Key actions to deliver it (max. of 5 actions)			Completion Date	Lead Partner	Progress to date	Status
1. Open new Bromsgrove Train Station (subject to planning and design work, consultation and funding from rail industry).			31 March 2013	WCC		
2. Introduce new town hopper service (subject to planning and design work, consultation and availability of revenue funding).			31 March 2013	WCC		
3. As part of new station build, improve cycling access and footpath access (subject to the planning and design work and consultation).			31 March 2013	WCC		
4. New station to include new “Gold Standard Interchange” (subject to the planning and design work and consultation).			31 March 2013	WCC		
5. Put plans in place to deliver a high quality passenger transport interchange in Bromsgrove. (Aim is to include “Gold Standard Interchange” in LTP3 (Local Transport Plan 3) for town centre, subject to LTP3 preparation work being completed and securing necessary financial contributions).			31 March 2013	WCC		

APPENDIX C

Economic success that is shared by all

Bromsgrove Partnership Priority:		Economic Development				
Key Deliverable:		Economic Development Strategy				
LAA Link:		NI 171				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
NI 171 Business registration rate	62.4 (2008/09)	+ ve (Worcestershire target is 115.5% of West Midlands regional average)	+ ve	+ ve		
Key actions to deliver it (max. of 5 actions)			Completion Date	Lead Partner	Progress to date	Status
1. BDC/RBC/WFDC to work together to develop an economic development strategy.			September 2010	BDC		
2. Investigate regional bodies and attend meetings on a frequent basis of those relevant bodies.			March 2011	BDC		
3. Discuss an economic protocol with Birmingham to promote sustainable economic communities.			March 2012	BDC		

APPENDIX D

Improving health and well being

Bromsgrove Partnership Priority:		Staying Healthy				
Key Deliverable:		Reduce alcohol misuse				
LAA Link:		NI 39				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
NI 39 Alcohol – harm related hospital admission rates	1229 per 100,000 population (1423 for Worcestershire 2007/08)	- ve (1652 for Worcestershire)	- ve	- ve		
Hazardous drinking levels ²⁷ (Annual synthetic estimate of the % of the population aged 16 years and over who report engaging in hazardous drinking)	20.4% of adults (2008)	- ve	- ve	- ve		
Key actions to deliver it (max. of 5 actions)			Completion Date	Lead Partner	Progress to date	Status
1. Increase awareness of sensible drinking and start the process of change of culture to get drunk. a) Utilise universal information about sensible drinking and the risks associated with alcohol misuse to ensure targeted and prevention work are being covered. b) Raise awareness of safe and sensible alcohol consumption amongst young people.			March 2013 March 2013	PCT WCC - Healthy Schools		

²⁷ NWPFO Local Alcohol Profiles – www.nwpho.net/alcohol/lape/regions.htm (Local authorities alcohol indicators – 2008 version)

APPENDIX D

Improving health and well being

<p>2. Identify hazardous and harmful drinkers and provide brief advice.</p> <p>a) Develop screening and brief interventions in primary care and use best practice through local enhanced service pilot</p> <p>b) Expand alcohol awareness brief intervention training to other agencies including</p> <ul style="list-style-type: none"> • BDHT/West Mercia Housing Group • The Basement Project • Social Workers • Voluntary Sector • Prisons • Schools/youth clubs/extended services/NEW College <p>c) To have an alcohol liaison nurse in both the Alexandra Hospital Redditch in A&E and the Princess of Wales Community Hospital in the Minor Injury Unit</p> <p>d) Identify and assess the needs of older people and alcohol.</p>	<p>June 2010</p> <p>March 2013</p> <p>Sept 2010</p> <p>Sept 2010</p>	<p>PCT</p> <p>WCC – DAT (Drug Action Team)</p> <p>WCC – DAT</p> <p>BARN</p>		
<p>3. Reduce the impact of alcohol misuse in the workplace</p> <p>a) Work with LSP partners to ensure that alcohol issues are an integral part of their promoting “healthy workplace packages”. LSP partners include:</p> <ul style="list-style-type: none"> • BDHT • NEW College • NHS Worcestershire • BDC • Police <p>b) To evaluate healthy workplace packages and if effective offer/implement to other local Bromsgrove employers.</p>	<p>March 2013</p> <p>April 2011</p>	<p>PCT</p> <p>PCT</p>		

APPENDIX D

Improving health and well being

<p>4. Tackling underage sales and underage drinking in public places</p> <p>a) Identify retail premises that sell alcohol to those underage, encourage tougher sanctions and develop a multi-agency "Underage Sales" partnership.</p> <p>b) Utilise the mobile bus to provide youth workers and detached substance misuse/alcohol workers within target areas.</p>	<p>Sept 2010</p> <p>March 2013</p>	<p>CDRP</p> <p>WCC - Youth Service</p>		
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APPENDIX D

Improving health and well being

Bromsgrove Partnership Priority:		Staying Healthy				
Key Deliverable:		Smoking prevention and reduction				
LAA Link:		NI 123				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
NI 123 16+ current smoking rate prevalence (quitting for 4 weeks)	721.5 per 100,000 population aged 16+ (Bromsgrove 2007/08)	Maintain level of quitters 682 per 100,000 population aged 16+ (Worcestershire)	Maintain level of quitters	Maintain level of quitters		
Key actions to deliver it (max. of 5 actions)			Completion Date	Lead Partner	Progress to date	Status
1. Identify and tackle underage sales			March 2013	WCC		
2. Continue roll out of Heartsmart homes awards (awaiting full evaluation)			March 2013	PCT / WCC		
3. Roll out and pilot Fresh Start (peer mentorship smoking cessation for young people)			April 2010	PCT / Quit		
4. Expand number of partners and Providers who offer brief interventions and smoking cessation service			March 2013	PCT		

APPENDIX D

Improving health and well being

Note: To avoid duplication, this Action Plan includes outcome measures and actions that also relate to the objective “Meeting the Needs of Children and Young People” and specifically, the priority “Being Healthy” and key deliverable “Encourage Healthy Lifestyles”.

