Appendices

Executive
Committee

Wed 26 May
2010
7.00 pm

Council Chamber
Town Hall
Redditch

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Wednesday, 26th May, 2010

7.00 pm

Committee Room 2 Town Hall

7.	**Employment Land Review Update** (Pages 1 - 62) Head of Planning and Regeneration	To consider a factual update of the Employment Land Review; this ensures that the Local Development Framework evidence base is up to date. (Appendix attached) **All Wards**
8.	**Local Development Framework Evidence Base - Winyates Green Triangle Transport Assessment** (Pages 63 - 128) Head of Planning and Regeneration	To seek endorsement of the Winyates Green Triangle Transport Assessment as part of the evidence base for the Local Development Framework. (Appendix attached) **(Winyates Ward)**
9.	**Worcestershire Supporting People Strategy 2010 to 2013** (Pages 129 - 264) Director of Policy, Performance and Partnerships	To endorse the Worcestershire Supporting People Strategy 2010 to 2013 which informs and embeds the commissioning intentions and priorities for helping the most vulnerable and excluded to contribute to the wider society within Worcestershire. (Appendix attached) **(No Specific Ward Relevance)**

Agenda Item 7

Contents

Introduction

The Employment Land Review was adopted for consultation purposes on the 27th March 2009. This document represents an update to the Employment Land Review. There is a need to update the Employment Land Review for the following reasons:

- The introduction of Planning Policy Statement 4: Planning for Sustainable Economic Growth (adopted 29th December 2009) offers a new source of guidance for economic development in local authorities;
- The latest Phase 2 revisions on the West Midlands Regional Spatial Strategy (RSS) are beginning to emerge. An update to the Employment Land Review therefore offers the opportunity for the review to take account of the Panel Report[1] into the Phase Two Revision of the West Midlands RSS. The Panel Report proposes changes that are significantly different to the version of the RSS that were previously considered in, and informed, the Employment Land Review;
- There were some minor errors in the stage 3 report in terms of the figures that were reported, the update offers the opportunity to bring the figures up to date;
- Several sites which had planning permission during the completion of the Employment Land Review have since seen their permissions expire. There is a need to re-assess these sites to identify whether or not they are still suitable for employment purposes;
- It is also considered necessary to assess other sites which were not assessed in the original Employment Land Review to identify whether or not they are suitable for employment purposes.

This update to the Employment Land Review seeks to take account of the changing circumstances outlined above and to effect the changes brought about these circumstances. In doing so, this update recommends a portfolio of local employment sites to meet local and strategic planning objectives for the Borough.

PPS 4: Planning for Sustainable Economic Growth (2009)

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[1] The report is formally entitled 'West Midlands Regional Spatial Strategy Phase Two Revision Report of the Panel: Volume 1 – Report, September 2009.

The publication of PPS 4 came after the completion of the previous Employment Land Review, therefore when considering all of the employment sites it is necessary to consider the policies in the new PPS to ensure that sites do not conflict with any of its requirements.

There are numerous key points arising from PPS 4 that have an impact upon this update. The detail below highlights key issues that have been considered as part of this update.

PPS 4 - Policy EC1: Using Evidence to Plan Positively

"At the local level, the evidence base should:

a. *be informed by regional assessments;*
b. *assess the detailed need for floorspace for economic development, including for all main town centre uses over the plan period; …*
d. *assess the existing and future supply of land available for economic development are reassessed against the policies in this PPS, particularly if they are for single or restricted uses. Where possible, any reviews of land available for economic development should be undertaken at the same time as, or combined with, strategic housing land availability assessments"*

The above extract details the relevant requirements of PPS 4 Policy EC1. In relation to point a. the Employment Land Review process has taken account of the requirements of the emerging RSS. In relation to point b. stage 2 of the Employment Land Review provided a set of forecasts, the Panel Report into the RSS has since been published and the figure for the Borough increased. In relation to point d. the aims of this current update fit the remit of the policy.

PPS 4 - Policy EC2: Planning for Sustainable Economic Growth

"Regional planning bodies and local planning authorities should ensure that their development plan:

b. *supports existing business sectors, taking account of whether they are expanding or contracting and, and where possible, identifies and plans for new or emerging sectors likely to locate in their area, such as those producing low carbon goods or services. However, policies should be flexible enough to accommodate sectors not anticipated in the plan and allow a quick response to changes in economic circumstances.*

d. seeks to make the most efficient and effective use of land, prioritising previously developed land which is suitable for re-use and, subject to the specific policy requirements of this PPS for town centres, reflects the different location requirements of businesses, such as the size of site requires, site quality, access and proximity to markets, as well as the locally available workforce.

e. identifies, protects and promotes key distribution networks, and locates or co-locates developments which generate substantial transport movements in locations that are accessible (including by rail and water transport where feasible), avoiding congestion and preserving local amenity as far as possible.

h. at the local level, where necessary to safeguard land from other uses, identifies a range of sites, to facilitate a broad range of economic development, including mixed use. Existing site allocations should not be carried forward from one version of the development plan to the next without evidence of the need and reasonable prospect of their take up during the plan period. If there is no reasonable prospect of a site being used for the allocated economic use, the allocation should not be retained, and wider economic uses or alternative uses should be considered

The above extract details the relevant requirements of PPS 4 policy EC2. In relation to point b. the Employment Land Review carried out consultation with the business community that identified the current and future status of businesses with questions specifically relating to expectations of involvement in new activities and markets, growth prospects and employment creation. Core Strategy DPD policy would need to reflect this aspect of PPS4. In relation to point d. as part of the site assessments previously developed land is identified. In addition, the other issues listed in point d., such as access etc., are also addressed as part of the site assessment work. This approach would need to be reflected in Core Strategy policy. In relation to point e. strategic access and transport access issues are addressed as part of the site assessment process and would also need to be considered in Strategic Site Allocations in the Core Strategy for employment purposes and when allocating sites in the Site Allocations and Policies DPD. In relation to point h. the identification of sites is a key purpose of the Employment Land Review process. In terms of carrying forward existing site allocations, all existing allocations were reassessed as part of the Employment Land Review process to ensure they are still appropriate to be considered for employment purposes.

PPS 4 - Policy EC6: Planning for Economic Development in Rural Areas

> *"In rural area, local planning authorities should:*
>
> *a. strictly control economic development in open countryside away from existing settlements, or outside areas allocated for development in development plans"*

The above extract details the relevant requirements of PPS 4 Policy EC6. The location of potential employment sites were assessed against a criteria-based location requirement as part of the matrix assessment.

What level of employment land does Redditch Borough need to identify up to 2026?

The purpose of this section is to identify how the Employment Land target for the Borough of Redditch has been identified. At the time of writing the requirement for Employment land is **70.3ha[2]**.

Stage 2 of the Employment Land Review

As part of the Employment Land Review, GVA Grimley in consultation with GHK Consulting undertook detailed demand forecasting for Redditch's economy and converted these forecasts of jobs into requirements for employment land. A number of scenarios were created which took into account national (Baseline), regional and local factors, as well as looking at past trends, to predict employment demand up to 2026.

Data was used from Cambridge Econometrics Local Economy Forecasting Model (LEFM) to undertake the analysis. The analysis demonstrated that, across all the scenarios, demand for employment land in manufacturing sectors is likely to fall during the period up to 2026. Specifically, the "Metal Goods", "Electronics, Electrical Engineering & Instruments" and "Mechanical Engineering" sectors are likely to see significant decreases in the demand for employment, and thus a fall in the demand for employment floorspace and land. Conversely, the tertiary sector, consisting of those entities that provide a service is likely to experience growth up to 2026. According to the analysis, a large proportion of this growth is expected to be in the "Retailing", "Land Transport", Other Business Services" and "Health & Social Work" sectors.

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[2] The West Midlands Regional Spatial Strategy identifies a target of 68ha, the completion of an Office Needs Assessment for Redditch town centre identified an additional need of 2.3ha outside of the town centre.

This will result in an increase in the demand for employment floorspace and land required for these uses.

These changes in the economy represent, at the local level, the trends that are being experienced nationally with a shift away from manufacturing employment and a growing focus on the service sector. This shift has had, and will continue to have in the future, significant implications on the demand for different types, sizes and locations of employment land.

The analysis presented in stage 2 of the Employment Land Review showed that employment land requirements within Redditch were predicted to be in the range of 50ha to 83ha. The recommendation arising from these results was that the 'RSS based scenario' be used, and taken forward to stage 3 of the Employment Land Review. This scenario forecasted the need for 59ha of employment land up to 2026. This forecast was used as the basis for the work undertaken for stage 3 of the Employment Land Review.

Officers presented the findings of the Employment Land Review, which included the forecast of 59ha, to the Examination in Public (EIP) into the West Midlands RSS.

Emerging West Midlands Regional Spatial Strategy requirements

The West Midlands RSS Phase Two Revision (December 2007) identified an indicative long term requirement of 51ha[3] of employment land for the Borough up to 2026. This was inclusive of a rolling five-year reservoir of 17ha[4].

Since the completion of the Employment Land Review, an Examination into the West Midlands RSS Revision has been undertaken, and a Panel Report was published in September 2009. The recommendation within this report identifies an indicative long term requirement of 68ha[5] of employment land in the Borough. The rolling five year reservoir of 17ha[6] remained unchanged.

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[3] Of which 24ha was proposed to be within Bromsgrove and/or Stratford.
[4] Of which 8ha was proposed to be within Bromsgrove and/or Stratford.
[5] Of which at least 12 ha will be provided within Stratford-on-Avon District west of the A435 and the balance remaining out of a total of up to 37 ha will be provided in Bromsgrove District at a location or locations to be agreed in the Core Strategies for Redditch and Bromsgrove Districts.
[6] The Panel report stated that "Of which 8ha will be provided within Stratford-on-Avon District west of the A435". It is assumed that this related to the first rolling reservoir period. To date Government Office for the West Midlands has yet to confirm whether or not this is the case.

Office Needs Assessment

Following completion of the Employment Land Review, an Office Needs Assessment was completed to specifically consider the requirement for, and supply of, office space in the Town Centre. The Assessment was completed jointly by Officers of the Council and GVA Grimley, in association with GHK Consulting. The purpose of the assessment was to:

- Test the office requirement set out in the West Midlands RSS (45, 000sq.m[7])
- Identify if there is an adequate supply of land in the town centre to cater for this requirement.

There were two key findings of the Office Needs Assessment that have a bearing on the Employment Land Review update.

Finding 1 – The Office requirement of 45, 000 sq.m in the Town Centre (recommended in the RSS Panel Report) is justifiably not appropriate to Redditch. It is suggested that, the requirement should be reduced to 30, 000 sq.m which is more in line with demand;

Finding 2 – The Town Centre and peripheral zone[8] can only accommodate around 22, 000sq.m of this requirement, and therefore the remaining 8000sq.m of office floorspace would have to be identified outside the town centre. As a result, this would increase the Employment Land Requirement for the Borough by a minimum of 2.3ha (This assumes an average building height of 3 storeys, a plot ratio of 40% and 3, 000sq.m per net hectare).

How much land needs to be identified?

- The RSS Panel report identifies a total requirement of 68ha for the Borough of Redditch;
- Of this 68ha:
  - 31ha should be provided within the Borough itself;
  - 12ha should be in Stratford-on-Avon District, adjacent to the Borough boundary;
  - A maximum of 25ha should be provided in Bromsgrove District, adjacent to the Borough boundary
- Following on from the completion of the Office Needs Assessment an additional 2.3ha of Employment Land needs to be identified,

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[7] It should be noted that this requirement is a separate requirement relating solely to the Town Centre, and does not encompass any of the Employment Land requirement.
[8] This is based on the boundaries designated in Redditch Borough Council's Local Plan No.3

specifically for Offices. If this is added to the 31ha, the total requirement increases to 33.3ha.

Site Appraisal Criteria and Matrix

As part of the Stage 3 Employment Land Review work a site appraisal criteria and matrix was developed in order to thoroughly assess all of the potential employment sites. In order to be consistent with this piece of work the same criteria and matrix that were used in stage 3 have been applied to the assessment of the additional sites that have been considered as part of this update.

In addition, the release of Planning Policy Statement 4 'Planning for Sustainable Economic Growth' states that Local Planning Authorities should "assess the existing and future supply of land available for economic development, ensuring that existing site allocations for economic development are reassessed against the policies in this PPS …" Therefore further work needs to be completed to ensure that both the allocations arising in Stage 3 of the Employment Land Review and the potential sites identified as part of this current update are assessed against PPS 4.

The subsections below set out the site appraisal criteria and matrix, as developed in stage 3 of the Employment Land Review and the additional assessment criteria arising from PPS 4.

Stage 3 of the Employment Land Review Criteria and Matrix

A site assessment sheet was developed as part of the stage 1 process of the Employment Land Review. The site assessment process was devised and carried out by planning services and Economic Development. The contents of the assessment sheet were derived from past experiences of assessing sites and guidance given in the Employment Land Review Guidance Note (2004). In addition to the site assessment form, a ranking system was developed, with the purpose of scoring sites on different features, and therefore identifying those sites which are more preferential for employment purposes. The ranking system took account of the emerging West Midlands RSS Policy PA6A 'Employment Land Provision', which states that '*Local Planning Authorities should make provision for a continuing five-year reservoir of readily available employment land outside town centres throughout the plan period'*. As a consequence of this policy, any potential employment sites that are identified to cater for the Borough 5 year reservoir of readily available land need to be readily available to come forward when required in the short term in order for Redditch Borough Council to be in conformity with Regional Planning Policy.

In addition to Policy PA6A, emerging West Midlands RSS Policy PA6B 'Protection of Employment Land and Premises' states:

Local Planning authorities, in conjunction with the relevant strategic authority and AWM, should regularly review existing employment land and the development pipeline within their area to establish (a) the continued suitability of sites for employment development and (b) to ensure the continuing supply of readily available and attractive sites. Such reviews will form an important part of the evidence base for Core Strategies. This assessment should take account of:

i)   *the physical suitability of the use of the land for employment purposes;*

ii)   *a realistic assessment of the market attractiveness and viability of the site for employment purposes, irrespective of the attractiveness of the land for alternative, higher-value uses;*

iii)   *whether the site is or can be served by high-quality public transport; and*

iv)   *the potential contribution of the land to the level of employment land required over the plan period*

As with Policy PA6A, this policy fed into the development of this site appraisal criteria and matrix which is used to score employment sites (the matrix and site appraisal criteria are interrelated), this was developed as part of the stage 3 Employment Land Review process.

The matrix is not an alternative way of making everyday planning decisions, and the criteria it uses are of course no substitute for the many considerations which influence such decisions, such as environmental and traffic impact, relationship to neighbouring uses and so forth. Rather, the matrix is a method for ranking sites (all of which are likely to meet ordinary planning criteria) in relation to a further set of criteria concerning issues specifically pertaining to employment land.

The matrix fundamentally looks at two key elements:

1. The Market: Is the site likely to be taken up for employment purposes?
2. The Policy: If the site is developed or redeveloped, what wider contribution will this make to meeting strategic policy?

Taking all considerations into account, the following matrix was developed as part of the stage 3 Employment Land Review process. An example of a completed matrix is set out in Appendix A.

Criteria Relevant to market demand (Industrial and Distribution):

1. Market perception of site (Where 1 is low and 5 is high)

This criterion is a judgement of how the market may perceive the site; in assessing this criterion the following indicators are applied:

Market interest in the site

This indicator looks at how either the site under consideration or neighbouring sites with similar characteristics are actually performing in the market. Where for instance there is evidence of strong take up and high interest then the site scores 5.

Adjacent sites do not demonstrate any levels of take-up – 1

Adjacent sites demonstrate an average level of take-up – 3

Adjacent sites demonstrate a high take-up rate – 5

2. Local Market Conditions (Where 1 is low and 5 is high)

a)   Local balance of supply and demand for land

High scores under this indicator apply where there is an undersupply of serviced land and hence reasonable prospects for new development, subject of course to other key factors such as financial viability. The indicator is a judgement about current availability of serviced land and does not have regard to potential supply that may or may not become available. What the indicator acknowledges is that, in very general terms, sites will perform better where there is an undersupply rather than an oversupply of competing provision.

There is an oversupply of vacant employment units in close proximity, which would be comparable to the type of unit suited to the potential site – 1

There is provision of employment units in close proximity, which are not vacant, which would be comparable to the type of unit suited to the potential site – 5

3. Local access and catchment (Where 1 is low and 5 is high)

a)   Catchment population served by public transport every 30 minutes (peak time services)

This indicator relates to labour availability and has particular relevance to footloose inward investment prospects. In broad terms, a location with a large labour pool will be more attractive than a location with a small catchment, although the extent to which there is competing interest for that labour will of course also have a bearing on the location's appeal. A site with a relatively large labour catchment scores more highly than a site with access to a much smaller labour market.

No bus service – 1

Site is not located in close proximity to a bus stop – 2

Site is located within 500m of a bus stop, with a service running less than every 30 minutes during peak times – 3

Site is located over 500m, but less than 1000m of a bus stop, with a service running every 30 minutes during peak times – 4

Site is located within 500m of a bus stop, with a service running every 30 minutes during peak times – 5

b)   Easy local access especially for lorries

This is a judgement about the ease of access to a primary route. Poor linkage by minor roads or a route through congested built up areas will attract low scores. Conversely sites with good local highway networks to primary routes which can easily accommodate larger goods vehicles, heavy flows of traffic and faster travel will attract high scores.

Site is not in close proximity (1000m) to A road – 1

Site is in close proximity (1000m) to A road, but has to negotiate constrained network in order to access A road – 3

Site is in close proximity (1000m) to A road with no constraints, or site is located in an area which has been designed to accommodate HGVs - 5

4. **External environment (Where 1 is low and 5 is high)**

This judgement concerns compatibility or otherwise of neighbouring users, proximity to facilities and critical mass of similar uses in the surrounding area. For example, an isolated location with few other industrial developments either neighbouring or in close proximity and poor public transport provision would attract a low ranking. Conversely, sites located in, or close to, large established industrial areas can generally rely (although not always) on a steady flow of demand from local companies whose relocation requirements often necessitate a local solution given a need to retain key staff and to sustain the benefits of embedded networks.

Site is in an isolated position – 1

Site is adjacent to other industrial units – 5

Criteria Relevant to market demand (Offices):

The headline criteria for assessing sites for office developments are very similar to the criteria set out in respect of industrial/distribution sites, although qualitative judgements under these headings will differ to reflect the specific requirements of the office market.

The principal areas of difference are highlighted below:

1. **Internal Environment**

Key factors that are specifically relevant to the office market but only have limited bearing on industrial site assessment include quality of the public realm (soft and hard landscaping, signage, roads, street furniture); suitability of existing and proposed development in terms of nature of occupier and existing built form; evidence of master planning; adequacy of car parking. These factors are additional to those attributes mentioned above.

Surrounding location is considered to not be suited to office use e.g. poor public realm – 1

Surrounding location is considered to contain some elements which would be attractive to the office market – 3

Site is considered suitable for office use – 5

2. Strategic Access and Catchment

Although availability of broadband access is increasingly relevant to all employment categories, it has a special relevance to B1 office development and accordingly, our qualitative assessment of office sites includes this as a specific consideration.

No access to Broadband – 1

Broadband is in place – 5

All sites relevant to policy objectives

With respect to policy objectives, we have assessed sites according to two criteria, namely – their contribution to economic development policy objectives and secondly whether, and to what extent, the sites might be judged as environmentally sustainable. The indicators we have used to make these judgements are detailed below.

Environmental Sustainability and Economic Development:

Sites are scored highly according to the potential contribution they would make to job creation within acknowledged priority areas.

Quality Categories:

In addition to the criteria set out above, we have assessed sites according to:

- Availability or whether the site is affected by constraints which have to be removed before development can proceed.

The qualitative analysis of course has major limitations and should be used with caution. In deciding whether a site should be safeguarded for employment use, or brought forward for employment use, other factors will have bearing – for example, it will also depend on the quantitative balance of demand and supply, and on the prevailing quality profile. Thus in an area where employment land is in short supply overall, or where the quality of sites is generally low, it will be advisable to bring forward relatively poor sites, which in a more generously provided area would not be considered worthy (alternatively, depending on the circumstances, it may be preferable to look for new and better employment allocations).

More generally, it would be beyond the scope of this study to give definitive advice on specific policy or investment decisions.

It should be noted, that those sites that received low scores in the site assessment are not necessarily unsuitable for employment use, but based on the specific criteria of the assessment are shown to be less suitable for employment purposes in comparison to other sites assessed. It is possible that the sites that do not rank as highly as some of the other sites will be more suitable for employment purposes later during the plan period.

There is a need to develop a clear scoring system for assessing any known constraints. The scoring system is designed to cover as many possible constraints that can be identified at this stage. However, due to the level of site investigation, which can be considered to be preliminary, it is anticipated that not all constraints will have been identified. Indeed, future constraints may develop on each of the sites over time, and therefore, where sites are taken forward, further constraints to development may arise during the application stage.