Bromsgrove Partnership Priority:		Staying Healthy				
Key Deliverable:		Healthy Weight (Diet and physical activity)				
LAA Link:		NI 8, NI 52 (non-LAA), NI 55 (non-LAA), NI 56, NI 57 (non-LAA) and NI 121				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
NI 56 Obesity among primary school age children in Year 6	15.3 % (2007/08)	Maintaining levels below 15.5%	Maintaining levels below 15.5%	Maintaining levels below 15.5%		
NI 55 Obesity among primary school age children in Reception ²⁸	7.4% (Bromsgrove 2007/08) 8.4% (Worcestershire 2007/08)	Maintain levels below 10%	Maintain levels below 10%	Maintain levels below 10%		
NI 52 Take up of school lunches ²⁹	Primary Schools 37.6% Secondary Schools 26.7% (Worcestershire)	+ ve	+ ve	+ ve		
% of obese adults ³⁰	24% (2003-05 estimate)	Maintain levels below 25%	Maintain levels below 25%	- ve		
NI 8 Adult participation in sport	25.6% (2008/09)	25.7% (Worcestershire)	+ ve	+ ve		

²⁸ Data taken from Bromsgrove Health Profile 2009

²⁹ Data from NHS Worcestershire

³⁰ Data taken from Bromsgrove Health Profile 2009

APPENDIX D

Improving health and well being

Note: To avoid duplication, this Action Plan includes outcome measures and actions that also relate to the objective “Meeting the Needs of Children and Young People” and specifically, the priority “Being Healthy” and key deliverable “Encourage Healthy Lifestyles”.

NI 57 Children and young people in sporting opportunities (% of 5-16 year olds participating in at least 2 hours of high quality PE at school during curriculum time)	86% North Worcestershire ³¹ 87.6% Bromsgrove District ³² (2007/08)	+ ve	+ ve	+ ve		
% of 5-19 year olds participating in 5 hours of PE (physical education) and sport per week ³³	30% (2007/08)	40%	50%	60%		
% of 5-16 year olds participating in 3 hours of PE and sport organised by schools per week ³⁴	51% (2008/09)	80%	85%	+ ve		
NI 121 Mortality rate from all circulatory diseases at ages under 75. (Directly age standardised rate per 100,000 population)	62.45 (2005/07)	62.03 (Worcestershire)	- ve	- ve		

³¹ The figure for North Worcestershire is the official measure for NI 57 and was obtained through the School Sports Partnership.

³² The District figure is taken from the Bromsgrove Health Profile 2009.

³³ This is a positive outcome measure that School Sports Partnerships are responsible for delivering and it relates to NI 57.

³⁴ Ibid.

APPENDIX D**Improving health and well being**

Note: To avoid duplication, this Action Plan includes outcome measures and actions that also relate to the objective “Meeting the Needs of Children and Young People” and specifically, the priority “Being Healthy” and key deliverable “Encourage Healthy Lifestyles”.

Key actions to deliver it (max. of 5 actions)	Completion Date	Lead Partner	Progress to date	Status
1. Roll out and champion County childhood obesity action plan locally in Bromsgrove	31 March 2013	PCT		
2. Work with schools to identify which pupils are not achieving 3 hours of PE and sport and put in measures to provide opportunities (using Bid Lottery, Sport Unlimited and School Sport Coaching funding.)	31 March 2013	Schools Sports Partnership		
3. Continue to increase opportunities for physical activity for adults, children and young people, families and older people (including the additional 2 hours of community opportunities required specifically for 5-19 year olds)	31 March 2013	BECAN		
4. Promote healthier food choices (school meals, lunchboxes, family meals, restaurants, take aways, in workplace)	31 March 2013	PCT		
5. Expand number of partners and providers who offer weight management advice and services (MEND (Mind, Exercise, Nutrition...Do it!), weightwatchers, in workplace)	31 March 2013	PCT		
6. Develop obesity reduction programme with PCT and Chadsgrove School for children with disabilities.	31 March 2011	BDC		

APPENDIX D

Improving health and well being

Bromsgrove Partnership Priority:		Mental Health				
Key Deliverable:		Improving perception and awareness of mental health issues and promoting positive mental health				
LAA Link:		NI 2, NI 119 (non-LAA) and LI 7				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
LI 7 Adults in contact with secondary mental health services in employment	539 (Worcestershire 2008/09)	+ ve (+5% 09/10 and +5% 10/11 on 08/09 Worcestershire baseline)	+ ve	+ ve		
NI 119 Self-reported measure of people's overall health and wellbeing	82% 76.9% (Worcestershire 2008/09)	+ ve	+ ve	+ ve		
Key actions to deliver it (max. of 5 actions)			Completion Date	Lead Partner	Progress to date	Status
1. Provide low level training to front line staff giving them the confidence to recognize mental health issues and use appropriate referral pathways/systems available			March 2011	PCT		
2. Ensure all LSP partners and larger employers in Bromsgrove have systems in place to support and promote positive mental health within the workplace.			March 2013	PCT / Wellness Works		
3. Support voluntary agencies to promote positive mental health and develop health promotion opportunities			March 2013	BARN		
4. To implement Books on prescription locally			September 2010	PCT		

APPENDIX E

Meeting the needs of children and young people

Note: Interim High Level Action Plan until such time that details of the Local Children’s Trust Arrangements have been confirmed.

Bromsgrove Partnership Priority:		Being healthy				
Key Deliverable:		Encourage healthy lifestyles				
LAA Link:		NI 56, NI 52 (non-LAA) and NI 55 (non-LAA).				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
Covered within the High Level Action Plan for the “Healthy Weight (Diet and physical activity)” key deliverable which is under the “Staying Healthy” priority which falls under “Improving Health and Well being” objective.						
Key actions to deliver it (max. of 5 actions)			Completion Date	Lead Partner	Progress to date	Status
Please see above.						

APPENDIX E

Meeting the needs of children and young people

Note: Interim High Level Action Plan until such time that details of the Local Children’s Trust Arrangements have been confirmed.

Bromsgrove Partnership Priority:		Positive Activities				
Key Deliverable:		Access to services (including marking of services)				
LAA Link:		NI 110 and NI 57 (non-LAA)				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
NI 110 Young people’s participation in positive activities	72.2% (Worcestershire 2008/09)	83.3% (Worcestershire)	+ ve	+ ve		
NI 57 Children and young people in sporting opportunities (% of 5-16 year olds participating in at least two hours of high quality physical education (PE) at school during curriculum time.) ³⁵	87.6% (2007/08)	+ ve	+ ve	+ ve		
Key actions to deliver it (max. of 5 actions)			Completion Date	Lead Partner	Progress to date	Status
1. Development of two local newspaper wrap arounds with a focus on children and young people.			March 2011	BDC		
2. Development of a range of services including outreach work from the Trunk.			March 2011	VCS		

³⁵ Data taken from Bromsgrove Health Profile 2009

APPENDIX E**Meeting the needs of children and young people**

Note: Interim High Level Action Plan until such time that details of the Local Children's Trust Arrangements have been confirmed.

3. Annual programme of sports development and diversionary activities including free coaching opportunities offered on MUGAs (multi-use games areas) across the district.	Annually	BDC		
4. Annual Sports Awards evening to recognise the positive achievements of children both from a performance, volunteer and young coach perspective.	Annually (February)	BDC		
5. Keep up-to-date club database on to existing BDC website to identify club opportunities and promote accredited clubs.	Annually	BDC		

APPENDIX E

Meeting the needs of children and young people

Note: Interim High Level Action Plan until such time that details of the Local Children’s Trust Arrangements have been confirmed.

Bromsgrove Partnership Priority:		Positive Activities				
Key Deliverable:		Engagement and citizenship				
LAA Link:		NI 110				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
NI 110 Young people’s participation in positive activities	72.2% (Worcestershire 2008/09)	83.3% (Worcestershire)	+ ve	+ ve		
Number of children and young people participating in U Decide	40 (2008/09)	80	90	100		
% of attendees who enjoyed the U Decide event	Baseline to be set in 2010/11	-	+ ve	+ ve		
Number of children and young people participating in Youth Budget Jury	-	15	15	15		
% of attendees who felt they had influenced the decision making process	Baseline to be set in 2010/11	-	+ ve	+ ve		
Number of young advisors for the District	0	2	3	4		

APPENDIX E**Meeting the needs of children and young people**

Note: Interim High Level Action Plan until such time that details of the Local Children's Trust Arrangements have been confirmed.

Key actions to deliver it (max. of 5 actions)	Completion Date	Lead Partner	Progress to date	Status
1. Refine U Decide event and continue with it annually.	Annually (March/April)	BDC		
2. Undertake budget jury in a school and another school each year thereafter.	Annually (June to Nov)	BDC		
3. Appoint Young Advisors for the District.	June 2010	BDC		

APPENDIX F

Stronger Communities

Bromsgrove Partnership Priority:		Stronger Communities				
Key Deliverable:		Promote and secure accessible, localised services for vulnerable neighbourhoods via the Bromsgrove Trunk based in Charford.				
LAA Link:		NI 2, NI 8, NI 17, NI 18, NI 21, NI 56, NI 110, NI 112, NI 117, NI 123, NI 116, NI 152, NI 163, NI 166 and NI 4 (non-LAA).				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
NI 2 % of people who feel they belong to their neighbourhood To continue to improve community safety and build confidence in communities	61.4% (Bromsgrove 2008/09) Charford figure is 59.42% (+/- 11.14%) Sidemoor figure is 58.33% (+/- 12.21%)	63.4% (Worcestershire)	+ ve	+ ve		
NI 4 % of people who feel they can influence decisions in their locality	24%	+ ve	+ ve	+ ve		
NI 110 Young people's participation in positive activities	72.2% (Worcestershire 2008/09)	83.3% (Worcestershire)	+ ve	+ ve		

APPENDIX F

Stronger Communities

<p>NI 117 16 to 18 year olds who are not in education, employment or training (NEET)</p>	<p>2.6% (NB: 6.98% in Charford - highest in District)</p>	<p>- ve (Worcestershire figure is 4.4%)</p>	<p>- ve</p>	<p>- ve</p>		
<p>Key actions to deliver it (max. of 5 actions)</p>			<p>Completion Date</p>	<p>Lead Partner</p>	<p>Progress to date</p>	<p>Status</p>
<p>1. Organise a neighbourhood sense of place consultation activity about events, activities and approaches to building a sense of belonging.</p>			<p>December 2011</p>	<p>VCS</p>		
<p>2. Develop and deliver a program of engagement activities in Charford and Sidemoor through the Trunk.</p>			<p>March 2011</p>	<p>VCS</p>		
<p>3. Develop localised measures across the six SCS objectives for Charford and Sidemoor and deliver improvement.</p>			<p>April 2010</p>	<p>BDC</p>		