When assessing any physical constraints on potential employment sites, comments were sought from Landscape services and Environmental Health in order to provide specialist advice on issues including:

- Contaminated Land;
- Biodiversity/Ecology;
- Tree Preservation Orders.

The comments received were detailed and it is considered necessary that if any of the sites were to be taken forward for development, comments should be sought by the developer/planning department from the above departments and any other necessary services.

In addition to the above services a number of studies have been undertaken as part of the preparation of the Council's Local Development Framework (LDF). These studies have also assisted in identifying constraints on the potential employment land sites. The studies include:

- Open Space Needs Assessment;
- Strategic Flood Risk Assessment
- Study into future growth implications for Redditch Borough;
- Accessibility Study and Settlement Hierarchy.

Based on these various sources, a number of key criteria emerge by which sites can be assessed in terms of their constraints. As with the other criteria, constraints are scored between 1 and 5, where 1 represents major constraints affecting the site and no, or relatively insignificant, constraints. These are as follows

1. *Has the site been identified as being contaminated?*

Site has been formally identified as being contaminated – 1

No evidence of contamination (although site investigation may be required) – 5

2. *Biodiversity/Ecology*

Site is located on a SSSI, SWS or LNR – 1

Site is not located on a SSSI, SWS or LNR – 5

3. *Tree Preservation Orders*

Site is located where there is a TPO – 1

Site is not located where there is a TPO – 5

4. *Open Space*

Site is located on Primarily Open Space (Sub-Regional/Neighbourhood) Open Space – 1

Site is located on Primarily Open Space (All types) – 2

Site is not located on Primarily Open Space – 5

5. *Site Access*

Access needs to be incorporated – 1

Access is already in place – 5

6. Topography, size and shape

Site size/shape/topography is a considerable issue – 1

Site size/shape/topography is considered to be a slight issue – 3

Site size/shape/topography is considered to be of no issue– 5

7. Adjacent occupiers

Adjacent occupiers are considered to be a major constraint – 1

Adjacent occupiers are considered to be a slight constraint – 3

Adjacent occupiers are not considered to be a major constraint – 5

8. Flood zones

Site is located in flood zone Flood Zone 3b - 1

Site is located in flood zone 3a - 2

Site is located in flood zone 2 - 3

Site is not located in flood zone – 5

9. Accessibility

Site is located in a non-sustainable location settlement e.g. Feckenham – 1

Site is located in Astwood Bank – 3

Site is located in Redditch urban area – 5

Acknowledgement of constraints

This document acknowledges that the site appraisal process contains weaknesses, for example when assessing the market elements of the appraisal it is a matter of professional judgement regarding a site's suitability for a particular employment use. The Council has aimed to minimise these pitfalls by seeking advice on elements, such as consideration of the sites market suitability.

The need to account for Economic Development, beyond the traditional B-use classes

PPS 4 identifies the need to take account wider Economic Development uses that go beyond B-use classes. The Council has completed work on a Retail Needs Assessments which is due to be updated. The updated version of the Retail Needs Assessment will need to take account of the new PPS 4. In addition to this Stage 2 of the Employment Land Review forecasted employment land requirements up to 2026. As part of this forecasting work a range of economic development forecasts were undertaken which included non B-use classes. Therefore some work has been undertaken on wider use classes in PPS 4. However it should be noted that the Employment Land Review does not go into detail on proposing particular sites to meet projected growth in other Economic Development areas beyond B-use classes. Potentially this is an issue that could be addressed as part of the annual update to this Employment Land Review

Conclusion to PPS 4

It is suggested that the bulk of the requirements set out in the various guidelines of the new PPS 4 have been met by the previous Employment Land Review or are being met through this current update to the Employment Land Review. Potentially there is scope as part of the annual update of this Employment Land Review to consider identification of sites for non B-use classes that contribute towards Economic Development.

Consultation with Landowners

In order to fully assess the potential employment sites, it was considered necessary to make contact with landowners, using similar criteria to that being used in the Strategic Housing Land Availability Assessment (SHLAA). The main purpose of this consultation was to ensure that the sites identified for employment purposes were viable from the landowner's point of view. Appendix B illustrates a copy of the consultation document sent to landowners. During the consultation a number of the landowners stated that some of the sites would not become available for employment purposes during the plan period. Therefore these sites were removed from the potential list of sites available for employment purposes.

The following sites have been removed from the list of potential sites to meet future Employment Land Requirements because the landowner has indicated that they do not consider or wish to release the site for employment purposes during the next plan period.

- The major landowner of UCS 9.59 stated that they were not willing for the land to be released for employment purposes. As this is the bulk of the land (coloured in blue) it is considered appropriate to remove this site from the potential list of sites considered suitable for employment purposes.

Site Ref: UCS 9.59	**Address:** Land fronting Matchborough Way	**Site Area:** 0.58ha
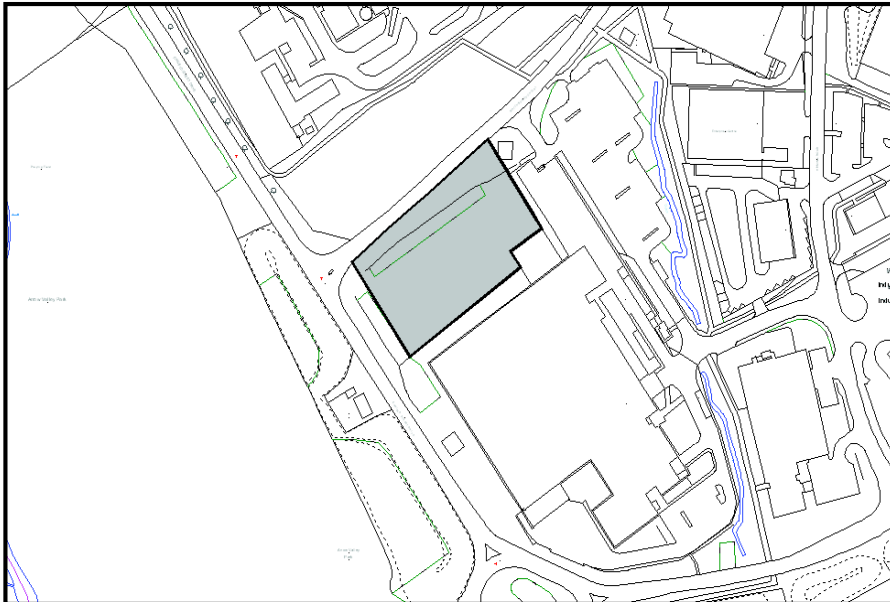
- Part of UCS 4.51 site is not to be released for employment purposes (blue element), in relation to the pink part of the site the it has not been possible to track down the landowner despite a land registry check being undertaken. Therefore with the lack of certainty over this site it is proposed that the site be removed from the Employment Land Review at this stage.

Site Ref: UCS 4.51   **Address:** Part of IN 4, off Merse Road   **Site Area:** 1.26ha
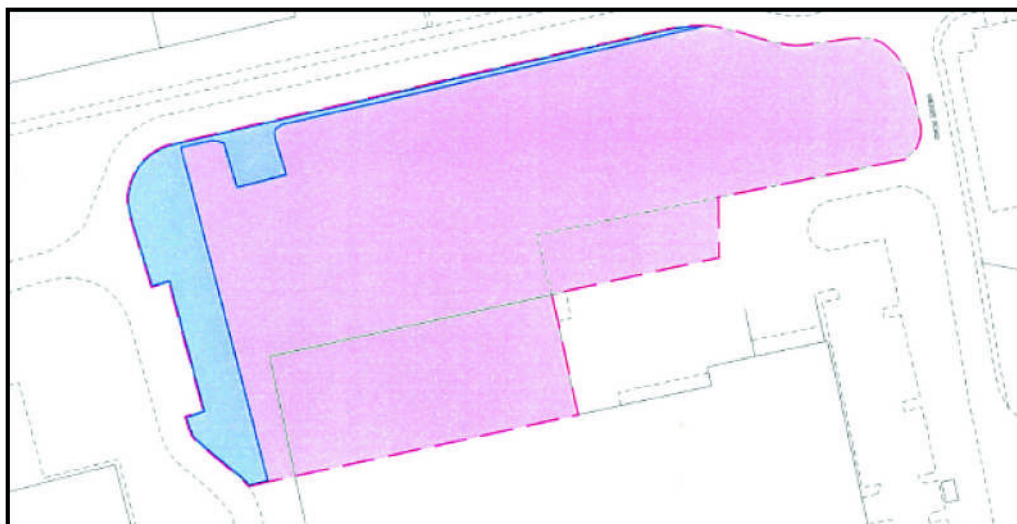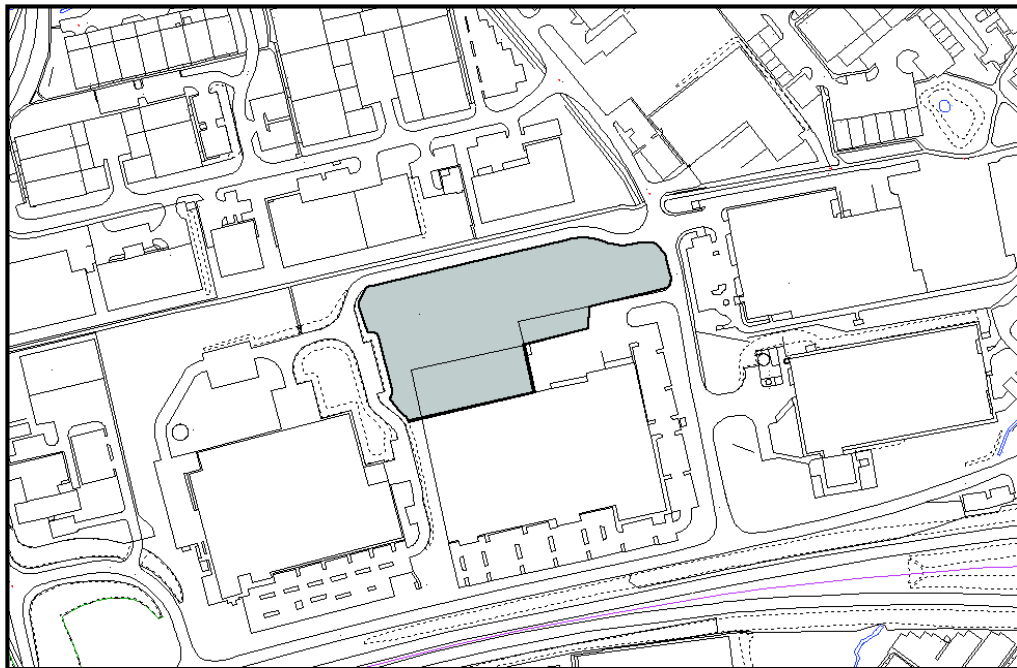
- Based on the responses to UCS 6.18 it is also unclear who the major landowner of the site is leaving a great deal of uncertainty over the site. Therefore the site has been removed from the potential list of sites that could come forward to be designated as potential employment sites.

Site Ref: UCS 6.18   **Address:** Land off Broadground Road   **Site Area:** 0.43ha

Lakeside Industrial Estate
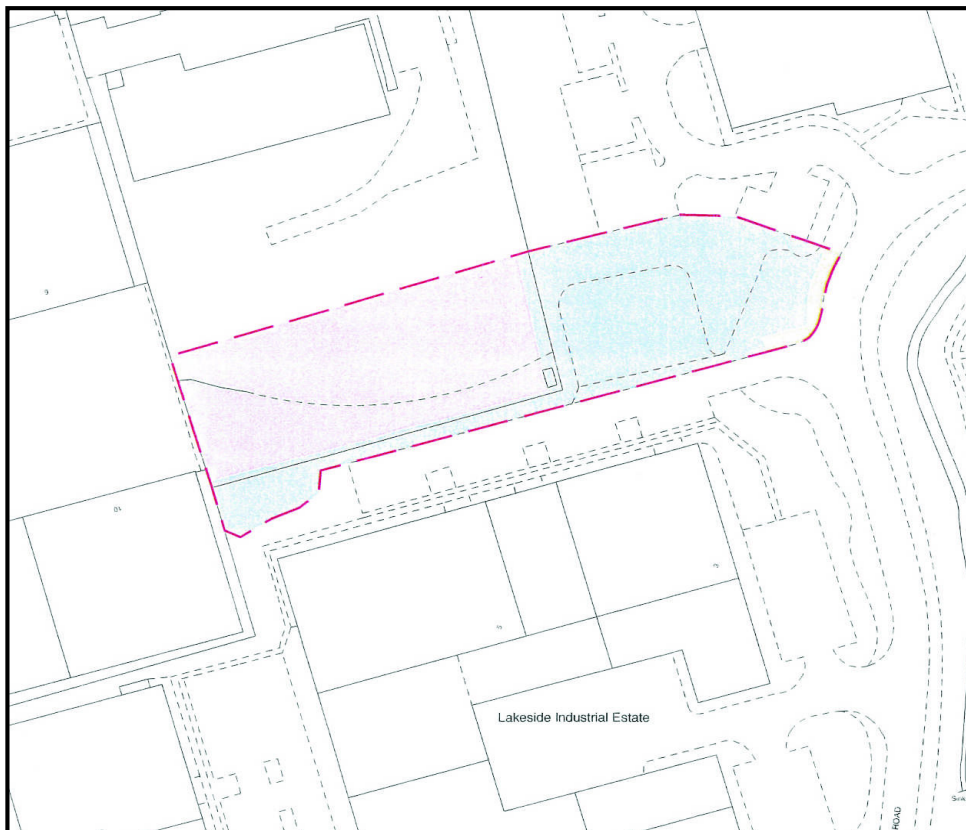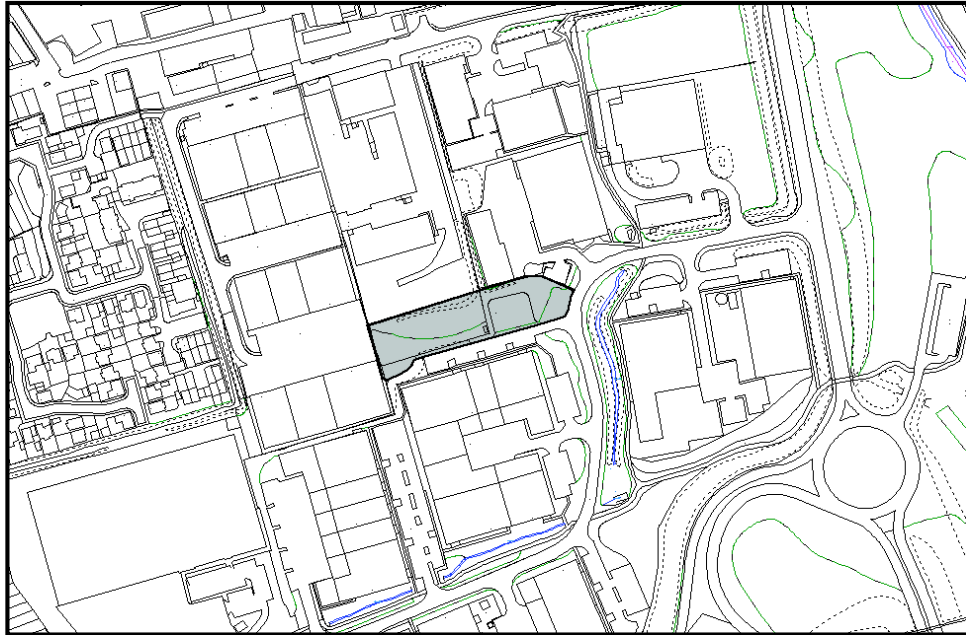
- UCS 6.16 was deemed not suitable for employment development by one of the major landowners, and it has not been possible to contact the other major landowner leaving a great deal of uncertainty over the site. Therefore the site has been removed from the potential list of sites that could come forward to be designated as potential employment sites.

Site Ref: UCS 6.16   **Address:** Land at Arthur Street/New Meadow Road   **Site Area:** 0.27ha

Lakeside Industrial Estate

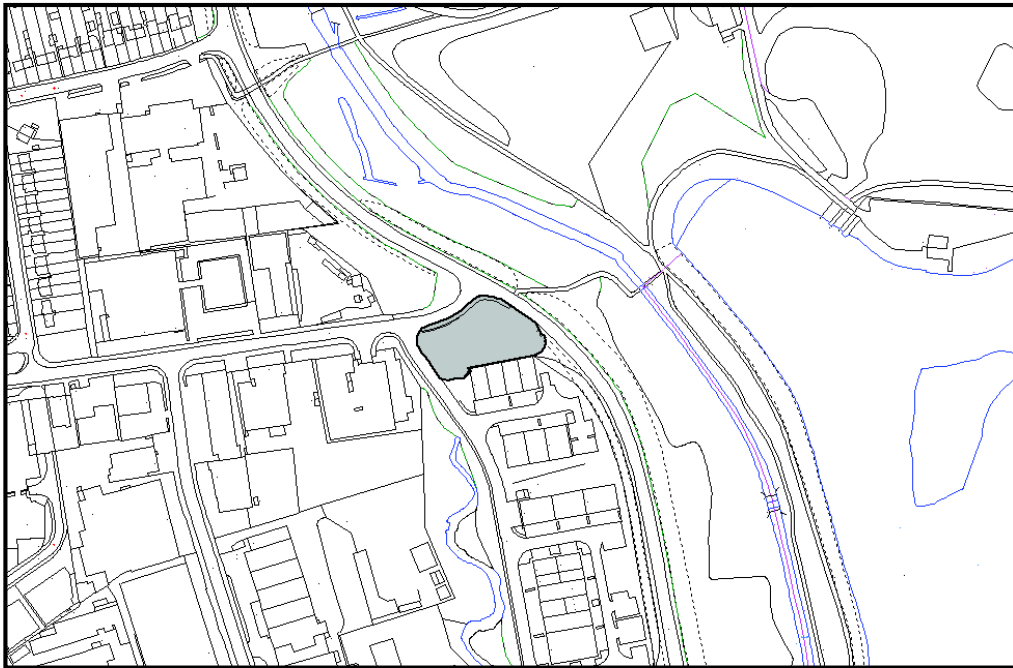The consultation also provided the opportunity for the Council to be made aware of issues in terms of bringing potential sites forward. Specifically the landowners of sites:

- IN 24 stated that they would be willing for the site to be released for employment. However the landowner considers there to be issues with accessing the site for employment purposes which may mean the site is not viable for employment development. At this stage, it is considered that the site should be progressed for employment purposes until further information is provided which justify this against the criteria in saved Policy E (EMP).3 of Local Plan No.3. If this evidence is provided alternative uses could be pursued on the site.
- The majority landowner of IN 20 identified some environmental constraints with the site, although they are willing for the site to be released for employment. The landowner has stated that they are currently in the process of engaging a consultant to carry out a full investigation into the site. If the landowner comes forward and identifies that the site is no longer viable the site will then be removed.
- In relation to A435 segment 2 although the landowner has indicated that the site could come forward immediately it is their view that the site is still viable for housing development. Therefore this indicates that there could be some issues in progressing the site immediately. It should be noted that the view of the Council is that it should be brought forward for employment purposes.

Based on the information provided it is proposed that the above sites be considered as longer term sites due to the lack of certainty of the sites coming forward for employment development.

In addition to this not all the landowners responded to the consultation opportunity. Where the landowner has not responded to the consultation, there is no evidence that the site would not be viable for employment purposes from a landowner point of view. Therefore it is proposed, withstanding any other issues, these sites are progressed. However if the landowners do come forward and identify potential issues with sites, this will be reviewed as part of the annual update as part of this report.

Site Assessments

Site Assessments were undertaken for this current update on all of the sites that were not assessed as part of the Stage 3 work. The site assessments completed as part of stage 3 are considered to still be appropriate. The criteria for assessing sites as part of this update work was same as the criteria in stage 3. The completed site assessments are contained in Appendix C, the Appendix identifies those assessments undertaken as part of the stage 3 work and assessments undertaken as part of this update. It should be noted that the Land East of Brockhill railway has been assessed as part of this update. Although this was identified in Stage 3 (by White Young Green planning consultants – see 'Joint study into future growth implications for Redditch Borough'), it was considered more robust to assess this site using the criteria developed as part of this Employment Land Review.

The following sites were not considered suitable to be pursued for employment purposes because from a market appeal point of view they are not considered attractive enough to come forward. The sites are:

- IN 55; and
- IN 70.

In addition, following consultation with Council Officers, A435 segment 1 was considered to be unsuitable for development due to the fact it was a balancing area.

Updating the list of potential sites

A fundamental outcome of this update is to provide a list of potential employment sites to meet future requirements.