Bromsgrove Partnership Priority:		Stronger Communities				
Key Deliverable:		Expand the work of the Bromsgrove Trunk to include Catshill				
LAA Link:		To be agreed when proposal is developed in 2011/12				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
Outcome measures to be set by March 2011	-	-	-	-		
Key actions to deliver it (max. of 5 actions)			Completion Date	Lead Partner	Progress to date	Status
1. Draw up proposals in association with the Trunk for developments in Catshill.			March 2011	BDC		
2. Develop this Action Plan with appropriate outcome measures and key actions.			March 2011	BDC		

Bromsgrove Partnership Priority:		Balanced Communities				
Key Deliverable:		Ensure there is an appropriate housing mix				
LAA Link:		NI 154 and NI 155				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
NI 155 Number of affordable homes delivered (gross)	145 (2008/09)	150 (11% increase)	120 (11.3% increase)	120 (11.6% increase)		
NI 154 Net additional homes provided	135 (2008/09)	Target to be set following outcome of RSS ³⁶ in Oct 2009	Target to be set following outcome of RSS in Oct 2009	Target to be set following outcome of RSS in Oct 2009		
Key actions to deliver it (max. of 5 actions)			Completion Date	Lead Partner	Progress to date	Status
1. Ensure strategic land supply to meet requirements of BDC Housing Market Assessment/RSS			Oct 2009	BDC		
2. Ensure minimum 40% affordable element to 106 Agreements in line with adopted planning policies			Oct 2009	BDC		
3. Identify and secure site for retirement village			Sep 2010	BDC/WCC/BDHT		
4. Seek to reflect housing mix as directed by BDC Housing Market Assessment			March 2013	BDC		
5. Secure funding to upgrade by 5 additional pitches existing BDC Traveller/Gypsy site.			March 2011	BDC		

³⁶ Regional Spatial Strategy

APPENDIX F

Stronger Communities

Bromsgrove Partnership Priority:		Balanced Communities				
Key Deliverable:		Ensure there is an appropriate range of opportunities for individuals to achieve employment, training and volunteering				
LAA Link:		NI 116, NI 117, NI 152, NI 163, NI 166, NI 146 (non-LAA) and LI 7				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
NI 117 – 16-18 year olds who are not in education, employment or training (NEET)	2.6% (May 2008 – District Figure) (NB: 6.98% in Charford - highest in District)	- ve (Worcestershire target is 4.4%)	- ve	- ve		
NI 152 – Working age population claiming out of work benefits	11.1% (Nov 07-Aug 08)	8.4%	- ve	- ve		
NI 163 – Working age population qualified to at least level 2 or higher	75.8%	79% (LAA County Target)	+ ve	+ ve		
Key actions to deliver it (max. of 5 actions)			Completion Date	Lead Partner	Progress to date	Status
1. Set up social enterprise (i.e. the Trunk) to support community cohesion and social inclusion with initiatives targeting 16 to 18 year olds.			April 2010	VCS		

APPENDIX F

Stronger Communities

2. Through social enterprise, set up interventions that focus on NEETs and “worklessness”.	March 2013	BDHT		
3. Organise a jobs, training and volunteering fair targeting identified disadvantage groups in Bromsgrove; Specifically disabled adults, young people and people with learning difficulties.	November 2010	BDHT		
4. Offer increased training opportunities at Level 1 and 2. Source funding to support training courses at the Trunk which meet the needs or aspirations of the identified disadvantaged groups in the area.	October 2010	VCS		
5. The Housing Sub-Group to continue to formulate and deliver its action plan in order to assist people in the District facing housing issues as a result of the recession.	March 2013	BDC		

Bromsgrove Partnership Priority:		Older People				
Key Deliverable:		Develop an “Age Well” Scheme within Bromsgrove District				
LAA Link:		NI 121, NI 139 and NI 8				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
NI 121 Mortality rate from all circulatory diseases at ages under 75. (Directly age standardised rate per 100,000 population)	62.45 (2005/07)	62.03 (Worcestershire)	- ve	- ve		
NI 39 Alcohol – harm related hospital admission rates	1229 per 100,000 population (1423 for Worcestershire 2007/08)	- ve (1652 for Worcestershire)	- ve	- ve		
NI 8 Increase adult participation for sport	13.3% of the 55+ age group in Bromsgrove undertake 3x 30 min per week ³⁷	14.3% of the 55+ age group in Bromsgrove undertake 3x 30 min per week	15.3% of the 55+ age group in Bromsgrove undertake 3x 30 min per week	16.3% of the 55+ age group in Bromsgrove undertake 3x 30 min per week		

³⁷ Data from Bromsgrove District Council's Sports Development Team

APPENDIX F

Stronger Communities

Number of people attending the age well courses	Baseline to be set 2010/11	-	+ ve	+ ve		
% of attendees who found it beneficial	Baseline to be set 2010/11	-	+ ve	+ ve		
Key actions to deliver it (max. of 5 actions)			Completion Date	Lead Partner	Progress to date	Status
1. Identify and secure funding for a pilot scheme to be held over 18 months, offering a total of six age well courses across Bromsgrove District.			Funding secured by end 2010	PCT		
2. Project group to develop an action plan for the scheme			March 2010	PCT		
3. Identify partners to deliver / develop referral pathways / recruit volunteers / staff.			March 2011	PCT		
4. Setting up a web based signposting directory to run alongside the scheme.			October 2012	PCT		
5. Delivery of scheme.			October 2012	PCT		

Bromsgrove Partnership Priority:		Older People				
Key Deliverable:		Ensure older people’s needs are catered for within the housing market				
LAA Link:		NI 154, NI 155 and NI 139 (non-LAA)				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
<p>Covered within the High Level Action Plan for the “Ensure there is an appropriate housing mix” key deliverable which is under the “Balanced Communities” priority which also falls under the “Stronger Communities” objective.</p>						
Key actions to deliver it (max. of 5 actions)			Completion Date	Lead Partner	Progress to date	Status
<p>Please see above.</p>						

APPENDIX F

Stronger Communities

Bromsgrove Partnership Priority:		Older People				
Key Deliverable:		Improve access to services for older people				
LAA Link:		NI 142 and NI 175				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
Community Transport (BURT) income	- (BURT to be launched Sept 2009)	7.5K	10K	10K		
Positive feedback from community transport (BURT) users	Baseline to be set in 2009/10 when service goes live	+ ve	+ ve	+ ve		
Number of people accessing shop mobility scheme	1731 (2008/09)	Increase by 2% compared to previous year	Increase by 2% compared to previous year	Increase by 2% compared to previous year		
% who remember receiving the directory for older people	Baseline to be set in 2010/11 when directory will be compiled and distributed	-	+ ve	+ ve		
% who found the directory for older people helpful	Baseline to be set in 2010/11 when directory will be compiled and distributed	-	+ ve	+ ve		

APPENDIX F**Stronger Communities**

Key actions to deliver it (max. of 5 actions)	Completion Date	Lead Partner	Progress to date	Status
1. Secure funding to produce an Older People's directory of services.	January 2010	BDC		
2. Secure funding for second minibus (NB: Funding only to be accessed once evaluation of initial scheme is completed).	January 2010	BDC		
3. Distribute Older People's directory of services	March 2010	BDC		

APPENDIX G

Compact

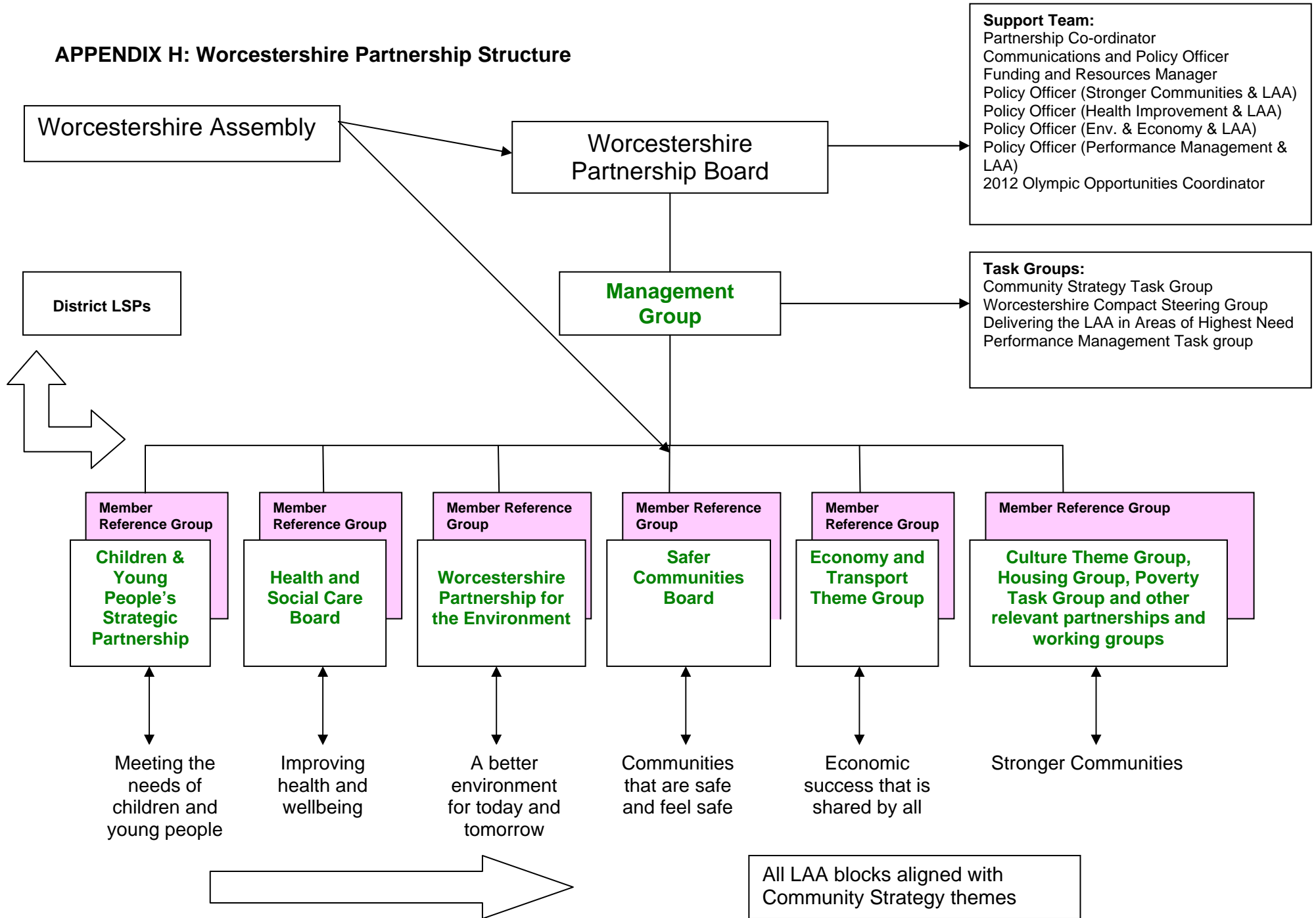
Bromsgrove Partnership Priority:		Increasing the vibrancy of the Voluntary and Community Sector (VCS) in the District.				
Key Deliverable:		Strengthening joint working between the VCS and statutory sector (including information sharing and extending volunteering opportunities).				
LAA Link:		NI 6 (non-LAA)				
Outcome Measure	Baseline	2010/11 Target	2011/12 Target	2012/13 Target	Progress to date	Status
NI 6 % of population who have given unpaid help to any group in last 12 months	23.6% (2008/09)	24%	25%	26%		
Number of BDC staff who participate in National Volunteering Week.	22	25	28	31		
Number of VCS organisations that use CSC LCD screen.	-	5	6	7		
Attendance of a BDC officer at 3 BARN Network Meetings per year, including giving a presentation.	100% (2009)	100%	100%	100%		