Gap analysis

In Stage 3 of the Employment Land Review (2009) a gap analysis was undertaken. The purpose of the gap analysis was to identify any gaps in the portfolio of employment land i.e. to assess whether the Borough's employment requirement can be met by the sites put forward and whether the types of employment needs can be met and the sites are balanced. As part of the Stage 3 work a gap analysis was completed based on the forecasts undertaken as part of stage 2 of the Employment Land Review. These forecasts proposed an overall Employment Land Requirement of 59ha. Following the publication of the Panel report into the RSS, the requirement has increased to 68ha, with an additional 2.3ha following the conclusions arising from the Office Needs Assessment. Therefore the gap analysis undertaken in this update relates to the 70.3ha figure. In addition to this, it should be noted that the figures in the stage 3 work were not correct because some employment land supply had not been accounted for; this gap analysis updates the figure appropriately.

Analysis of existing employment sites

During Stage 1 of the Employment Land Review (2009) it was considered that all IN sites should be carried forward to stage 3 (2009). As a consequence all of the existing designated employment sites (known as IN sites) were assessed in detail as part of the stage 3 work. The method of assessment is set out in the site appraisal criteria section above. It is advised in the 'Employment Land Review Guidance Note' (Communities and Local Government 2004) that when carrying out stage 3 of the study, the Council should identify any gaps in the existing employment portfolio. Therefore when carrying out the site appraisal process it was decided to review all existing sites in greater detail, before pursuing any analysis of additional sites. In stage 3 of the employment land review, the remaining IN sites were reported as amounting to 13.45ha. Since the completion of stage 3 a number of other IN sites have had to be reassessed because their planning permission has

lapsed[9]. Furthermore, the stage 3 work did not account for implemented permissions post 2006. This was an error with the stage 3 work. It is also necessary to account for any land that has had planning permission granted but has had no commencement or only part commencement post 2006[10]. Land at Ravensbank has not been analysed as part of this Employment Land Review because it does not fall within the Borough of Redditch, however any land developed post 2006 or remaining capacity at Ravensbank post 2006 is included within the supply of employment land for the Borough. The Council has received no indications as to why this would not come forward. Any land developed post 31st March 2011 will have to count towards the cross boundary requirement, rather than meeting the internal Borough requirement.

There is a need for new land to be brought forward, not simply to meet regional targets, but more specifically to identify land which may be more deliverable in the short term.

Identification of potential sites to come forward for Employment purposes

This stage analyses all of the sites that were deemed suitable for employment purposes in previous assessments, and identifies those sites which are considered suitable to be taken forward. This step uses professional judgement to look in more detail at the site appraisal process. This process scored each of the sites on the criteria outlined earlier. Although the site appraisal process provides a good basis for scoring sites, a more detailed judgement is required at this stage. For example, two sites may receive a similarly high score, but one may have been identified as susceptible to flooding on a regular basis, which means, barring significant mitigation, it is unlikely that this site would come forward. In addition, this update report has carried out consultation with landowners which has resulted that some of the sites previously identified to come forward in stage 3 are no longer viable opportunities to come forward.

What use class each site is considered suitable for:

B1, B2 and B8	B1 and B8 only	B1 offices	B2, B8 and B1 but not offices	To be retained for employment purposes
A435 segment 2 (10.44ha)				
				ELR 04

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[9] The approach taken to sites with planning permission but with no implementation was that they are considered suitable for employment purposes based on the fact that planning permission has been applied for and approved.
[10] Only land that has not been developed post 2006 is accounted for.

B1, B2 and B8	B1 and B8 only	B1 offices	B2, B8 and B1 but not offices	To be retained for employment purposes (0.5ha)
IN 34 (0.65ha)				
IN 59 (0.38ha)				
Land East of Brockhill railway line (3.5ha)				
IN 67 (6.6ha)				
IN 54 (0.29ha)				
IN 20 (1.32ha)				
IN 15 (0.40ha)				
UCS 9.58 (0.60ha)				
UCS 9.19 (0.19ha)				
	IN 37 (0.62ha)			
	IN 24 (0.90ha)			
		Land to the Rear of Alexandra Hospital (0.5ha)		
		UCS 7.5 (0.19ha)		
			IN 58 (1.10ha)	
Totals				
24.37ha	1.52	0.69	1.10	0.5

Annual Monitoring

Historically the Council has carried out annual monitoring of its employment land supply. The 'Employment Land Review: Guidance Note' (2004) recommends that the following monitoring be undertaken:

1. Employment Land and premises database;
2. Employment permissions granted, by type;
3. Employment permissions developed by type, matched to allocated sites;
4. Permissions and development of sites and premises previously in employment use for non-employment uses;
5. Employment land and premises available and recent transactions;
6. Employment premises enquiries (if the authority has an estates or economic development team)
7. Employer requirements and aspirations (from focus groups/periodic surveys)

It is anticipated that the bulk of the above monitoring information can be reported in the annual employment land monitoring work. However, in relation to point 1, this information is not currently published although some of the database information can be made available upon request from Economic Development.

Conclusion

This update has sought to bring the Employment Land Review work carried out in 2009 up-to-date, particularly in light of the new PPS 4. The report has assessed some additional employment sites and carried out some additional work on the sites identified in the stage 3 work. However the report did not carry out additional site appraisals on those sites assessed in stage 3 of the Employment Land Review. Nor, despite the site boundary for the Land to the Rear of the Alexandra Hospital being changed (see Appendix D) following liaisons with one of the landowners, has the view on the site been changed, in that it is still considered suitable for a mixed use development incorporating 5000sq.m of offices.

Findings of this update should be taken forward into the Council's LDF in order to assist in setting the spatial strategy for Redditch Borough in the long term. There are both broad strategic issues that need to be addressed, as well as specific sustainability and LDF objectives that have to be achieved by including these new policies in the LDF.

The key strategic and policy issues that need to be addressed are outlined below:

- Those larger strategic sites which have been identified specifically for office use, or a mixed use development (i.e. B use classes and another use class) should be progressed through a more detailed planning document such as a Supplementary Planning Document. The purpose of the document would be to justify the need to use the land for office/B1 use rather than any other employment use whilst guiding the design of the development in a sensitive location. In addition an SPD can provide more detail on site layout for future employment sites.

- To ensure appropriate employment uses come forward through the planning process, the Council's economic priorities (Appendix E) should be accounted for in the Core Strategy, and as part of the work undertaken by the Economic Development Unit.

- The Land to the Rear of Alexandra Hospital site should be progressed as a mixed use development incorporating 5000 sq.m of offices.

- The following sites could be identified to meet employment purposes in the short term (5 year period in line the Preferred Option RSS and Panel Report):

- IN 67 (6.6ha)
- Remaining capacity at Ravensbank (4.18ha) (Post 31st March 2011 any land not developed will count towards Redditch Borough's growth target but will not count towards meeting the 33.3ha internal requirement).
- IN 15 (0.40ha)

However it should be noted all of the above sites are not actually readily available, they are simply more likely to come forward in the short term. These sites have been included in this category where the landowner has identified that they believe the site can come forward within the next five years.

- The following sites could be identified to meet employment purposes in the long term:
  - Land at Brockhill East of the Railway line (3.5ha)
  - Land to the Rear of Alexandra Hospital (0.5ha)
  - A435 segment 2 (10.44ha)
  - IN 20 (1.32ha)
  - IN 59 (0.38ha)
  - IN 24 (0.90 ha)
  - IN 34 (0.65ha)
  - IN 37 (0.62ha)
  - IN 54 (0.29ha)
  - UCS 7.5 (0.19ha)
  - UCS 9.19 (0.19ha)
  - UCS 9.58 (0.60ha)
  - IN 58 (1.10ha)

Therefore, in total, Redditch Borough Council has identified 38.29 ha (this accounts for committed and completed sites post 2006) of employment land which can contribute to its employment land requirement of 33.3 ha. Clearly this figure is well in excess of the actual employment land requirement within the Borough boundary. However there is some uncertainty over the Winyates Green Triangle, and whether the site is economically viable. Therefore at this stage it is considered appropriate to have a reserve of employment land in case this land is deemed non viable. Once the situation with the Winyates Green Triangle land is rectified the Employment Land Review can be updated.

In addition to the above conclusions the below comments below should be considered.

- Safeguarding the above list of sites up to 2026 for employment purposes.
- There will need to be cross-border employment growth in order to cater for Redditch Borough's needs, this will need to be progressed suitably, and linkages should ideally, be made with employment locations in Redditch. This should be achieved through Joint Working.
- Use and require developer contributions from employment development.
- Restriction of uses at certain sites to cater for specific growth sectors e.g. UCS 7.5.
- Maximum of 11ha of B8 uses to be approved, which should be driven by the Core Strategy.
- It is also recommended that the list of Employment sites proposed to come forward should be renamed for simplicity, Appendix F proposes a revised list of site references names.

Appendix A – Example matrix form

Site	Market interest	Balance of supply and demand	Public transport	Ease of access	External Environment	Total	Site	Internal Environment	Strategic Access	Total	Site	Contaminated land	Open Space	Biodiversity/ Ecology	TPOs	Site Access	Topography etc.	Adjacent occupiers	Flood zones	Accessibility	Total	Site
UCS9.62	5	5	5	5	5	25	UCS9.62	1	5	6	UCS9.62	5	5	5	1	5	3	5	3	5	37	UCS9.62

Appendix B – Supplementary site information

Redditch Borough Council
Employment Land Review

SUPPLEMENTARY SITE INFORMATION

Site Address:	Site Ref:

Is the site boundary shown on the plan below correct? If not, please indicate the correct extent of the site to which this information relates	

Availability	
Is the site wholly owned/controlled by you or your company? Are you/your company willing to release the site for employment development?	
When could the site be available if it was considered a suitable site for employment development?	
Is the site freehold or leasehold? Is the site registered at the Land Registry with absolute title?	
Do you have direct control over the sale, lease or other transfer of ownership of the site?	
Are there any third party rights which could affect your ability to dispose of the site or any part of it, or restrict when the site can be assembled?	
Would the site have immediate vacant possession if transferred or leased?	
Is your land the subject of an option agreement with a developer?	
Is it possible that your land can be sold free of potential ransom on access to neighbouring land?	
Is the site or any part of it subject to a legal charge/mortgage, debenture or a floating charge?	

Suitability	
Can you provide evidence of any constraints in respect of:	
• Vehicular access and traffic impact	
• Access to public transport, cycle and pedestrian routes (existing and potential) to Redditch town centre, employment areas, schools, Alexandra Hospital, Redditch Bus/Rail interchange	
• Flood Zones 2 and 3	
• Surface water drainage	
• Foul water drainage	
• Public utilities	
• Ecological, archaeological and historic environment issues	
• Residential amenity (eg privacy/overlooking, noise, vibration)	
• Contamination or other pollution	
• Visual and landscape impact	
Where there are identified constraints, can you provide evidence of how these may be acceptably mitigated?	
Do any constraints affect the phased release of the site during the period to 2026?	
If the site is developed could it provide access to other land that would be suitable for future consideration as development sites?	
Achievability	
What off-site infrastructure is required for the development, if known, and what is the estimated cost?	

What abnormal on-site development costs are associated with the development, for example site remediation, social infrastructure eg new schools, community provision?	

Please return your completed form to:

Ashley Baldwin

Development Plans

Redditch Borough Council

Walter Stranz Square

Redditch

Worcs. B98 8AH

Ashley.baldwin@redditchbc.gov.uk

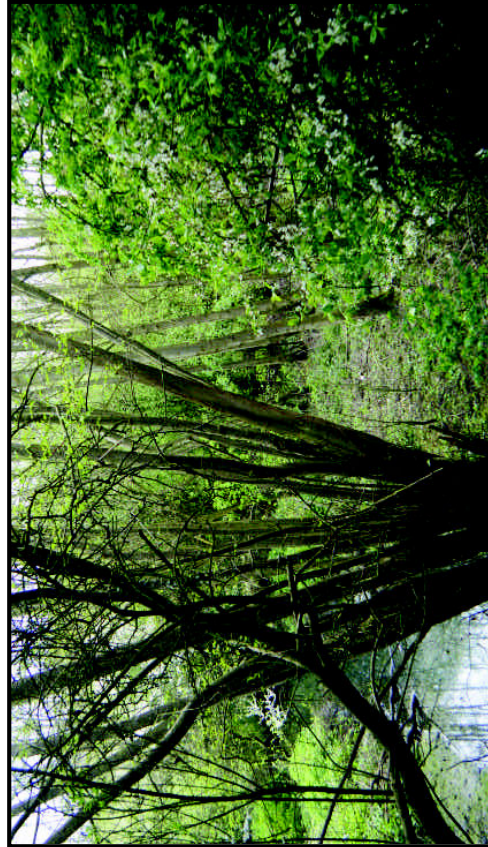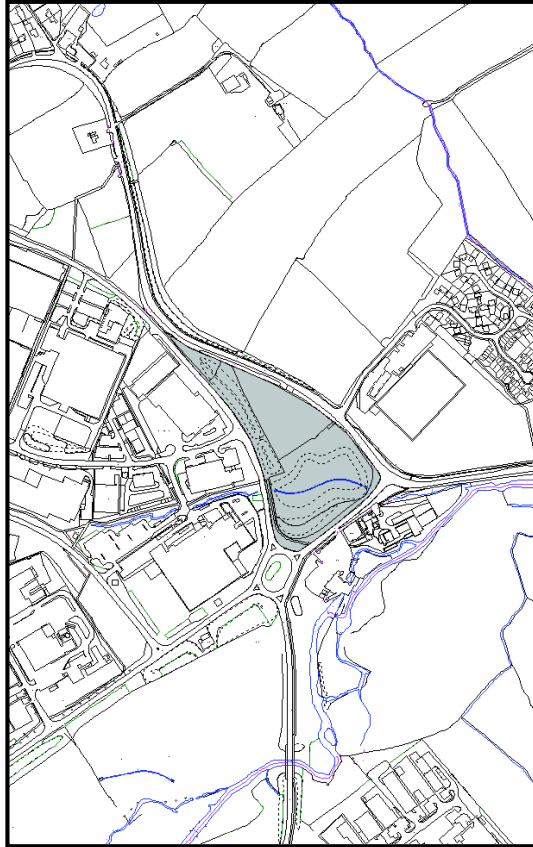**Forms to be returned no later than 28 February 2010**

Appendix C – Site Assessments

Site Ref: A435 segment 1   **Address:** A435 Area of Development Restraint   **Site Area:** 3.46ha

Development Control history: N/A

Description of Site and suitable uses: Site is heavily overgrown with a balancing area.

Adjacent land use/conflicts?
Employment area is adjacent to the site.

Floor space in use/vacant: N/A

Ownership: Homes and Communities Agency

Strategic access: Adjacent to A435, site could be accessed from Claybrook drive.

Level of car parking/public transport: If site to north of this segment is brought forward for employment purposes, car parking could be provided there. Site is in proximity to bus route.

Known constraints or infrastructure requirements (see site constraints checklist): Falls within Flood Zone 2, Warwick TPO No.7. Consultation with internal offices has deemed that the site is not suitable to come forward due to balancing area. Contaminated land – Requires site investigation

Market appraisal/suitable type of Development: Suitable for B1, B2, and B8, with B1 the most likely end use.

Current Site Status (including planning policy history) Area of Development Restraint

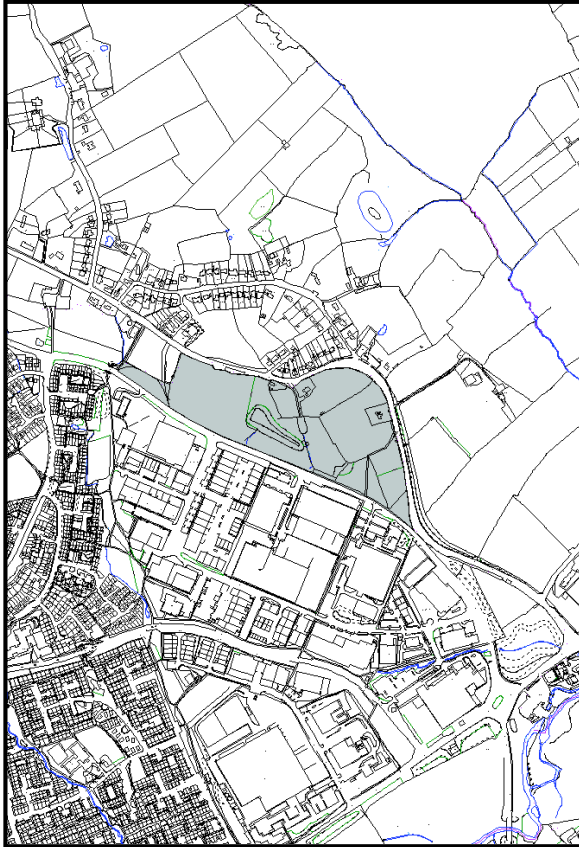**Site Ref:** A435 segment 2   **Address:** A435 Area of Development Restraint   **Site Area:** 10.44ha

Current Site Status (including planning policy history)
Area of Development Restraint

Development Control history: N/A

Description of Site and suitable uses: Low lying site, with predominantly planted rather than natural vegetation.

Adjacent land use/conflicts? Predominantly employment, with some housing.

Floor space in use/vacant: N/A

Ownership: 1) Homes and Communities Agency 2) Mr & Mrs D.L. Hattersley

Strategic access: Adjacent to A435, and could be accessed off Claybrook Drive.

Level of car parking/public transport: Car parking could be provided on site. Site is also adjacent to bus route.

Known constraints or infrastructure requirements (see site constraints checklist): Warwick New Town TPO. Contaminated land – Requires site investigation

Market appraisal/suitable type of Development: B1, B2 and B8

Site Ref: ELR 04

Address: 76 Arthur Street

Site Area: 0.5ha

Current Site Status (including planning policy history)
Operating Employment Unit

Development Control history: 2006/288

Description of Site and suitable uses: Existing Employment site

Adjacent land use/conflicts? Industrial and residential

Floor space in use/vacant: In use

Ownership: Not confirmed

Strategic access: Accessed off Arthur Street

Level of car parking/public transport: Parking provided on site

Known constraints or infrastructure requirements (see site constraints checklist): No known constraints.

Market appraisal/suitable type of Development: Site is considered to be maintained as an employment site. The site was submitted as part of the SHLAA. If housing is to be pursued the process set out in the Employment Land Monitoring SPG must be followed.

Site Ref: IN34

Address: Merse Road, North Moons Moat

Site Area: 0.65ha
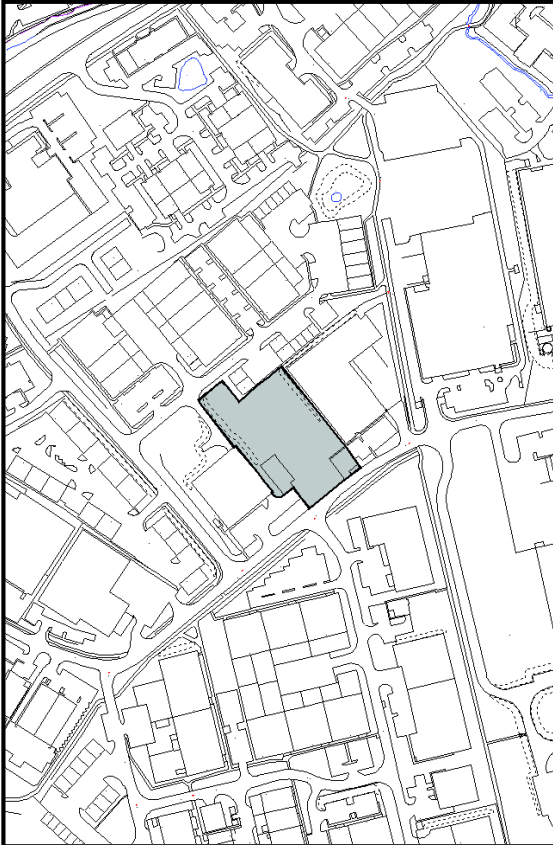
Current Site Status (including Planning policy history)
Planning Permission expired.

Development Control history: N/A

Description of Site and suitable uses: Greenfiled site, low lying, forms extension to Industrial Estate.

Adjacent land use/conflicts? Adjacent to other employment uses (industrial)

Floor space in use/vacant: N/A

Ownership: The Panther Property Company

Strategic access: Accessed of the A4023, Moons Moat Drive, Merse Road

Level of car parking/public transport: Car parking can be provided at this location, the site is within 400m of a bus route.

Known constraints or infrastructure requirements (see site constraints checklist): New Town TPO No.8. Contaminated land – Requires site investigation

Market appraisal/suitable type of Development: Suitable for B1, B2 and B8 uses.