APPENDIX G

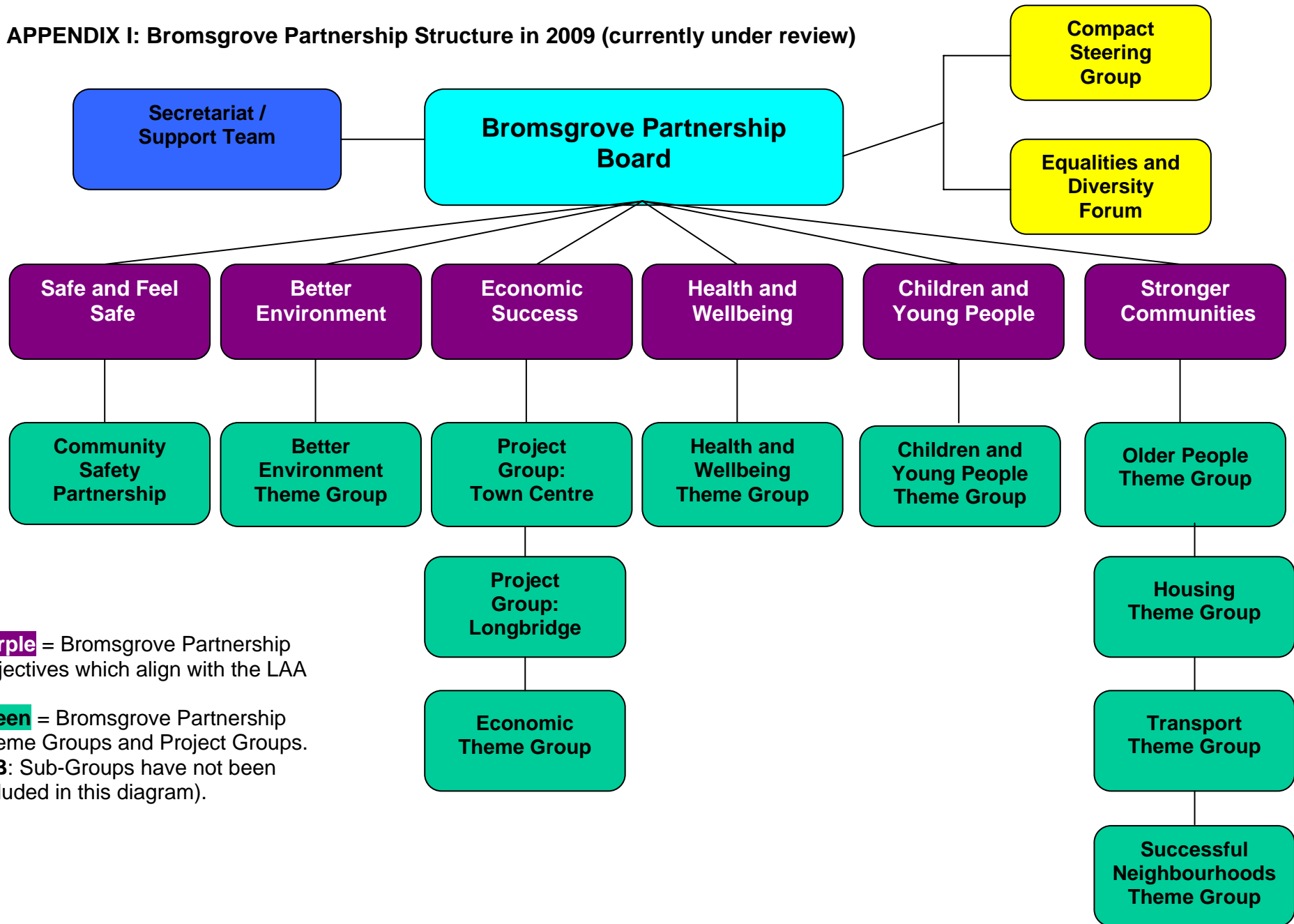
Compact

Key actions to deliver it (max. of 5 actions)	Completion Date	Lead Partner	Progress to date	Status
1. Develop campaign with VCS to encourage volunteering.	March 2011 onwards	BDC		
2. Run VCS annual National Volunteering Week.	Annually	VCS		
3. Work with VCS to find third sector organisations to advertise in CSC.	March 2011 onwards	BDC		
4. Distribute information on VCS events to statutory sector organisations.	March 2013	VCS		
5. BDC officers to attend all BARN Network meetings to provide information on a relevant area (as chosen by BARN) and, wherever possible, attendance at relevant VCS events.	March 2013	BDC		

APPENDIX H: Worcestershire Partnership Structure



APPENDIX I: Bromsgrove Partnership Structure in 2009 (currently under review)



Purple = Bromsgrove Partnership Objectives which align with the LAA

Green = Bromsgrove Partnership Theme Groups and Project Groups. (NB: Sub-Groups have not been included in this diagram).