Sustainable Development Factors

2.1 Employment is the only acceptable form of built development for this site because of adjoining uses.

Market Attractiveness Factors

1.1 The site has been formally identified for employment for at least 10 years.

1.2 Planning application 06/385 was approved on 14/9/06 for partial development of the site (approx. 1/3 rd).

1.3 The site is not being actively marketed as an employment site.

1.4 The site is not owned by a developer or other agency known to undertake employment development.

1.5 The site is in multiple ownership.

1.6 There is a valid planning permission covering approx. 1/3 rd of the site.

Site Ref: IN55

Address: Centech Park, Fringe Meadow Road

Site Area: 0.11ha
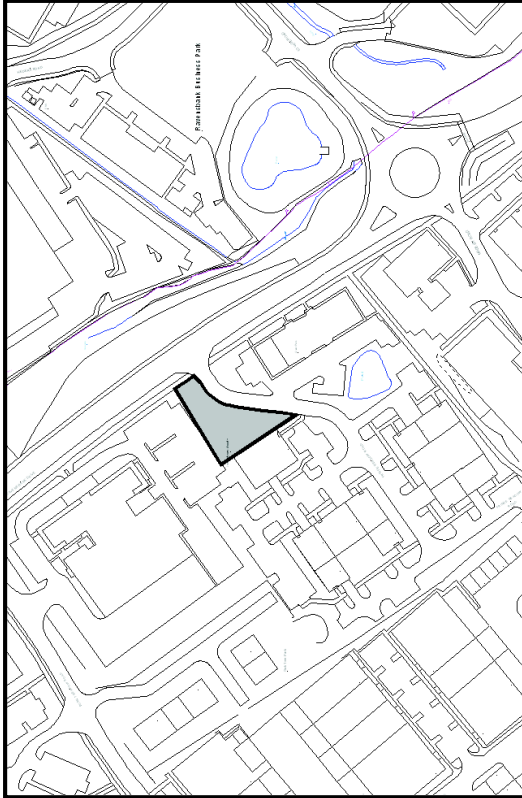
Development Control history: 97/279 – 2 storey office block

Description of Site and suitable uses: Low lying site, currently constitutes a landscaped gateway to Centech Park.

Adjacent land use/conflicts? Adj. to other employment type uses

Floor space in use/vacant: N/A

Ownership: GLP Properties AB Ltd

Strategic access: The site has direct access onto the highway network (A4023) via Ravensbank Road.

Level of car parking/public transport: Site is very small and difficult to envisage how car parking could be provided on site, however the adjacent units have car parking facilities which could be expanded. Site is adjacent to bus route.

Known constraints or infrastructure requirements (see site constraints checklist): Small site, therefore HGV access is an issue, car parking is also an issue. New Town TPO No.7. Contaminated land – Requires site investigation.

**Market appraisal/suitable type of Development:** Would only be suitable for B1 office development, however the size of the site means that it is only really suitable if the existing unit want to extend.

Current Site Status (including planning policy history) Planning permission expired on site.

Sustainable Development Factors

2.1 Employment is the only acceptable form of built development on this site because of adjoining uses.

Market Attractiveness Factors

1.1 The site has not been formally identified for employment for at least 10 years.

1.2 02/365

1.3 The site is not being actively marketed as an employment site.

1.4 The site is owned by a developer.

1.5 The site is in single ownership by an organisation known to undertake employment development.

Site Ref: IN59   **Address:** Adjacent Greenlands Business Centre, Studley Road   **Site Area:** 0.38ha

Development Control history: 2001/293

Description of Site and suitable uses: Low lying, suitable for employment purposes

Adjacent land use/conflicts? Employment and residential units surround the site.

Floor space in use/vacant: N/A

Ownership: 1) Secure Hold Properties Ltd. 2) Robert Alfred Edmund Styler and Josephine Ann Styler.

Strategic access: Site has direct access onto highway network.

Level of car parking/public transport: Car parking can be provided on site, site is also adjacent to bus network. Potentially access to the site could be incorporated to the rear of the site.

Known constraints or infrastructure requirements (see site constraints checklist): Vehicles accessing the site will have to compete with a built up area. Contaminated land – Requires site investigation.

Market appraisal/suitable type of Development: B1 is the most suitable use. However interest in the site has previously come from non B1 uses. Therefore restricted time use for B2, and B8 could be more viable.

Current Site Status (including planning policy history)

Sustainable Development Factors

2.1 Employment is not the only acceptable form of built development on this site as it is adjacent to residential developments.

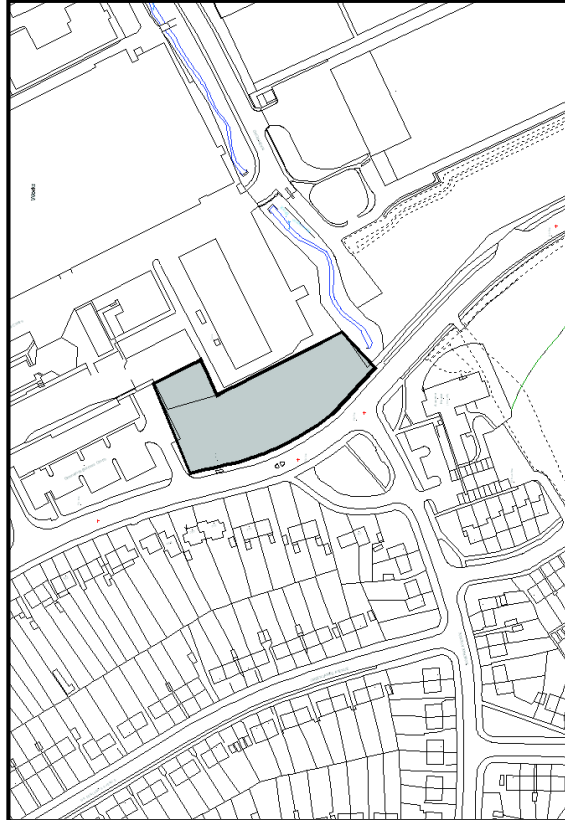## Market Attractiveness Factors

1.1 The site has not been formally identified for employment for at least 10 years.

1.2 01/293

1.3 The site is not currently being actively marketed as an employment site. The site was actively marketed from December 2000 – June 2006.

1.4 The site is not owned by a developer or other agency known to undertake employment development.

1.5 The site is in single ownership by an organisation who may bring it forward for development.

Site Ref: IN70

Address: Barns at Whitehouse Farmhouse

Site Area: 0.19ha
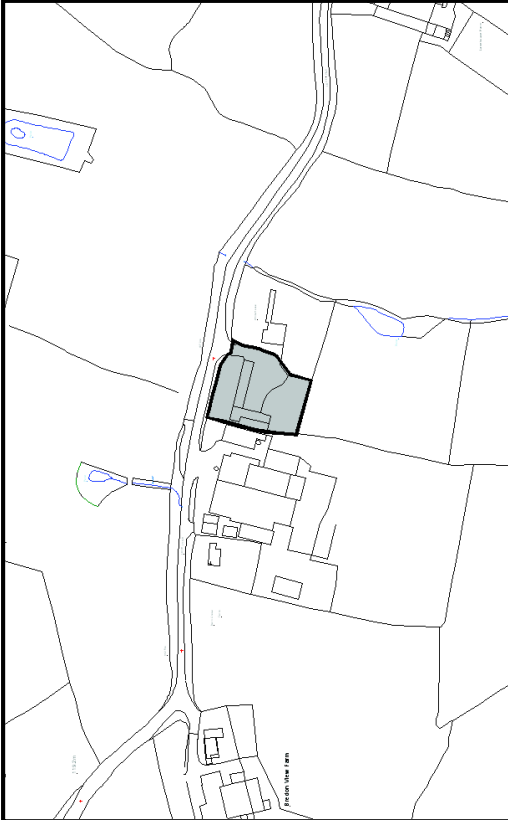
Development Control history:
99/002 – conversion of barns for B1 use
04/504 – renewal of approval – conversion of barns for B1 use

Description of Site and suitable uses: Site is currently used on an agricultural basis, located in rural area.

Adjacent land use/conflicts? Adjacent to agricultural use, only suitable for office use.

Floor space in use/vacant: N/A

Ownership: Mr & Mrs Parsons

Strategic access: The site has poor highway access, situated on rural road.

Level of car parking/public transport: Car parking could be provided on site, site has very poor public transport links with no busses running past site.

Known constraints or infrastructure requirements (see site constraints checklist): Public transport, accessibility. Contaminated land – Requires site investigation

Market appraisal/suitable type of Development: Limited market appeal.

Current Site Status (including planning policy history) Planning permission expired on site.

Site Ref: Land East of Brockhill Railway Line   **Address:** Eastern section of IN 67   **Site Area:** 5.03 ha
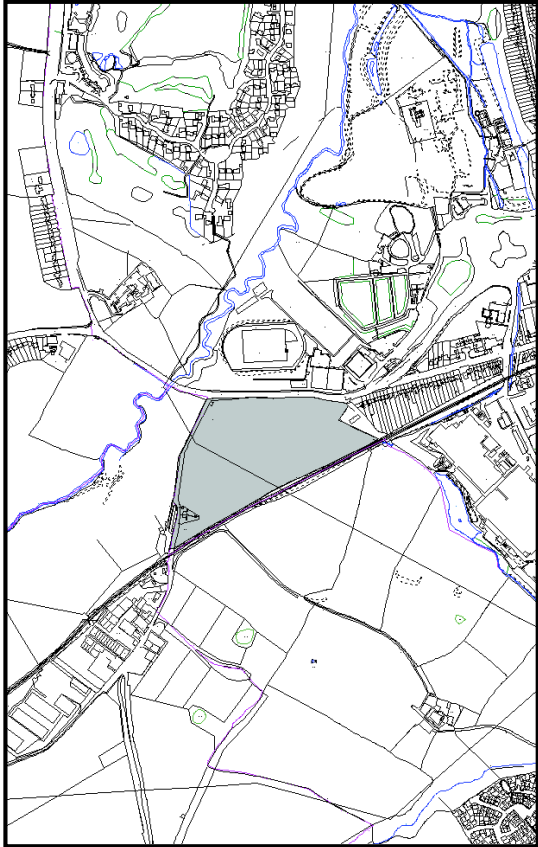
Development Control history: Application for Bordesley bypass – permission has expired

Description of Site and suitable uses:
Suitable for employment purposes, agricultural uses

Adjacent land use/conflicts?
Residential unit, agriculture, and business park

Floor space in use/vacant: N/A

Ownership: Gallagher Estates

Strategic access: Accessed off the A441

Level of car parking/public transport:
Can be provided on site, bus stop is located adjacent to site.

Known constraints or infrastructure requirements (see site constraints checklist): Weights lane is not suitable for a high level of traffic; Infrastructure requirements meant the site size is likely to be reduced to 3.5ha. Topography of site is a slight issue. Site is a gateway site and therefore employment uses should be designed to reflect this. Contaminated land – Requires site investigation.

Market appraisal/suitable type of Development:
B1, B2 and B8 uses.

Current Site Status (including planning policy history) Designated as an ADR – with a road reserve

Appendix D – Revised boundary for Land to Rear of Alexandra Hospital

Hill Crest
(Hospital)

Pond

Gas Gov

Eden House

The Alexandra Health Care
NHS Trust (Hospital)

The Alexandra Health Care
NHS Trust (Hospital)

Spring

Sinks

Pond

Cottage

Blue
Cottage

Alexandra
Cottage

Issues

Sinks

Cottage

GREEN LANE

Pond

Issues

Business

BP1   Support for manufacturing companies.

BP2   Encourage diversification away from low value-added manufacturing / automotive industries.

BP3   Business retention.

BP4   Support business start-ups.

BP5   Establish and maintain a reputation for Redditch Borough Council as a "Business Friendly Council".

BP6   Exploit opportunities created by the Central Technology Belt and Cluster Development.

BP 7   Monitor Government requirements with regard to the single business account.

People

PP1   Encourage entrepreneurialism in young people.

PP2   Foster economic ambition in young people.

PP3   Improve links between education providers and employers.

PP4   Reduce out-migration of skilled young people.

PP5   Minimise the impact of the loss of highly skilled, older workers due to retirement.

PP6   Encourage continual skills development in the workforce.

PP7   Minimise Worklessness in order to assist in creating prosperous communities.

Place

PLP1 Promote Redditch as a business location.

PLP2 Protect employment land.

PLP3 Assist businesses to improve their environmental performance

PLP4 Work with businesses to address their issues regarding security.

PLP5 Provide a commercial property service to assist businesses to find suitable premises.

PLP6 Encourage business tourism.

PLP7 Promote allocated employment sites that are not currently on the market in order to encourage their development.

PLP8 Retain and enhance vitality of the town centre

Powerful Voice

Actions

- Keep abreast of Regional and Sub-Regional economic development matters and funding opportunities.

- Work with partner organisations to maximise the benefit to Redditch of any opportunities, e.g. attend WEP meetings.

- To promote the skills needs of residents and businesses in Redditch to strategic bodies such as the Learning & Skills Council.