APPENDIX J: Bromsgrove Partnership’s Vision, Objectives, Priorities and Key Deliverables for 2010-2013

Our Vision: “We will make Bromsgrove District a better place to work, live and visit by driving forward change.”

Objectives <i>(Total of 6)</i>	Communities that are safe and feel safe	A better environment for today and tomorrow	Economic success that is shared by all	Improving health and wellbeing	Meeting the needs of children and young people	Stronger communities
Priorities <i>(Total of 13)</i>	<ol style="list-style-type: none"> 1. Changing the Perception of Crime and ASB 2. Intergenerational and Diversionary Activities 	<ol style="list-style-type: none"> 1. Reducing CO₂ Emissions 2. Adaptation 	<ol style="list-style-type: none"> 1. Town Centre 2. Economic Development 	<ol style="list-style-type: none"> 1. Staying Healthy 2. Mental Health and Wellbeing 	<ol style="list-style-type: none"> 1. Being Healthy 2. Positive Activities 	<ol style="list-style-type: none"> 1. Stronger Communities 2. Balanced Communities 3. Older People
Key Deliverables (under each Priority) <i>(Total of 30)</i>	<p><u>Changing the Perception of Crime and ASB</u></p> <ol style="list-style-type: none"> 1. Marketing and Communication 2. Promoting area as a nice/safe place to live 3. Tolerance* <i>(*subject to a wider LSP performance conference – see action plan)</i> <p><u>Intergenerational and Diversionary Activities</u></p> <ol style="list-style-type: none"> 1. History, sharing skills and experiences 	<p><u>Reducing CO₂ Emissions</u></p> <ol style="list-style-type: none"> 1. Domestic 2. Business 3. Transport <p><u>Adaptation</u></p> <ol style="list-style-type: none"> 1. Flooding 2. Planning Policy 	<p><u>Town Centre</u></p> <ol style="list-style-type: none"> 1. Promotion 2. Improve retail and leisure offer 3. Improve public buildings 4. Improve High Street appearance <p><u>Economic Development</u></p> <ol style="list-style-type: none"> 1. Develop railway station 2. Economic Development Strategy 	<p><u>Staying Healthy</u></p> <ol style="list-style-type: none"> 1. Reduce alcohol misuse 2. Smoking prevention / reduction 3. Healthy weight (diet and physical activity) <p><u>Mental Health and Wellbeing</u></p> <ol style="list-style-type: none"> 1. Improving perception /awareness and promotion of positive mental health 	<p><u>Being Healthy</u></p> <ol style="list-style-type: none"> 1. Healthy lifestyles <p><u>Positive Activities</u></p> <ol style="list-style-type: none"> 1. Access to services (including marketing of services) 2. Engagement and citizenship 	<p><u>Stronger Communities</u></p> <ol style="list-style-type: none"> 1. The Trunk 2. Catshill 3. Local Neighbourhood Partnerships <p><u>Balanced Communities</u></p> <ol style="list-style-type: none"> 1. Appropriate housing mix 2. Employment, training and volunteering <p><u>Older People</u></p> <ol style="list-style-type: none"> 1. Age Well 2. Housing 3. Access to services

**APPENDIX K: Local Area Agreement National Indicators 2008-2011
(Refreshed in April 2009)**

Summary List

NI	Title of National Indicator
2	% of people who feel that they belong to their neighbourhood
8	Adult participation in sport and active recreation
17	Perceptions of anti-social behaviour
18	Adult re-offending rates for those under probation supervision
21	Dealing with local concerns about anti-social behaviour and crime issues by the local council and police
39	Rate of Hospital Admissions per 100,000 for Alcohol Related Harm
56	Obesity in primary school age children in Year 6
110	Young people's participation in positive activities
112	Under 18 conception rate
116	Proportion of children in poverty
117	16 to 18 year olds who are not in education, employment or training (NEET)
121	Mortality rate from all circulatory diseases at ages under 75
123	Stopping smoking
133	Timeliness of social care packages following assessment
142	Percentage of vulnerable people who are supported to maintain independent living
152	Working age people on out of work benefits
154	Net additional homes provided
155	Number of affordable homes delivered (gross)
163	Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 2 or higher
166	Median earnings of employees in the area

NI	Title of National Indicator
169	Non-principal classified roads where maintenance should be considered
171	New business registration rate
175	Access to services and facilities by public transport, walking and cycling
186	Per capita reduction in CO ₂ emissions in the LA area
187	Tackling fuel poverty – % of people receiving income based benefits living in homes with a low energy efficiency rating
188	Planning to Adapt to Climate Change
193	Percentage of municipal waste landfilled
195a	Improved street and environmental cleanliness (levels of litter, detritus, graffiti and fly-posting)
LI 1a	All vulnerable areas identified flood risk management plans developed and implemented.
LI 1b	Improved flood-warning system in place at Parish level
LI 2	Children who have experienced bully
LI 3	Successful new claims for pension credit
LI 4	Assault with injury crime rate
LI 5	Average number of disabled children accessing short breaks
LI 6	Adults with learning disabilities in employment
LI 7	Adults in contact with secondary mental health services who receive support with employment and training issues