Appendix F – List of revised site names

Historical reference: IN 67	Proposed new site reference: EL 01
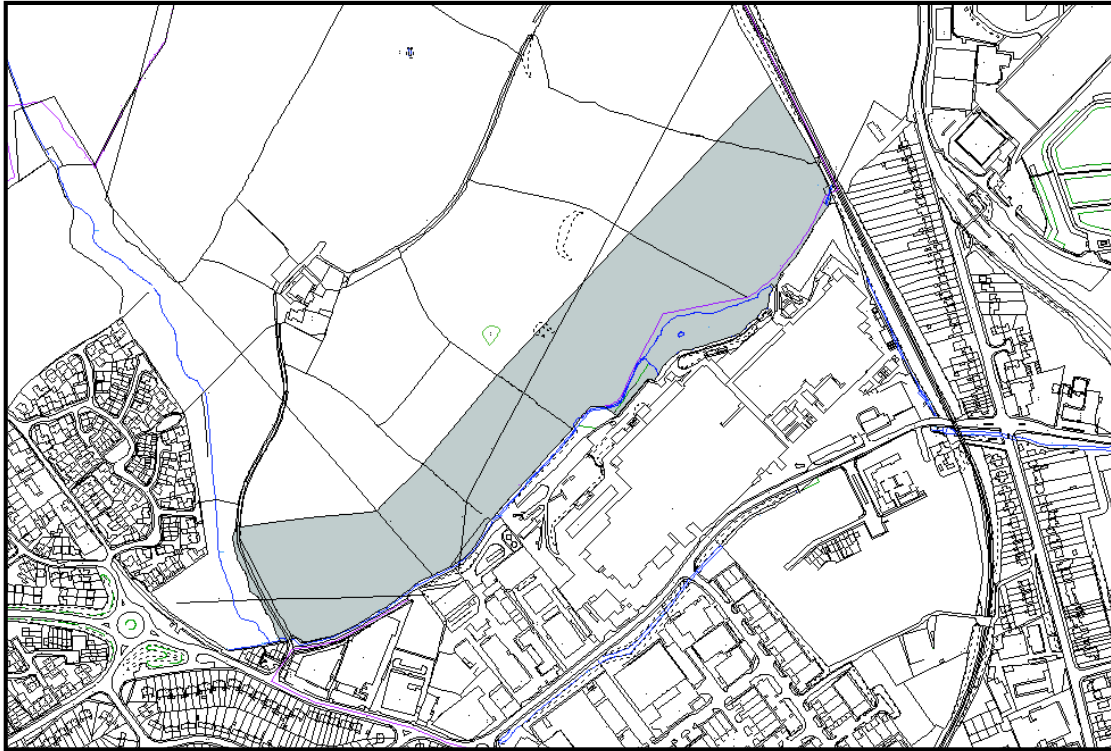
Historical reference: IN 15	Proposed new site reference: EL 02
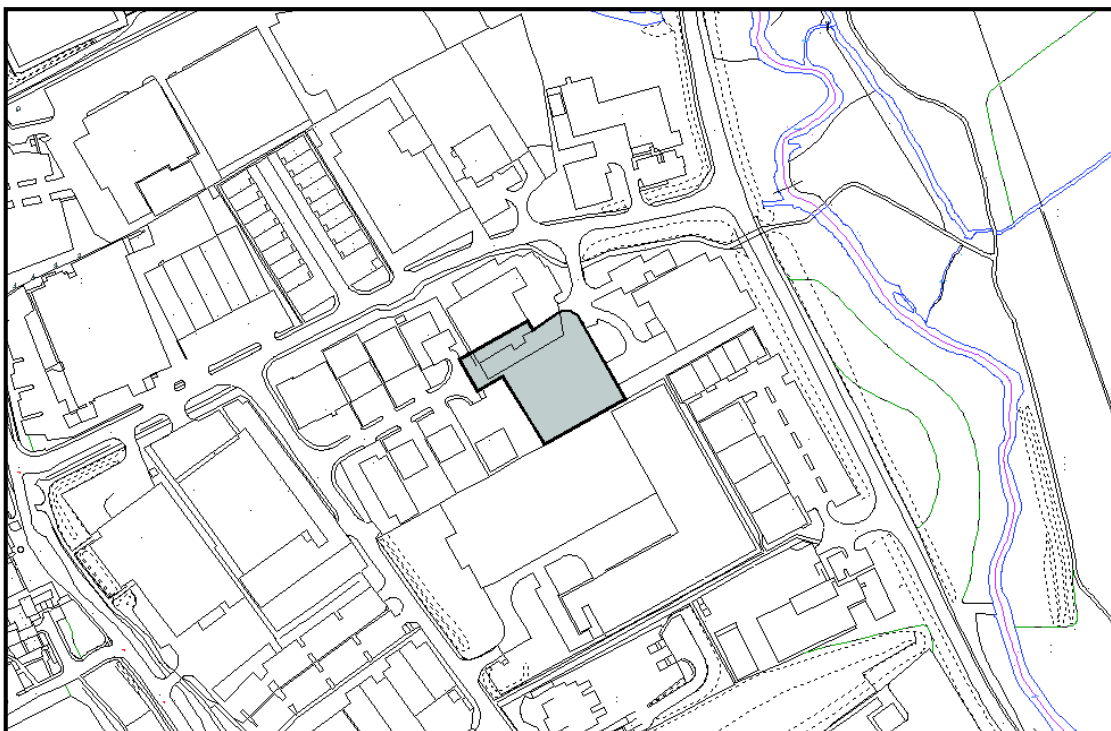
Historical reference: IN 58   Proposed new site reference: EL 03
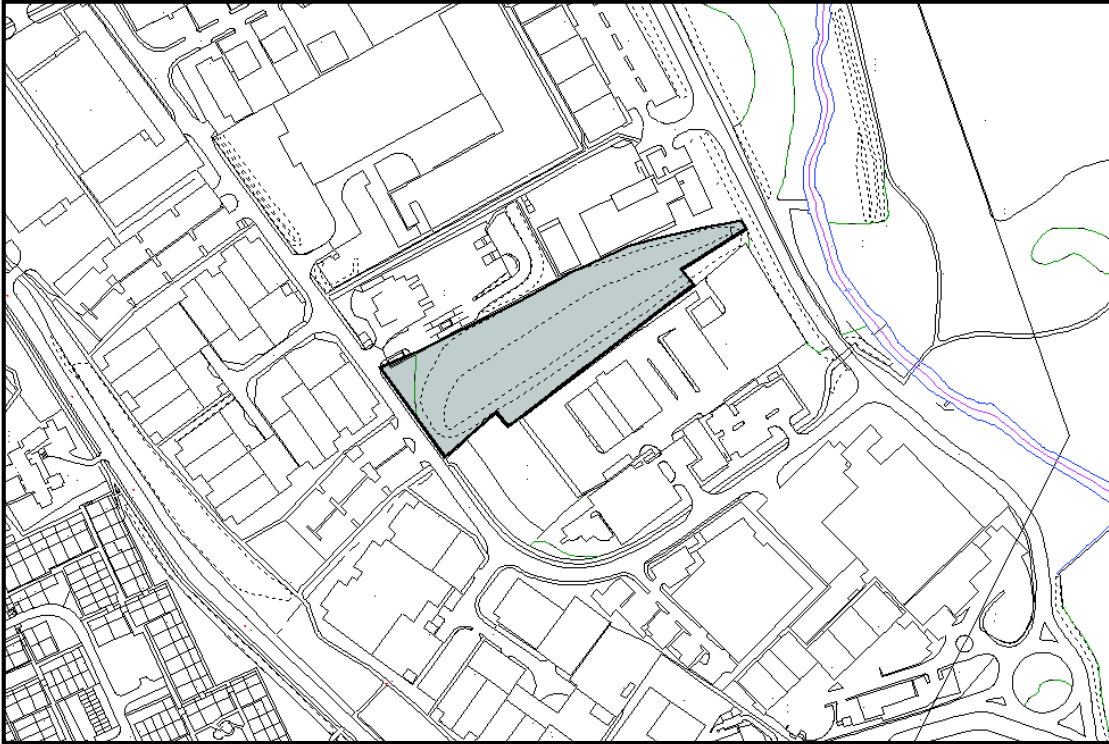
Historical reference: Land East of Brockhill
Proposed new site reference: EL 04
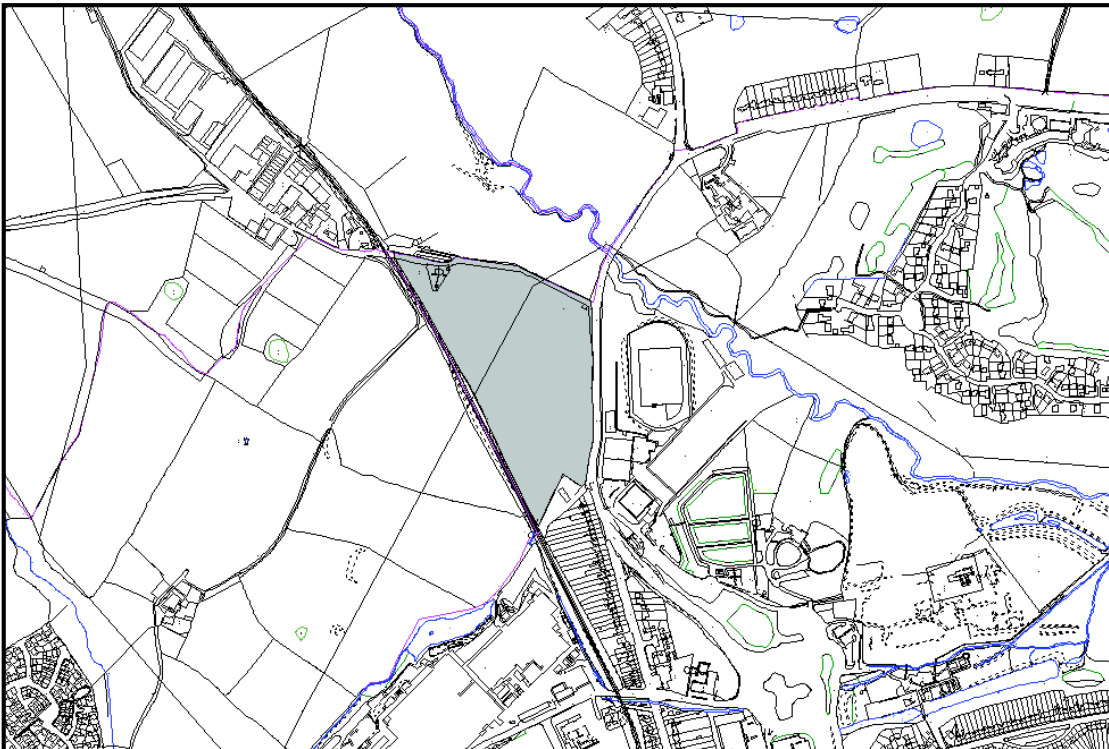
Historical reference: Land East of Alexandra Hospital
Proposed new site reference: EL 05
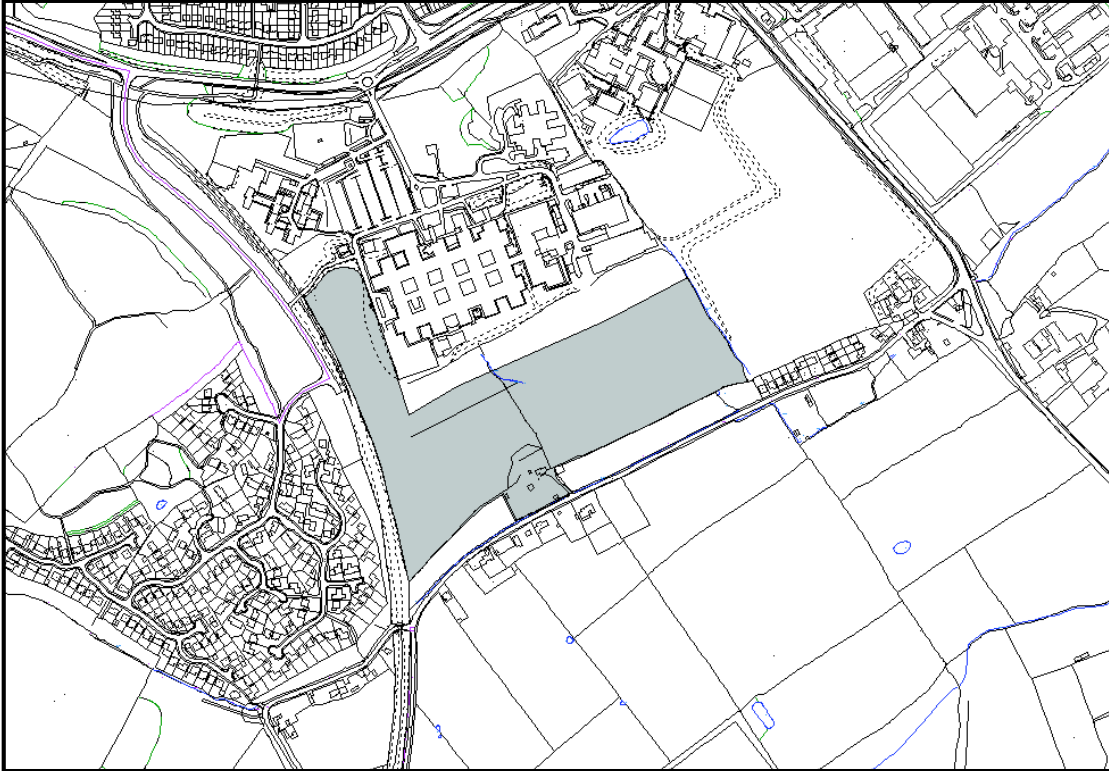
Historical reference: A435 Segment 2
Proposed new site reference: EL 06
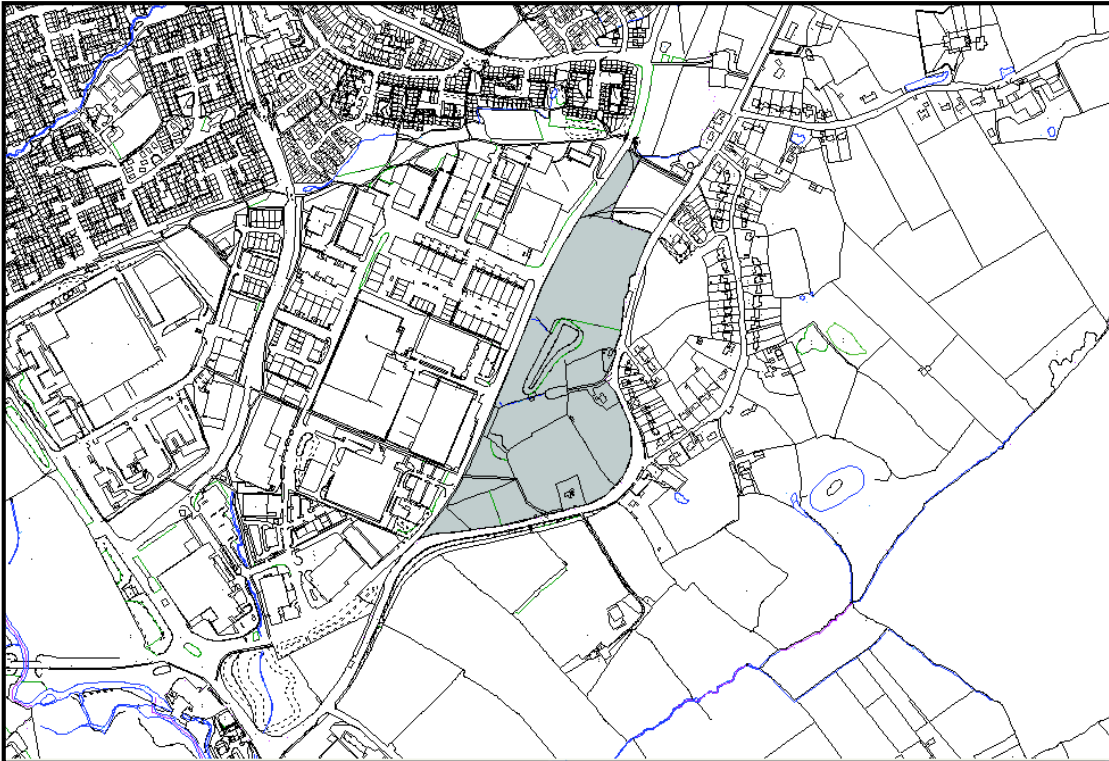
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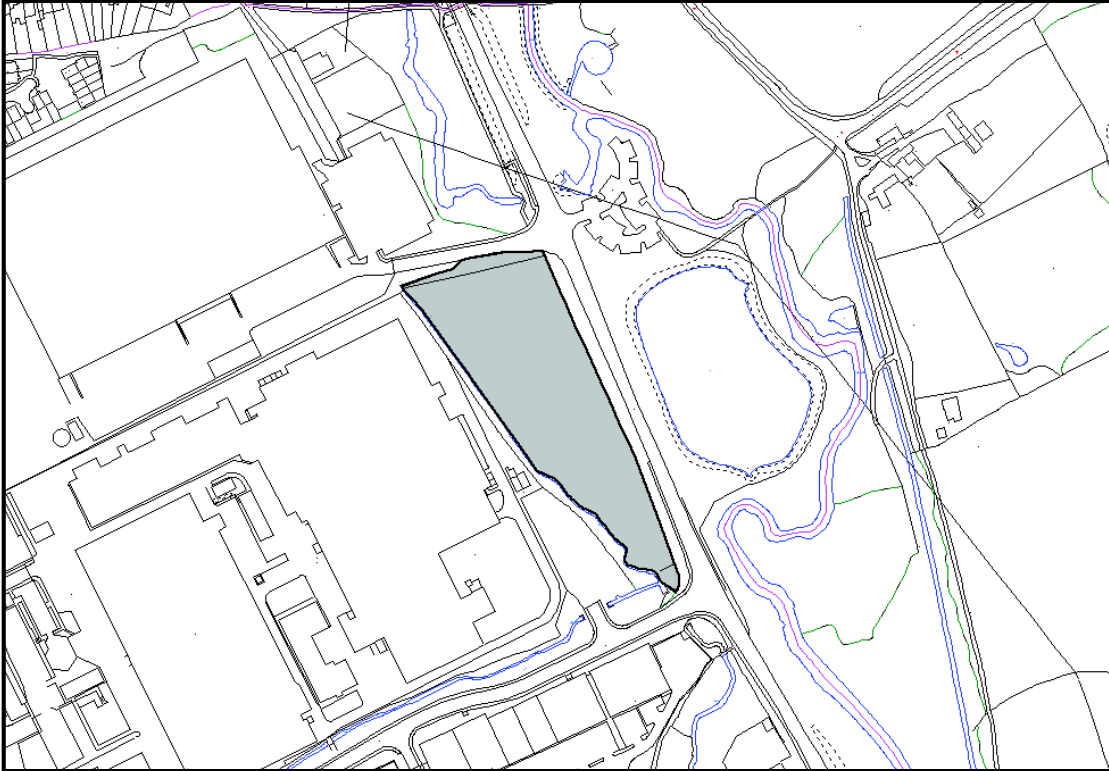
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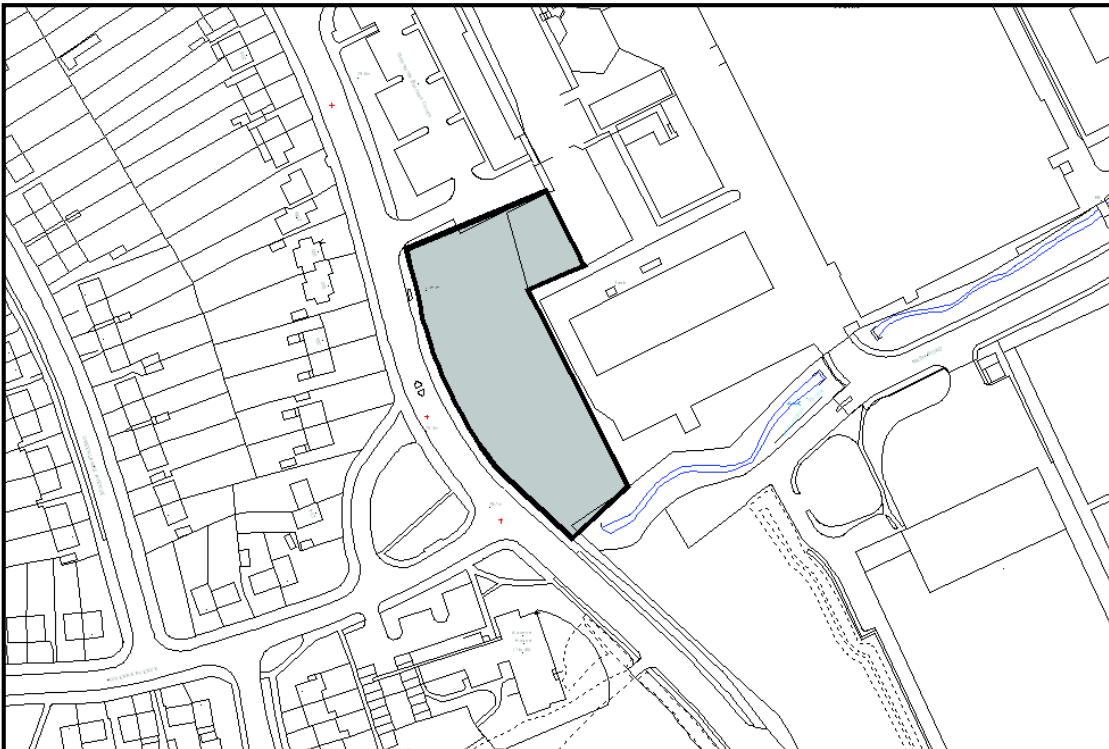
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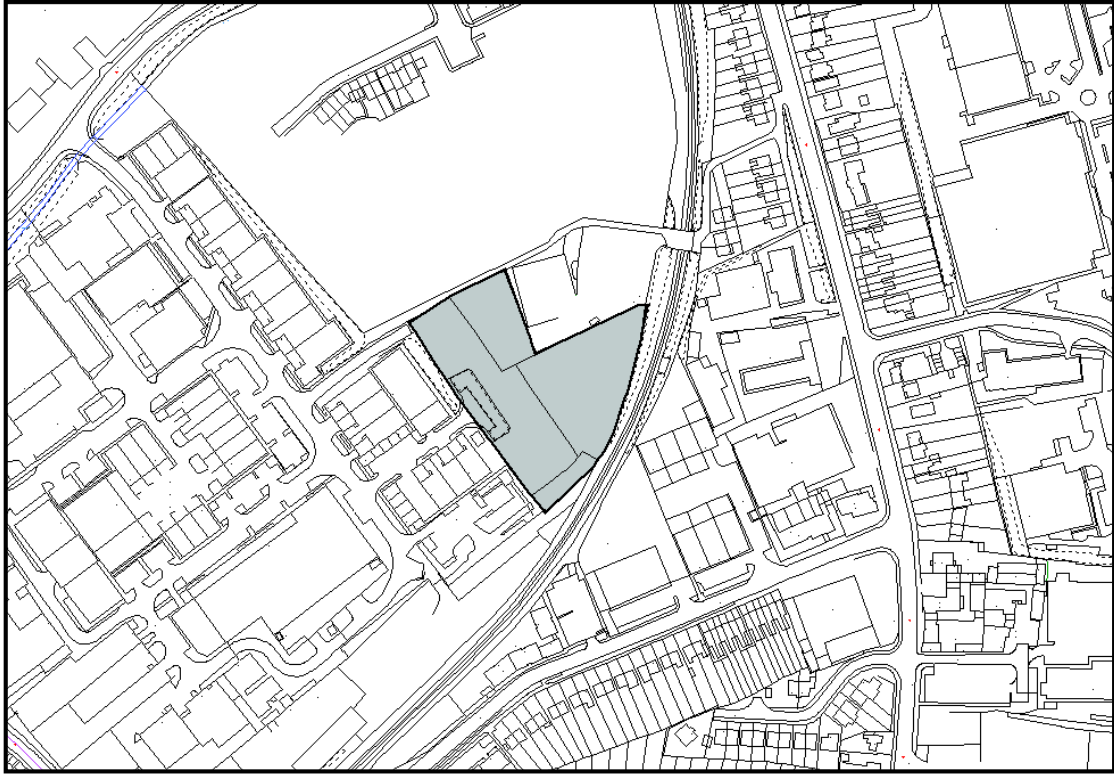
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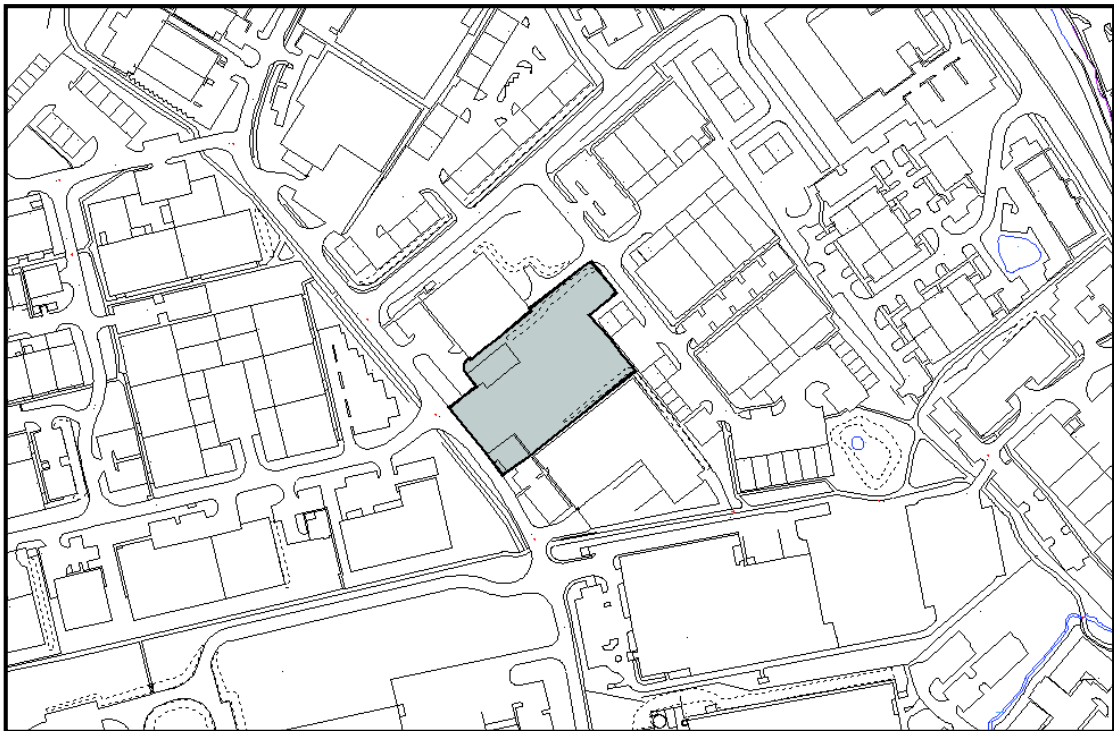
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| Historical reference: IN 54 | Proposed new site reference: EL 12 |
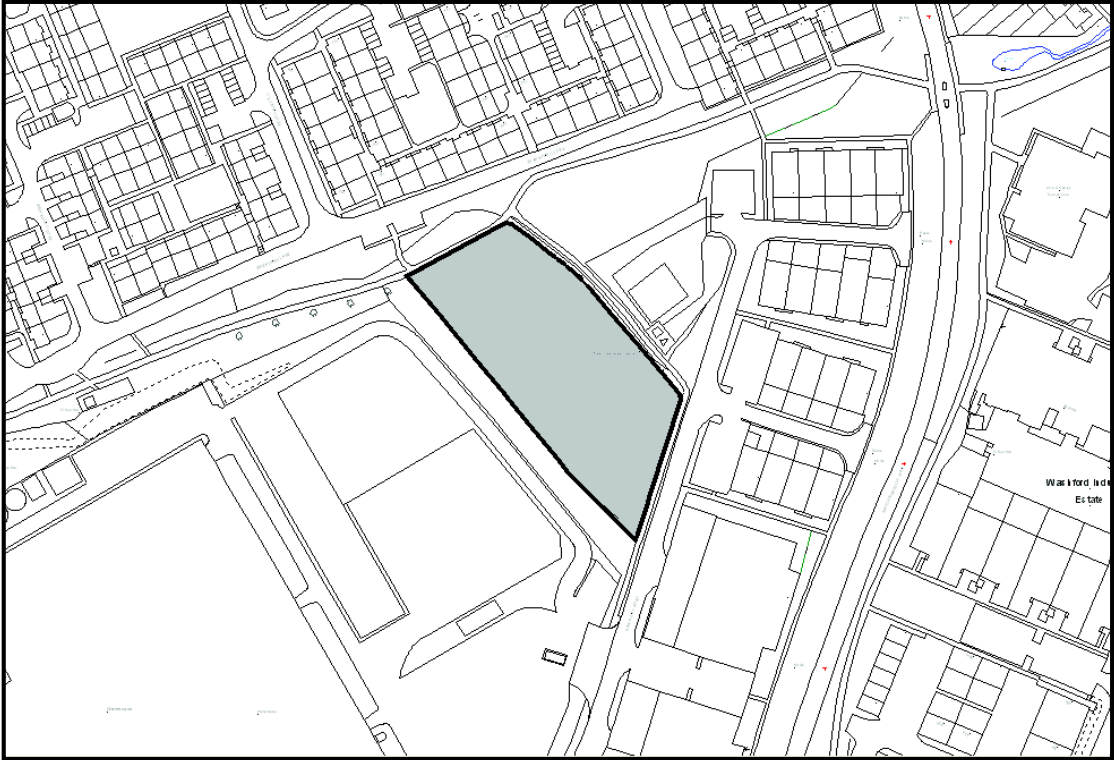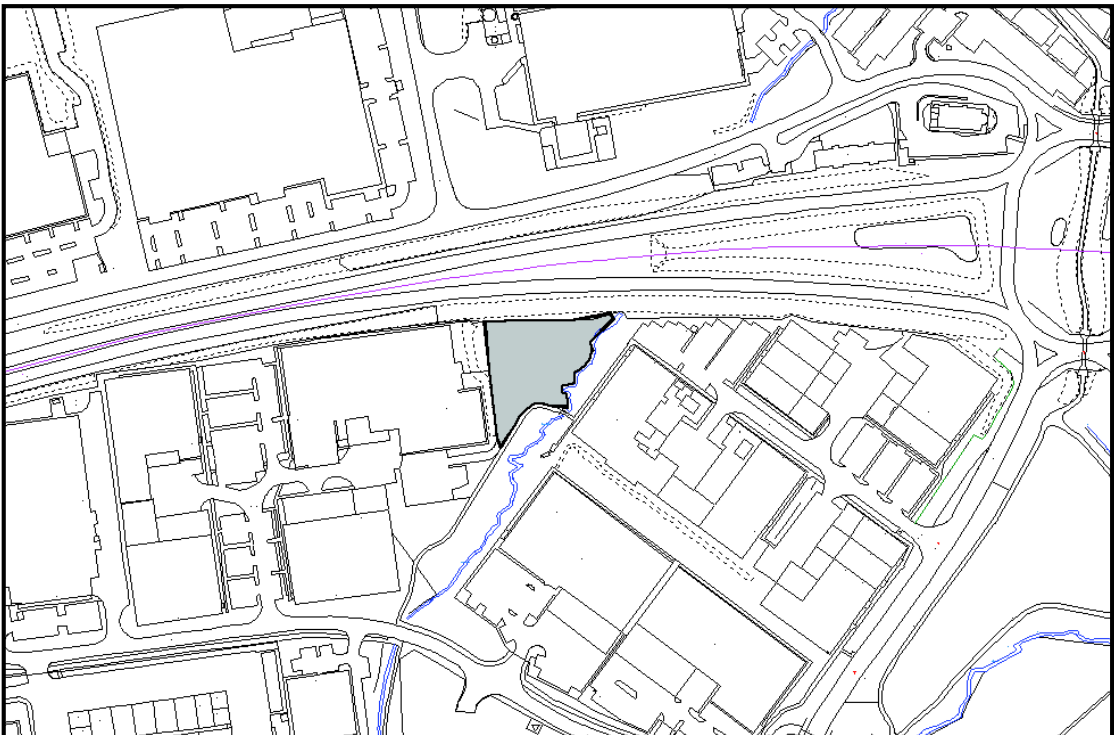
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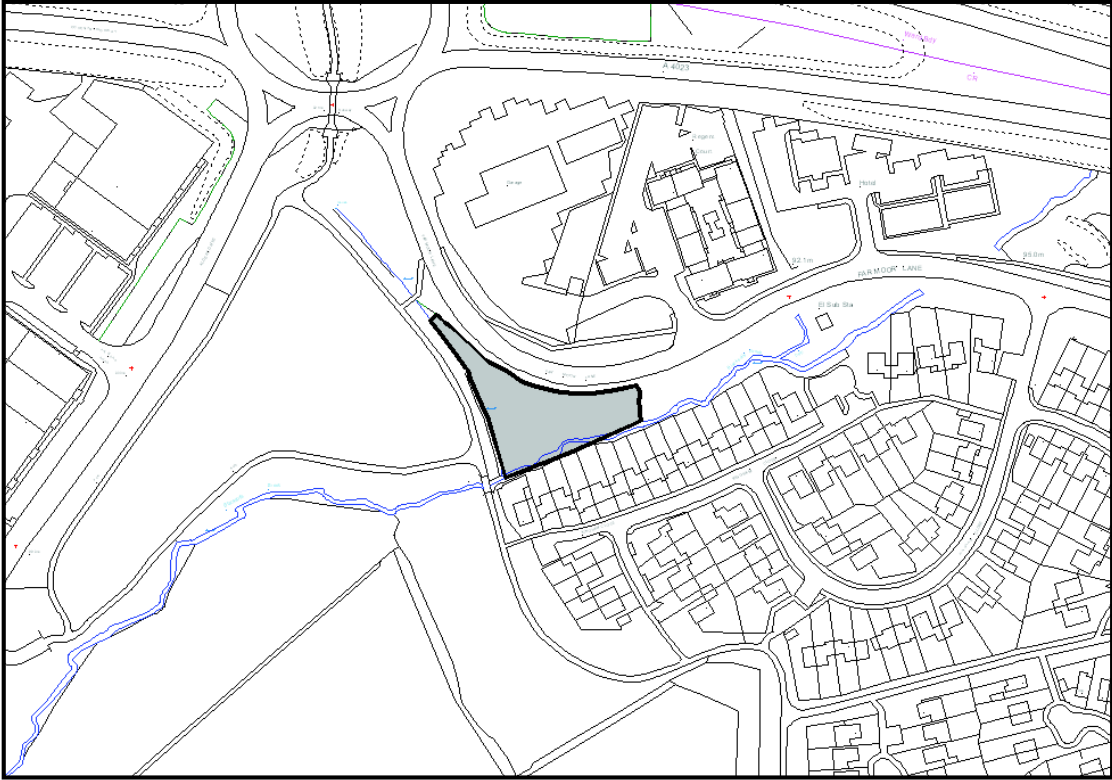
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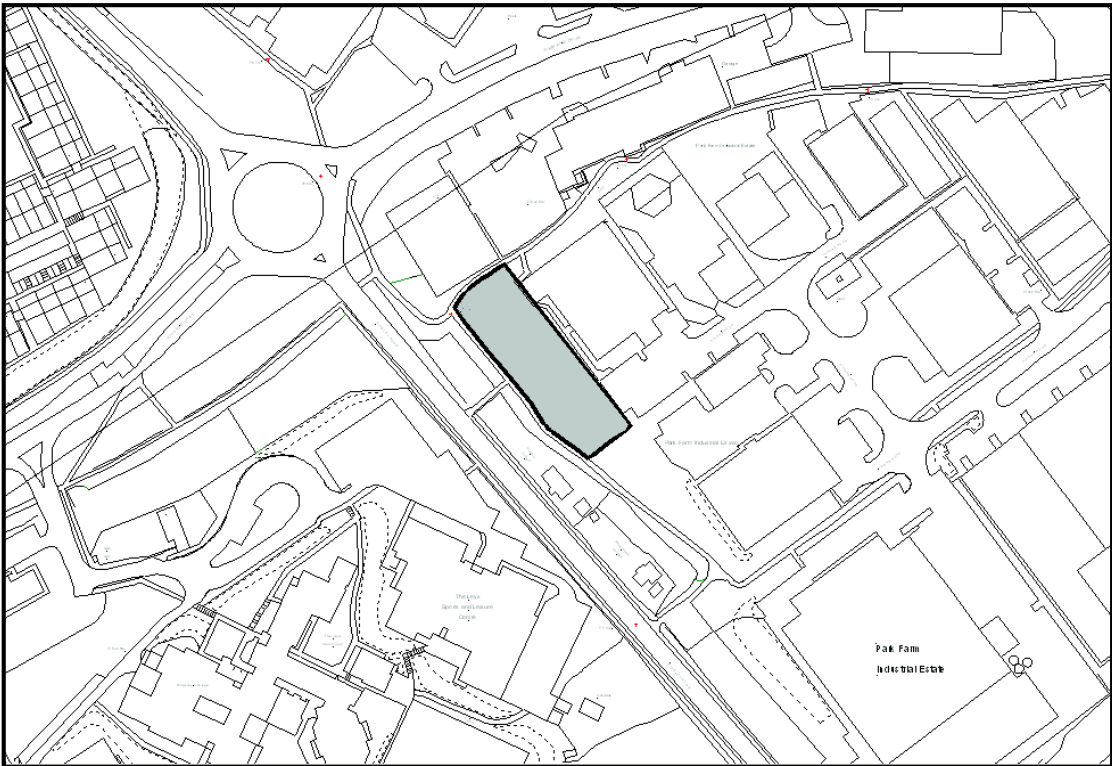
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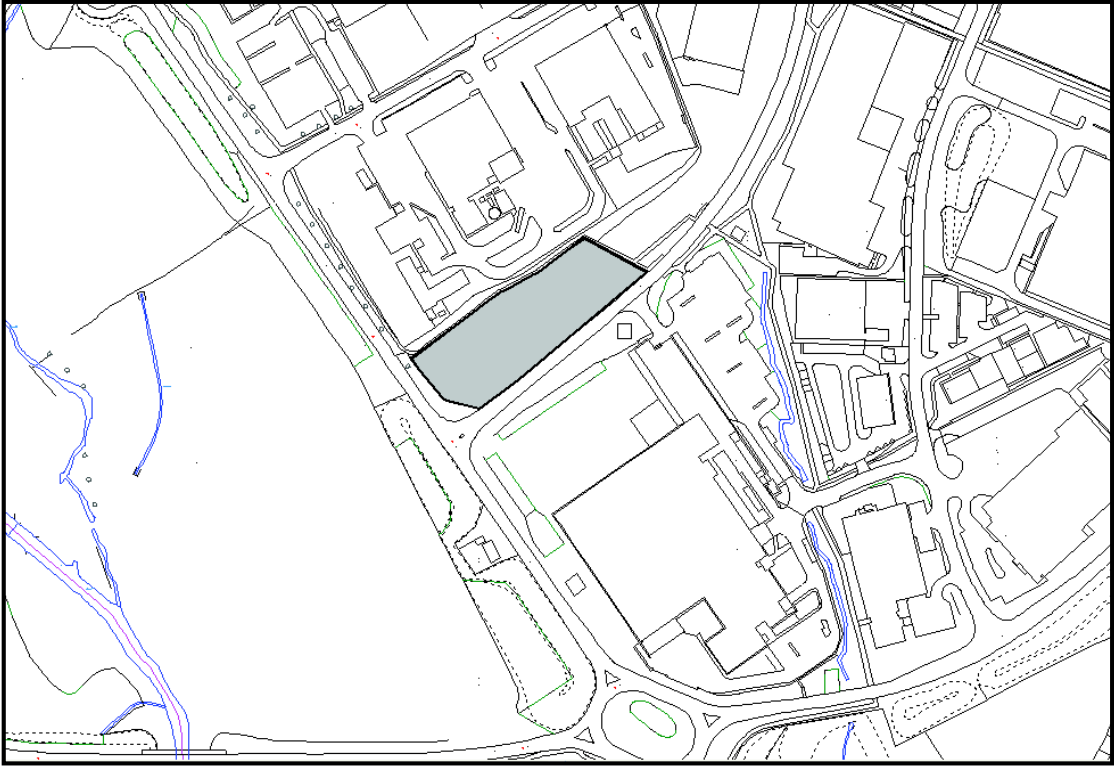
REDDITCH BOROUGH COUNCIL

PROPOSED DIVERSIFICATION PARK DEVELOPMENT

LAND AT WINYATES GREEN TRIANGLE, REDDITCH

TRANSPORT ASSESSMENT

MT/NWK/VRG/835/HOC

NOVEMBER 2009

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1 INTRODUCTION

1.1 Morgan Tucker has been commissioned by Redditch Borough Council to investigate and advise on the transport and highways issues associated with a proposed diversification park on land sandwiched between the A4023 Coventry Highway and A435 Birmingham Road, and to produce a transport assessment which meets the requirements of both Worcestershire County Council and Warwickshire County Council.

1.2 The format and layout of this report take account of the latest transport assessment guidance, as issued by the Department for Transport in March 2007 and also Worcestershire and Warwickshire County Council's own policies and advice.

1.3 As recommended by national guidance, a scoping note was prepared in advance of the drafting of the full TA, in order to reach agreement with Worcestershire and Warwickshire County Councils, as highway authority for the town's internal road network, on the nature of the key issues to be examined in the report and various other technical parameters. The scoping note was mailed to Officers at both County Councils for comment.

1.4 Brian Sharp responded from Worcestershire County Council to confirm that the scoping note met his requirements and to draw our attention to Worcestershire County Council's TA Guidance Note. Warwickshire County Council failed to respond on the scoping note. A copy of the scoping note is included at **Appendix A.**

1.5 The transport assessment will provide supporting technical evidence to the overall planning appraisal process. Specifically, the report assesses the accessibility of the development site by a variety of modes of transport. The sustainability of the site is also considered with respect to relevant policy guidance and an assessment of the traffic impact of the proposal on the surrounding road network is provided and appropriate mitigation measures identified.

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2 EXISTING SITE INFORMATION

2.1 Introduction

2.1.1 In order to assess the impact of the Diversification Park development proposal to be constructed on land at Winyates Green Triangle, Redditch, on the transport network surrounding the site, it has been necessary to establish the existing site conditions.

2.2 Site Location

2.2.1 A location plan (drawing number **JN835-NWK-001**) confirming the position of the development site within the context of the surrounding area is included in **Appendix B.**

2.2.2 The town of Redditch is situated approximately 15 miles south of Birmingham and is located on the northeastern boundary of Worcestershire. The town lies on the A435, which skirts to the east. The main route of access is the A441, which extends between Birmingham and Cookhill. The M42 motorway is a short drive away and it is linked by dual carriageways and A class roads to the surrounding towns of Bromsgrove and Evesham.

2.2.3 The town has a long history of successful manufacturing. In the 19th century, the town manufactured needles and diversified into fishing tackle, with other metal-based trades also growing in importance. Today 22.8% of jobs in Redditch are in the manufacturing sector, compared with 14% in the West Midlands and only 10.6% in Great Britain. The sector is crucial to the local economy.

2.2.4 Redditch was designated a New Town in 1964 and the population increased dramatically with the construction of housing developments such as Church Hill, Matchborough, Winyates, Lodge Park and Woodrow created to accommodated overspill from nearby areas such as Birmingham. Redditch was built as a flagship town using new methods and town planning, examples

of this innovation being that all the main roads are banked to reduce noise to the housing estates, with a network of footpaths and underpasses segregating pedestrians from primary routes.

2.2.5 According to the 2001 Census, Redditch has a population of approximately 78,800.

2.3 Existing Land Uses in the vicinity of the Development Site

2.3.1 The development site is situated on the Winyates Green Triangle on the northeastern boundary of Redditch, with a residential area to the west and south, the A435 Birmingham Road to the east, and the A4023 Coventry Highway to the north. **Plate 1** below highlights the proposed Diversification Park development in context.

Plate 1 – Proposed Development Context

2.4 Existing use of the Development Site

2.4.1 The site is currently agricultural / unused. **Plate 2** refers:

Plate 2 – Development Site

2.5   Air Quality

2.5.1   Under the Environment Act 1995, local authorities are responsible for ensuring that air quality standards are not exceeded within their area after 2005. The National Air Quality Strategy sets standards for the eight main air pollutants and objectives for the UK.

2.5.2   Managing local air quality requires local authorities to identify and take action to tackle any local air quality problems from these pollutants. If conclusions point to objectives being exceeded, an Air Quality Management Area (AQMA) must be declared covering the area affected. Action plans must then be drawn up, involving the many different stakeholders, setting out how further objectives are to be achieved.

2.5.3   As part of this process, the local authority reviews and assesses local air quality on an annual basis and submits a report of their findings to DEFRA. In 2007 Redditch Borough Council published the 2007 Progress Report which indicated that none of the tested locations would exceed acceptable levels for pollutants. An extended diffusion tube survey took place in 2008 to monitor NO2 levels and a further progress report was due in 2008 but is not on the website.

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2.6   Abnormal Usage

2.6.1   The Construction and Use regulations provide the basic law by which normal motor vehicles and trailers (up to a maximum of 40 tonnes) are built and operate on the road. The movement of large or heavy loads and cranes (abnormal loads) that exceed dimensions set down by the regulations is permitted provide they follow the Special Types General Order (STGO) provided by the Department for Transport.

2.6.2   An abnormal load can potentially travel on any road provided the haulier complies with the law including weight limits; however, some roads are more suitable, such as A Class Roads. Before a haulier can move an abnormal load the Police must be notified. In addition if the gross weight or axle weights exceed those specified on the Construction and Use regulations the Highway Authority and bridge owners along the route must be informed e.g. Network Rail. The law requires a minimum of two days notice before moving the load.

2.6.3   At the present time no abnormal loads visit the site and this situation is unlikely to alter as a result of the development.

3 BASELINE TRANSPORT DATA

3.1 Introduction

3.1.1 This chapter firstly describes the character of the surrounding highway network and provides information on recent injury collisions recorded in the vicinity of the development site and baseline 2009 traffic flows from critical junctions in the town confirmed as being within the scope of the assessment.

3.2 Highway Network

3.2.1 The proposed development site is situated on land bounded by Far Moor Lane to the west, the A435 Birmingham Road to the east and the A4023 Coventry Highway to the north.

3.2.2 The A435 Birmingham Road is a de-trunked road, which links Birmingham and Cirencester. The section of the route to the east of the town is single lane carriageway with a 40 mph speed limit changing to a dual carriageway adjacent to the site and the junction with the A4023.

3.2.3 The A4023 Coventry Highway connects the eastern boundary of Redditch with the town centre where it forms the Redditch Ringway. The section of the route to the north of the development site is dual carriageway with a 70 mph speed limit. There is a well-used lay-by on this section of the road adjacent to the development site, along with a Route Information Point. **Plates 3** and **4** refer:

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Plate 3 – Route Information Point adjacent to Development Site

Plate 4 – A4023 Coventry Highway adjacent to Development Site

3.2.4   Far Moor Lane runs between the A4023 Coventry Highway / Moons Moat North Industrial Estate roundabout and Alders Drive to the south. Far Moor Lane is a local distributor road with a 30 mph speed limit in place along its length. **Plate 5** refers:

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Plate 5 – Far Moor Lane near to Development Site

3.3   Personal Injury Collision Statistics (PICS)

3.3.1   In order to confirm the safety record on the road network within the area of influence of the proposed development site, the personal injury collision statistics for the five year period from January 2004 to August 2009 have been obtained from Warwickshire and Worcestershire County Councils.

3.3.2   Analysis of the collision statistics confirms that since January 2004, there have been a total of 32 collisions within the search area surrounding the development site. **Tables 1** and **2** below identify the severity breakdown of these collisions and information on their locations on the road network.