Further Details of each National Indicator within the LAA

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	61.8% (2008/09)	N/A (deferred target)		*63.4%	*Worcestershire County Council, District Councils, West Mercia Probation, West Mercia Constabulary, VCS, Worcestershire Infrastructure Consortium

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	21.7% (2005/06)			*25.7%	*Sport England, Worcestershire County Council, District Councils, 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 continue to improve community safety and build confidence in communities	* NI 17 Perceptions of anti-social behaviour	14.4% (2008/09)	N/A (deferred target)		*13.3%	* 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	9.76% (predicted rate)	N/A (deferred target)		*-7.77% on baseline	*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 21* Dealing with local concerns about anti-social behaviour and crime by the local council and the police	26.2% (2008/09)	N/A (deferred target)		*31.2%	*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	1423 per 100,000 population (2007/08)	*1518	*1605	*1652	*PCT, Worcestershire County Council, West Mercia Constabulary, Worcestershire Substance Misuse Action Team

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 ensure all children and young people have the opportunity to participate in positive activities	* NI 110 – Young people's participation in positive activities	72.2% (2008-09)	N/A (deferred target)	*77.8%	*83.3%	*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	The year 3 target has been omitted in line with advice from GOWM. This will be revisited in 2009/10.	*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 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, Local Businesses

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, LSC, Business Link, Job Centre Plus, 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 the quality of life and independence of older people and those with a long-term illness	* NI 121 Mortality rate from all circulatory diseases at ages under 75	69.15 (2007)	*66.73	*64.34	*62.03	*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 improve the quality of life and independence of older people and those with a long-term illness	* NI 133 Timeliness of Social Care Packages	85% (2007/08)	*87%	*89%	*92%	*Worcestershire County Council, PCT, Worcestershire Mental Health Partnership Trust

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 the quality of life and independence of older people and those with a long-term illness	* 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 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	*450	*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	70% for those qualified to at least level 2 in 2006 Annual Population Survey	*+2%	*+5%	*+9%	*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, LSC, 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	* 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, 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 promote economic growth and enable the economy in targeted sectors and locations	* NI 171 Business registration rate	115.5% of West Midlands regional average (2005-07)	N/A (deferred target)		115.5% of West Midlands regional average	*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	* NI 175 access to services and facilities by public transport, walking and cycling	93%	*93%	*93%	*94%	*Worcestershire County Council, District Councils, 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 increase energy efficiency and increase the proportion of energy generated from renewable sources	* NI 186 Per capita CO ₂ 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.	SAP below 35 – 10.68% SAP above 65 – 36.73%	N/A (Deferred Target)	SAP below 35 – *9.18% SAP above 65 – *38.23%	SAP below 35 – *7.68% SAP above 65 – *39.73%	*District Councils, Worcestershire County Council, Act on Energy, 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 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 improve flood mitigation measures and improve drainage	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 ensure all children and young people have the opportunity to participate in positive activities	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

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 for pension credit	2,309 (3 year mean from 2005)	N/A (deferred target)		2,700	*Pension Service, Worcestershire County Council District Councils, CAB, Age Concern

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	Assault with injury crime rate	5.86 (projected 2008/09)			-1% on baseline	*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 ensure all children and young people have the opportunity to participate in positive activities	Average number of disabled children accessing short breaks	233 (2007/08)	N/A (deferred target)	280	500	*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 improve the quality of life and independence of older people and those with a long-term illness	Adults with learning disabilities in employment	3.1% (2008/09)	N/A (deferred target)	4.8%	6.3%	*Worcestershire County Council, Worcestershire Mental Health Partnership Trust, 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 improve the quality of life and independence of older people and those with a long-term illness	Adults in contact with secondary mental health services who receive support with employment and training issues	539 (2008/09)	N/A (deferred target)	+5%	+5%	*Worcestershire County Council, Worcestershire Mental Health Partnership Trust, Worcestershire PCT

APPENDIX L: Glossary

ASB	Anti-Social Behaviour
BARN	Bromsgrove and Redditch Network
BCS	British Crime Survey
BDC	Bromsgrove District Council
BDHT	Bromsgrove District Housing Trust
BECAN	Bromsgrove Extended Community Activity Network
BURT	Bromsgrove Urban and Rural Transport
CAA	Comprehensive Area Assessment
CDRP	Crime and Disorder Reduction Partnership (also known as CSP)
CO ₂	Carbon Dioxide
CSP	Community Safety Partnership
DCMS	Department for Culture Media and Sport
DECC	Department of Energy and Climate Change
Defra	Department of Environment, Food and Rural Affairs
GOWM	Government Office West Midlands
IDACI	Income Deprivations affecting Children Index
IDAOP	Income Deprivation affecting Older People Index
LAA	Local Area Agreement
LDF	Local Development Framework
LSP	Local Strategic Partnership (known in this District as the 'Bromsgrove Partnership')
LTP	Local Transport Plan
NHS	National Health Service
NI	National Indicator
NEET	Not in Employment, Education or Training

PACT	Partners and Communities Together
PCT	Primary Care Trust
PE	Physical Education
RBC	Redditch Borough Council
RSL	Registered Social Landlord
SAP	Standard Assessment Procedure (Energy Rating)
SCS	Sustainable Community Strategy
SHEU	School Health Education Unit
VAT	Value Added Tax
VCS	Voluntary and Community Sector
WCC	Worcestershire County Council
WFDC	Wyre Forest District Council
WM	West Midlands

Want to know more?

If you would like more information about the Sustainable Community Strategy, please contact:

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