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Category	Number of Collisions between January 2004 – August 2009
Slight	29
Serious	2
Fatal	1

Table 1 - Collision Category

Location	Number of Collisions	Percentage (%)
Far Moor Lane	3	9.4%
A4189 Warwick Highway / Alders Drive Roundabout inc. all approaches	4	12.5%
A4023 Coventry Highway / Far Moor Lane Roundabout inc. all approaches	11	34.4%
A435 Birmingham Road / A4023 Coventry Highway Junction inc. all approaches	8	25%
A4189 Warwick Highway / A435 Birmingham Road Roundabout inc. all approaches	3	9.4%
A435 Birmingham Road between the junction with A4023 Coventry Highway & A4189 Warwick Highway	3	9.4%

Table 2 – Location of Collisions

3.3.3 **Tables 1** and **2** above demonstrate that the vast majority of collisions which have occurred since 2004 resulted in slight injury. They are grouped into 6

locations, with 34.4% occurring on the approaches to or on the A4023 Coventry Highway / Far Moor Lane roundabout and 25% occurring on the approaches to or on the A435 Birmingham Road / A4023 Coventry Highway grade-separated junction. The next highest location with 12.5% was the A4189 Warwick Highway / Alders Drive roundabout and its approaches. Further details regarding the causes of these collisions are provided in **Tables 3** – **8** below:

Collision Reference	Severity	Vehicles Involved	Cause
04DF39326	Serious	HGV	Loss of control due to slippery carriageway surface
06DF49456	Slight	Car v. Car	Foreign National driving on the wrong side of the carriageway
07DE86692	Slight	Car v. Car	Failure to look properly and turned in to the path of an oncoming car

Table 3 – Far Moor Lane

Collision Reference	Severity	Vehicles Involved	Cause
04DF40432	Slight	Car v. Pedal Cycle	Failure to look properly resulting in a car pulling in to the path of an oncoming pedal cyclist
04DF41651	Slight	Car v. Motorcycle	Car collided with the rear of a stationary motorcycle
06DE50316	Slight	Car v. Car	Car collided with the rear of a stationary car

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Collision Reference	Severity	Vehicles Involved	Cause
09D900988	Slight	HGV v. Car	HGV collided with the rear of a stationary car

Table 4 – A4189 Warwick Highway / Alders Drive Roundabout inc. all approaches

Collision Reference	Severity	Vehicles Involved	Cause
04DF42068	Slight	Car v. Taxi	Failure to look properly and turned in to the path of an oncoming taxi
05DF48582	Slight	HGV v. Car	HGV collided with the rear of a stationary car
06DE49886	Slight	Car	Loses Control for unknown reason
06DE51627	Slight	Car	Intoxicated car driver loses control of vehicle
06DE52415	Slight	Car v. Car	Collided with the rear of a stationary car
06DE85255	Slight	Car v. Car	Collided with the rear of a stationary car
07DE86865	Slight	Car v. Car	Loses control of vehicle whilst braking suddenly
07DE87058	Slight	Car v. Car	Collided with the rear of a car changing lane
08DE88588	Slight	Car v. Car	Collided with the rear of a stationary car
09D903514	Slight	Motorcycle	Loss of control whilst negotiating bend

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Collision Reference	Severity	Vehicles Involved	Cause
09D903977	Slight	Car v. Car	Driving on the wrong side of the carriageway

Table 5 – A4023 Coventry Highway / Far Moor Lane Roundabout inc. all approaches

Collision Reference	Severity	Vehicles Involved	Cause
S031868	Slight	Car	Loss of control whilst swerving to avoid another vehicle
S030658	Slight	Car	Loss of control whilst overtaking
S031137	Slight	Car v. Car	Intoxicated car driver loses control of vehicle
S031463	Slight	Car v. Car v. Car v. Car	Collided with the rear of a stationary car in queuing traffic
S030250	Slight	Car	Loses control whilst on slip road
S030603	Serious	Car	Loss of control due to wet carriageway and excessive speed
S031558	Slight	Motorcycle	Loss of control whilst overtaking
S031675	Slight	Car v. Car	Loss of control due to icy carriageway

Table 6 – A435 Birmingham Road /A4023 Coventry Highway Grade Separated Junction inc. all approaches

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Collision Reference	Severity	Vehicles Involved	Cause
S032000	Slight	Car v. Agricultural Tractor	Car collides with the rear of broken down tractor
S030959	Slight	Car v. Car	Failure to look properly results in a car trying to overtake the other car turning right
S030834	Fatal	Car v. Car v. Car	Loses control after exiting roundabout

Table 7 – A4189 Warwick Highway / A435 Birmingham Road Roundabout inc. all approaches

Collision Reference	Severity	Vehicles Involved	Cause
S031383	Slight	Car v. Car v. Car	Car collides with the rear of a car attempting u-turn
S031767	Slight	Car v. Car	Car collides with rear of a car who has braked suddenly
S031707	Slight	Car v. LGV. Car	Car collides with rear of stationary car who was waiting to turn right

Table 8 – A435 Birmingham Road between A4023 Coventry Highway and A4189 Warwick Highway

3.3.4 Closer inspection of the interpreted listings reveals that the majority of collisions have occurred as a result of driver error for example, failing to look properly, following too closely and poor judgement. In addition, several of

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these collisions occurred when the road conditions were wet/icy or there were objects in the carriageway.

3.3.5 One fatality occurred in the search area between 2004 and 2009, which occurred on 28 June 2008 at 1730 at the roundabout of A435 Birmingham Road and A4189 Warwick Highway. This occurred during the day, on a dry carriageway and in fine weather. The driver of the first car was travelling northwest bound on the A435 and exited the roundabout where they lost control, colliding with an oncoming southbound travelling car. A third car then collided with the rear of the second car as they were unable to stop in time. The driver of vehicle 1 aged 76 suffered fatal injuries.

3.3.6 Based on the information identified in the collision analysis, it is considered likely that the development proposals will not result in a statistically significant increase in the frequency or severity of collisions in the area surrounding the development site. The full listings from both authorities are contained in **Appendix C**.

3.4 Base Traffic Flows

3.4.1 In order to establish the 2009 base traffic flows on the A4023 Coventry Highway, a classified traffic survey was undertaken for the morning, afternoon and evening peak periods on the 8th September 2009. The data is contained in **Appendix D**.

3.4.2 In order to establish the 2009 base traffic flows on the A4189 Warwick Highway and Alders Drive / Far Moor Lane junction, a classified traffic survey was undertaken for the morning, afternoon and evening peak periods on the 9th September 2009.

3.4.3 In order to establish the 2009 base traffic flows on Far Moor Lane, an Automatic Traffic Counter (ATC) was laid between Wednesday the 9th September and Friday the 11th September 2009 between the junctions of Ilshaw Close and Hollyberry Close. **Plate 6** refers:

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Plate 6 – Location of ATC on Far Moor Lane

3.4.4   Warwickshire County Council has provided ATC data for the A435 Birmingham Road (south of Gorcott Hill) from Monday the 1st June until Tuesday the 30th June 2009. This data includes vehicle count and speed survey information. **Plate 7** refers:

Plate 7 – Location of ATC on A435 Birmingham Road

3.4.5   The resulting 2009 peak hour base flows for the local road network are illustrated on the summary distribution diagram on drawing number **JN835-**

NWK-002 and the ATC data Speed Data for the A435 Birmingham Road and Far Moor Lane is contained in **Appendix D**.

3.5 Speed Data

3.5.1 In order to ascertain the speed of traffic travelling along Far Moor Lane, the A4023 Coventry Highway and the A435 Birmingham Road past the proposed development site, either a manual speed survey or ATC data was required. A manual speed survey was undertaken on the A4023 Coventry Highway on the 3rd September 2009, and the ATC data for Far Moor Lane and the A435 Birmingham Road was used to obtain speed survey information for those roads.

3.5.2 The 85th percentile speeds have been obtained in accordance with TA22/81 (Vehicle speed measurement on All Purpose Roads) of the Design Manual for Roads and Bridges.

3.5.3 With regards to the manual speed survey on the A4023 Coventry Highway, it was undertaken during neutral hours, i.e. non-peak hours, for a 2-hour period using a radar speed measurement gun. The enumerator was positioned in an unmarked car on the A4023 Coventry Highway so as not to affect traffic speeds and so that motorists were not aware of his presence. The weather was dry and sunny.

3.5.4 The speeds of 100 vehicles in a westbound direction were recorded in free flow conditions in order to obtain as accurate a sample as possible. The speeds were recorded as vehicles passed the speed survey point. As the sample size of the survey was less than 200 vehicles the standard deviation method of calculation was used to determine the 85th percentile speed.

3.5.5 The detailed survey results are attached at the rear of this report in **Appendix D** and the calculated 85th percentile speeds are confirmed in **Table 9 – 11** below:

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Direction of Traffic Flow	Dry Weather 85th Percentile Speed	Wet Weather 85th Percentile Speed
Westbound towards the Moons Moat roundabout	63.09mph	58.12mph

Table 9 – Speed Survey Results – A4023 Coventry Highway

Direction of Traffic Flow	Dry Weather 85th Percentile Speed	Wet Weather 85th Percentile Speed
Northbound	44.73mph	42.23mph
Southbound	43.27mph	40.77mph

Table 10 – Speed Survey Results – Far Moor Lane

Direction of Traffic Flow	Dry Weather 85th Percentile Speed	Wet Weather 85th Percentile Speed
Northbound towards the junction with the A4023 Coventry Highway	44.6mph	42.1mph
Southbound towards the junction with the A4189 Warwick Highway	43.9mph	41.4mph

Table 11 – Speed Survey Results – A435 Birmingham Road

3.5.6 The speed survey results above show that vehicles in both directions are travelling in excess of the 30 mph speed limit along Far Moor Lane and in excess of the 40 mph speed limit along the A435 Birmingham Road. The higher speeds can be attributed to the inactive frontage on Far Moor Lane, lack of pedestrian activity or parked cars, and on the A435 Birmingham Road this can be attributed to the nature of the road and again its largely inactive frontage.

3.6   Existing Trip Generation

3.6.1 The site is currently agricultural / unused and is generating minimal trips.

4 SUSTAINABLE TRANSPORT MODES AND ACCESSIBILITY

4.1 Introduction

4.1.1 This chapter discuss in detail access to the development by sustainable modes of travel and how this could be improved through the use of a Travel Plan.

4.2 Pedestrian and Cycling Facilities

4.2.1 Walking and cycling have significant roles to play in delivering a more sustainable transport system. Nearly a quarter of all car driver trips are less than 2 miles and 56 per cent are less than 5 miles (DfT, 2008). For some of these journeys, walking and cycling can be a real alternative. Not only does this help reduce congestion and pollution, but it can also improve our health and wellbeing and reduce obesity.

4.2.2 PPG13 (paragraph 75) identifies walking as being "the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under 2 kilometres."

4.2.3 The Institution of Highways and Transportation (IHT) publication 'Guidelines for providing for journeys on foot' (2000) provides guidance on how to encourage pedestrian travel. Within paragraph 3.3.1 it identifies the following factors as being the main influence on acceptable walking distances: -

- An individual's fitness and physical ability
- Encumbrances, e.g. shopping pushchair
- Availability, cost and convenience
- Time savings
- Journey purpose
- Personal Motivation
- General deterrents to walking

4.2.4 The Guidelines also note that walking accounts for over a quarter of all journeys and four-fifths of journeys less than one mile, (1.6 kilometres). Furthermore, walking is also an essential part of much car and almost all public transport travel, as bus stops are usually accessed on foot. The promotion of sustainable, integrated transport therefore involves providing good pedestrian links to public transport facilities. A drawing is contained in **Appendix E** (**JN835-NWK-004**) which demonstrates the area accessible within a comfortable 2 kilometre walk distance of the site.

4.2.5 A footpath is adjacent to the development site on Far Moor Lane and forms a continuous wide path of approximately 2 metres behind a 9.5 metre wide highway verge. There is regular street lighting, along with interconnecting underpasses (approximately 3.8 metres wide) under Far Moor Lane into the neighbouring residential estate. **Plates 8** - **10** refer:

Plate 8 – Footpath on Far Moor Lane

Plate 9 – Typical underpass under Far Moor Lane

Plate 10 – Typical linkage into neighbouring residential estate

4.2.6 PPG13 (paragraph 78) identifies cycling as having "the potential to substitute for short car trips, particularly those under 5km, and to form part of a longer journey by public transport." A drawing is contained in **Appendix E** (**JN835-NWK-005**) which demonstrates the area accessible within a comfortable 5 kilometre cycle distance of the site.

4.2.7 Redditch's urban road infrastructure is conducive to cycling, with its network of residential roads and footpath/underpass connections bypassing busier

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roads. However the area would benefit from pedestrian/cycle signage to encourage the use of these sustainable modes of travel.

4.2.8   Redditch is on the National Cycle Network Routes 5 and Regional Route 55. NCN5 is a long distance route which when compete will connect Reading and Holyhead via Oxford, Banbury, Stratford-upon-Avon, Redditch, Bromsgrove, Birmingham, Walsall, Stafford, Stoke-on-Trent, Chester, Colwyn Bay and Bangor. NCN55 is a regional route linking Redditch to Kings Norton in the West Midlands. **Plate 11**, courtesy of Worcestershire County Council's LTP2, refers:
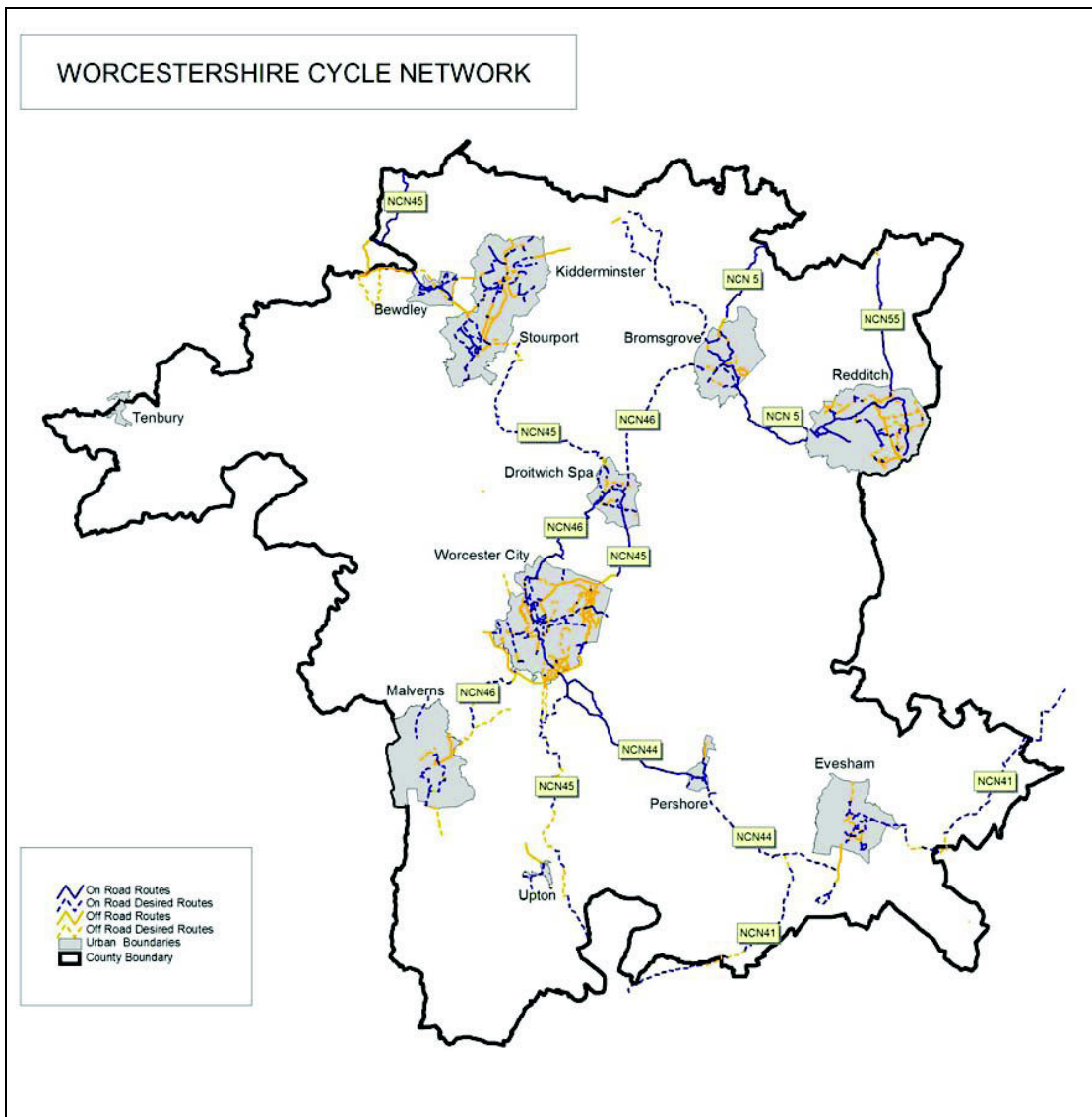
Plate 11 – Worcestershire Cycle Network

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4.2.9 It is proposed that the development will provide undercover cycle parking to meet local standards.

4.3 Passenger Transport Facilities - Bus

4.3.1 An assessment of the existing bus facilities within the vicinity of the proposed development has been undertaken following a site visit on the 3rd September 2009.

4.3.2 The development site is well located for access to public transport with bus stops within comfortable walking distance of the proposed site access on Far Moor Lane. The nearest bus stops are near Illshaw Close and Furze Lane, which are located less then 20 metres from the potential vehicular access to the development site and approximately 200 metres apart from one another. A drawing (**JN835-NWK-006)** is contained in **Appendix E** which confirms the bus stop infrastructure within a 400-metre walk distance of the site.

4.3.3 The bus stops both consist of hard standing, a post, with a flag and timetable information attached. In addition, the Furze Lane stop is linked to the footpath adjacent to the development site by a further footpath. **Plates 12** and **13** refer:

Plate 12 – Near Illshaw Close, Far Moor Lane

Plate 13 – Near Furze Lane, Far Moor Lane

4.3.4 An assessment of the existing bus services within the vicinity of the proposed development has been undertaken, and route and timetable information has been obtained courtesy of the Worcestershire County Council website. All bus timetables and routes operating along Far Moor Lane e.g. within 400 metres of the development site are summarised in **Tables 9 - 10** below.

4.3.5 Services 52 and 53 are circular routes operating along Far Moor Lane, hourly Monday to Saturday.

	Direction/Route/Operator	Frequency of Service		
		Morning	**Daytime**	**Evening**
Monday - Saturday	Redditch - Church Hill - Matchborough East - Alexandra Hospital - Winyates West - Riverside - Redditch 52 First	0906	1006 1106 1206 1306 1406 1506	

	Redditch - Riverside - Winyates West - Alexandra Hospital - Matchborough East - Church Hill - Redditch 53 First		1004 1104 1204 1304 1404	

(Monday - Saturday)

Table 9 – Services 52 and 53, Far Moor Lane

4.3.6 Service 61 is a circular route operating along Far Moor Lane, hourly Monday to Saturday.

		Frequency of Service		
	Direction / Route	**Morning**	**Daytime**	**Evening**
Monday - Saturday	Sainsbury's - Redditch - Winyates Green - Matchborough East (Circular) 61 Diamond	0804 0854	1014 1114 1214 1314 1414 1514 1614	1714 1804

Table 10 – Service 61, Far Moor Lane

4.3.7 The contents of the above tables were correct at the time of printing and clearly illustrate that there are already frequent opportunities for travel around Redditch by bus.

4.4 Travel Plan

4.4.1 A Travel Plan is a specific package of measures tailored to suit the needs of individual sites aimed at promoting greener, cleaner travel choices and reducing single occupancy car journeys.

4.4.2 The objectives for the Business Travel Plan would be to enable modal choice for visitors to the site and to reduce single occupancy car trips associated with the site. It would address commuter journeys and business journeys. For

example, measures could include an information pack for visitors with bus timetables.

4.4.3　The Travel Plan would include a range of mechanisms, initiatives, targets, indicators and associated monitoring/review procedures to reduce the impact of travel associated with the site on the environment. For example, it would be likely to include targets to encourage the use of local bus services.

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5   PROPOSED DEVELOPMENT

5.1   Introduction

5.1.1   This chapter will discuss in detail the proposed development site and the impact of new trips generated by the development.

5.2   Proposed Development

5.2.1   The proposal is to create a Diversification Park to facilitate businesses in Redditch by manufacturing new products for growth sectors or finding alternative markets for their current products. The businesses themselves would not locate on the diversification park; rather they would use the facilities on the park to help develop their new products. The park should be a central facility for manufacturers to access support and services specifically designed to meet their needs. These could include:

- o   Manufacturing Advisory Service
- o   Other Business Link Services
- o   Proto-typing companies
- o   Solicitors specialising in patent and intellectual property rights
- o   Incubator units
- o   Market research companies
- o   CAD/CAM specialists

5.2.2   The Park would also be a host location for regular events such as:

- o   International trade events
- o   Meet the buyer events
- o   Meet your maker events

5.3   Proposed Parking

5.3.1   Car parking spaces will be provided in accordance with government guidance, and specific local guidance.

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5.3.2 Cycle parking spaces will be provided in accordance with government guidance, and specific local guidance.

5.4   Trip Generation

<u>Diversification Park / Business Innovation</u>

5.4.1 In order to derive the potential level of new trips that would be generated by the proposed development, the TRICS 2009 database has been interrogated, however, in the absence of comparable survey sites, Morgan Tucker conducted our own multimodal transport survey at a local site which was considered to be comparable.

5.4.2 Newark Beacon is a state of the art business innovation centre approximately 2000 sqm, completed in 2007 to offer 27 office units, along with 4 light industrial units, additional support facilities, virtual office facilities, conference facilities, and a café. Although smaller then the proposed Diversification Park, the survey results were factored accordingly.

5.4.3 Full results of the survey of Newark Beacon are contained in **Appendix F**.

5.4.4 The resulting trip generations (factored up for a 10,000 sqm development) are in **Table 11** below:

Use	AM Peak Hour (08:00 – 09:00)		PM Peak Hour (17:00 – 18:00)	
	Arrivals	**Departures**	**Arrivals**	**Departures**
Business Innovation Centre - Vehicles	205	20	25	160
Business Innovation Centre - Pedestrians	50	5	0	5
Business Innovation	15	0	5	5

Centre - Cyclists				

Table 11 – Proposed Trip Generations 10,000 sqm Business Innovation Centre

5.4.5 To summarise, the proposed development would generate a worst case of 225 2-way trips in the AM peak hour and 185 2-way trips in the PM peak hour for 10,000 sqm business innovation development.

5.4.6 The resulting trip generations (factored up for a 20,000 sqm development) are in **Table 12** below:

Use	AM Peak Hour (08:00 – 09:00)		PM Peak Hour (17:00 – 18:00)	
	Arrivals	Departures	Arrivals	Departures
Business Innovation Centre - Vehicles	410	40	50	320
Business Innovation Centre - Pedestrians	100	10	0	10
Business Innovation Centre - Cyclists	30	0	10	10

Table 12 – Proposed Trip Generations 20,000 sqm Business Innovation Centre

5.4.7 To summarise, the proposed 20,000 sq.m business innovation development would generate a worst case of 450 two-way trips in the AM peak hour and 370 two-way trips in the PM peak hour.

Business Park

5.4.8 For a further comparison, the TRICS 2009 database has been interrogated for Business Parks to provide a statistically valid estimate of the likely rate of trip generation (full information contained in **Appendix F**). In addition, a

modal split pie chart is contained below to illustrate the division of trips via mode. **Plate 14** refers:
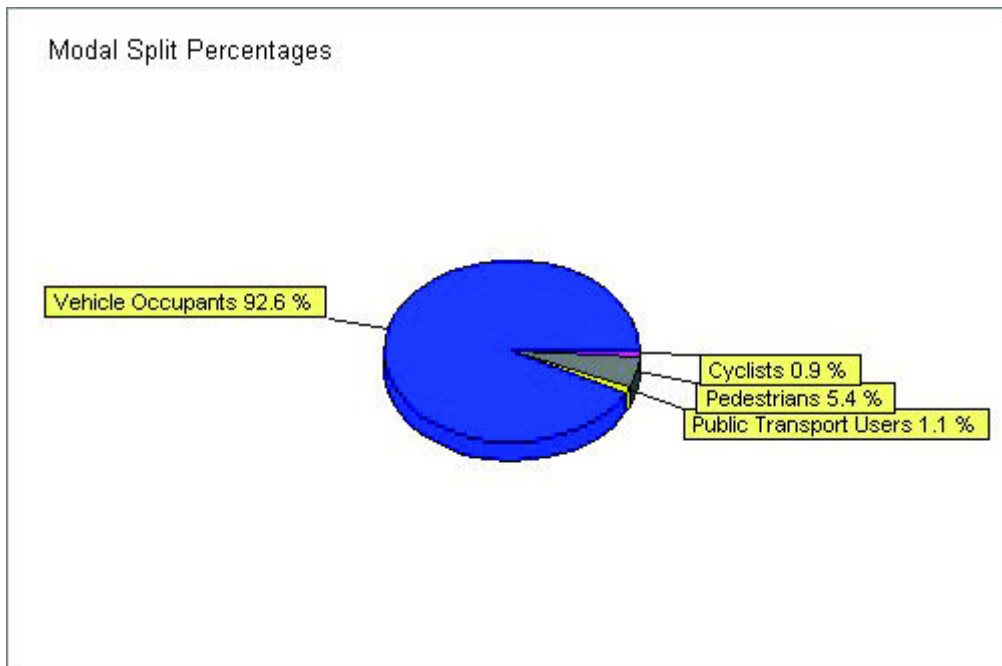
Plate 14 – Business Park

5.4.9   The resulting trip generations are displayed below in **Table 13**:

Use	AM Peak Hour (08:00 – 09:00)		PM Peak Hour (17:00 – 18:00)	
	Arrivals	**Departures**	**Arrivals**	**Departures**
Per 100 sqm	1.364	0.286	0.235	1.186
Business Park – Vehicles	136	29	23	119
Business Park – Pedestrians	10	1	2	8
Business Park – Cyclists	2	0	0	1
Business Park – Public Transport Users	4	0	0	2

Table 13 – Proposed Trip Generations 10,000 sqm Business Park

5.4.10 To summarise, the proposed development would generate a worst case of 165 2-way trips in the AM peak hour and 142 2-way trips in the PM peak hour for 10,000 sqm business park development.

5.4.11 The resulting trip generations are displayed below in **Table 14**:

Use	AM Peak Hour (08:00 – 09:00)		PM Peak Hour (17:00 – 18:00)	
	Arrivals	Departures	Arrivals	Departures
Per 100 sqm	1.364	0.286	0.235	1.186
Business Park – Vehicles	273	57	47	237
Business Park – Pedestrians	21	1	4	17
Business Park – Cyclists	5	0	0	3
Business Park – Public Transport Users	8	0	0	4

Table 14 – Proposed Trip Generations 20,000 sqm Business Park

5.4.12 To summarise, the proposed development would generate a worst case of 330 two-way trips in the AM peak hour and 284 two-way trips in the PM peak hour for 20,000 sqm business park development.

Residential Development

5.4.13 Lastly, in early 2000, the development site was investigated for a 300 house residential development. For accuracy, the TRICS 2009 database has been re-interrogated for Residential Development to provide an up-to-date estimate of the likely rate of trip generation (full information contained in **Appendix F**). In addition, a modal split pie chart is contained below to illustrate the division of trips via mode. **Plate 15** refers:

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Modal Split Percentages

Vehicle Occupants 78.6 %

Cyclists 0.8 %

Pedestrians 18.1 %

Public Transport Users 2.5 %
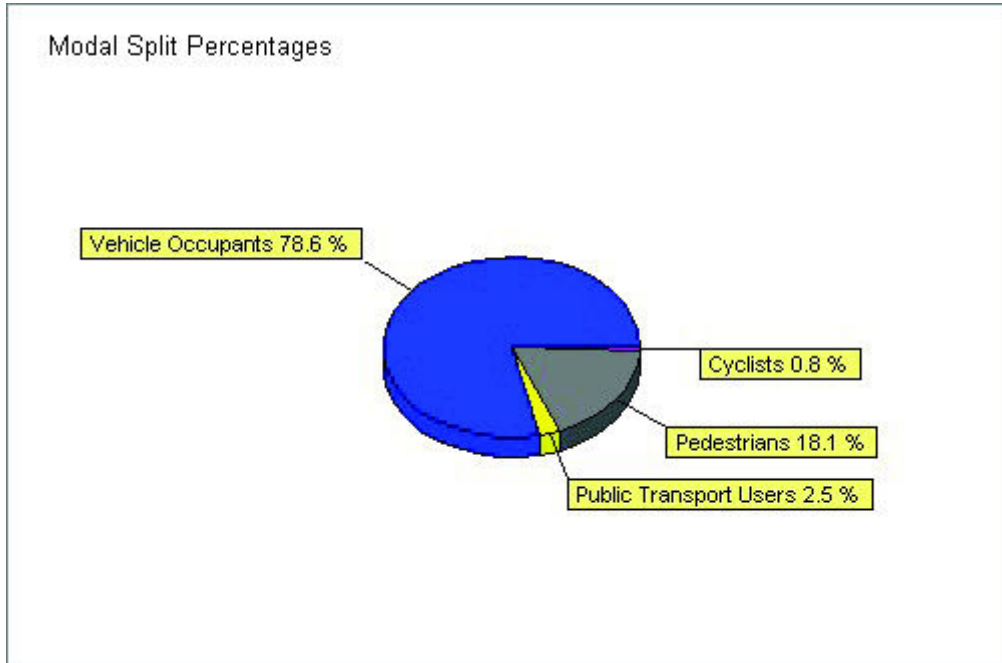
Plate 15 – Residential Development

5.4.14 The resulting trip generations are displayed below in **Table 15**:

Use	AM Peak Hour (08:00 – 09:00)		PM Peak Hour (17:00 – 18:00)	
	Arrivals	Departures	Arrivals	Departures
Per Dwelling	0.223	0.469	0.439	0.309
300 Residential Dwellings – Vehicles	67	141	132	93
300 Residential Dwellings – Pedestrians	15	72	27	19
300 Residential Dwellings – Cyclists	3	2	0	1
300 Residential Dwellings – Public Transport Users	12	13	4	1

Table 15 – Proposed Trip Generations 300 Residential Dwellings

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5.4.15 To summarise, the proposed 300 dwelling residential development would generate a worst case of 208 two-way trips in the AM peak hour and 225 two-way trips in the PM peak hour.

Conclusion

5.4.16 As demonstrated above, the worst case for trip generation is a business innovation use with 20,000 sqm generating 450 two-way trips in the AM peak hour and 370 two-way trips in the PM peak hour.

5.5   Census Data

5.5.1   The 2001 Census holds the most up-to-date source of data about the population of Redditch, which can be used to check that the trip generations and modal splits we are proposing for this development site are appropriate. The Redditch map is contained in **Plate 16** below:
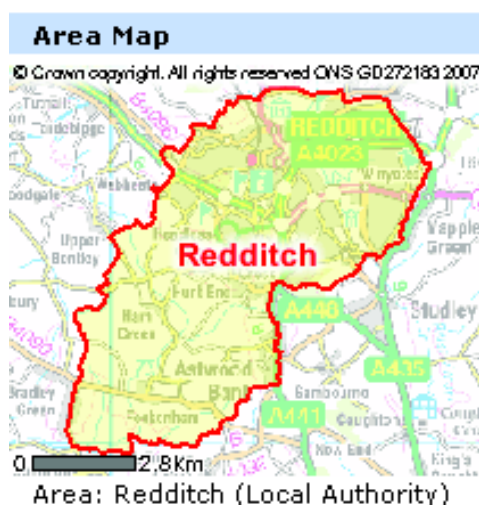
Plate 16 – Census Redditch Area

5.5.2   According to the 2001 Census Data, car ownership in Redditch is higher then in the West Midlands as a whole, with only 21% of households without a car compared to 27% for the West Midlands. 42% of households have 1 car in Redditch compared to 43% in West Midlands, and 37% have 2 or more cars compared to 30% in the West Midlands. **Plates 17** and **18** below illustrate:

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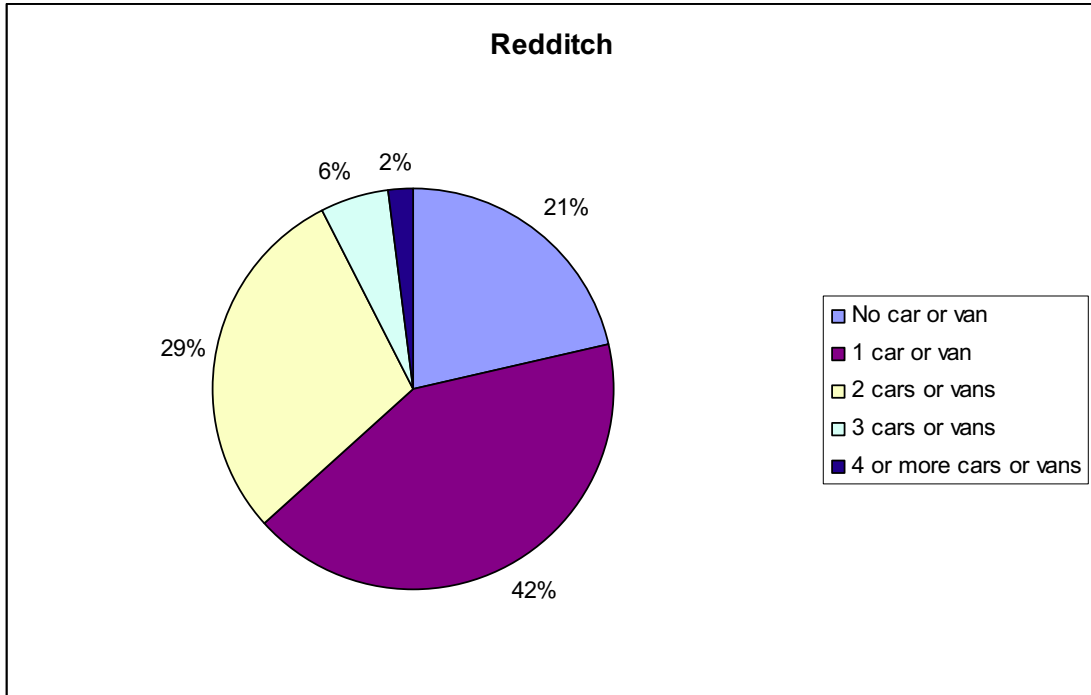
Plate 17 – Car ownership per household in Redditch (2001 Census)
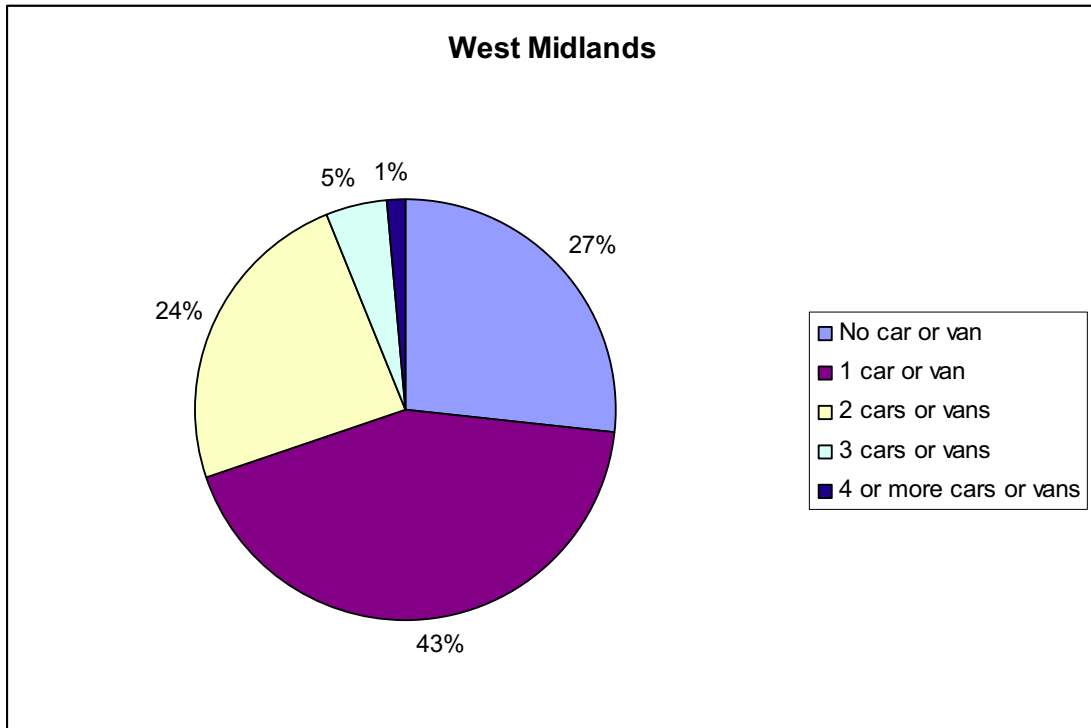
Plate 18 – Car ownership per household in the West Midlands (2001 Census)

5.5.3 The impact of car ownership in Redditch is illustrated in **Plate 19** below where car use is by far the most popular mode of travel, with 70% of journeys to

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work made by people driving a car, and a further 8% as a passenger in a car, in employment in the Redditch area. The percentage of people who travel to work via a sustainable mode of transport such as walking, cycling, and public transport is 9%, 2% and 10% respectively, providing a total of 21% of all journeys.
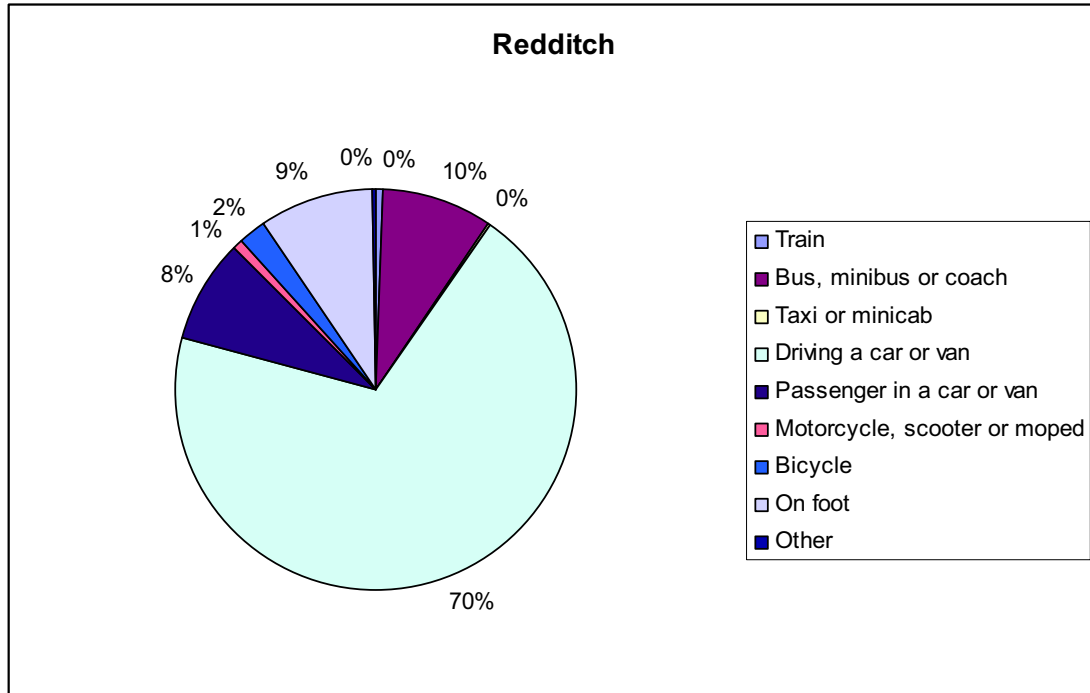
Redditch

Plate 19 – Travel to Work by Mode in Redditch (2001 Census)

5.5.4   **Plate 20** below demonstrates that the car is slightly less dominant with 67% of people employed in the West Midlands travelling to work made by people driving a car, and a further 8% as a passenger in a car. In turn, the percentage of people who use sustainable travel modes has increased to 24% of the modal split (10% walking, 2% cycling, 12% public transport).

West Midlands

Train
Bus, minibus or coach
Taxi or minicab
Driving a car or van
Passenger in a car or van
Motorcycle, scooter or moped
Bicycle
On foot
Other

0% 2% 10% 0% 10% 2% 1% 8% 67%
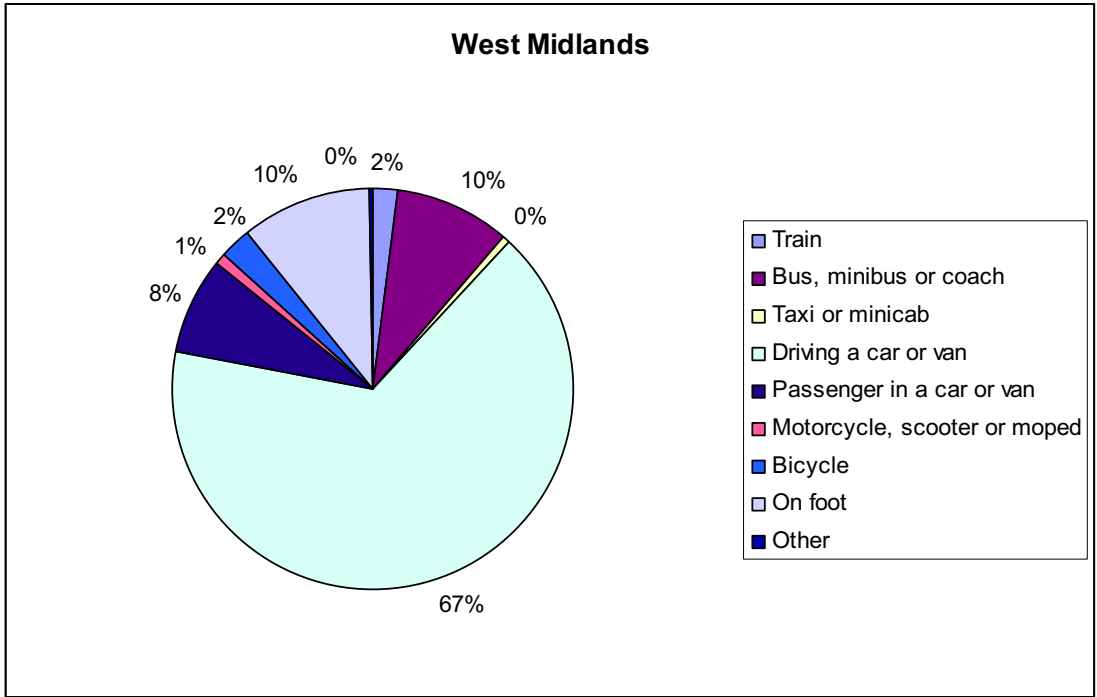
Plate 20 – Travel to Work by Mode in the West Midlands (2001 Census)

5.5.5 **Plate 21** below demonstrates that 28% of journeys to work in Redditch are less than 2 km, a comfortable walking distance, and 33% are between 2 and 5 km, so comfortable cycling or public transport distance.

Redditch

Less than 2km
2km to less than 5km
5km to less than 10km
10km to less than 20km
20km to less than 30km
30km to less than 40km
40km to less than 60km
60km and over

2% 1% 3% 9% 28% 15% 9% 33%
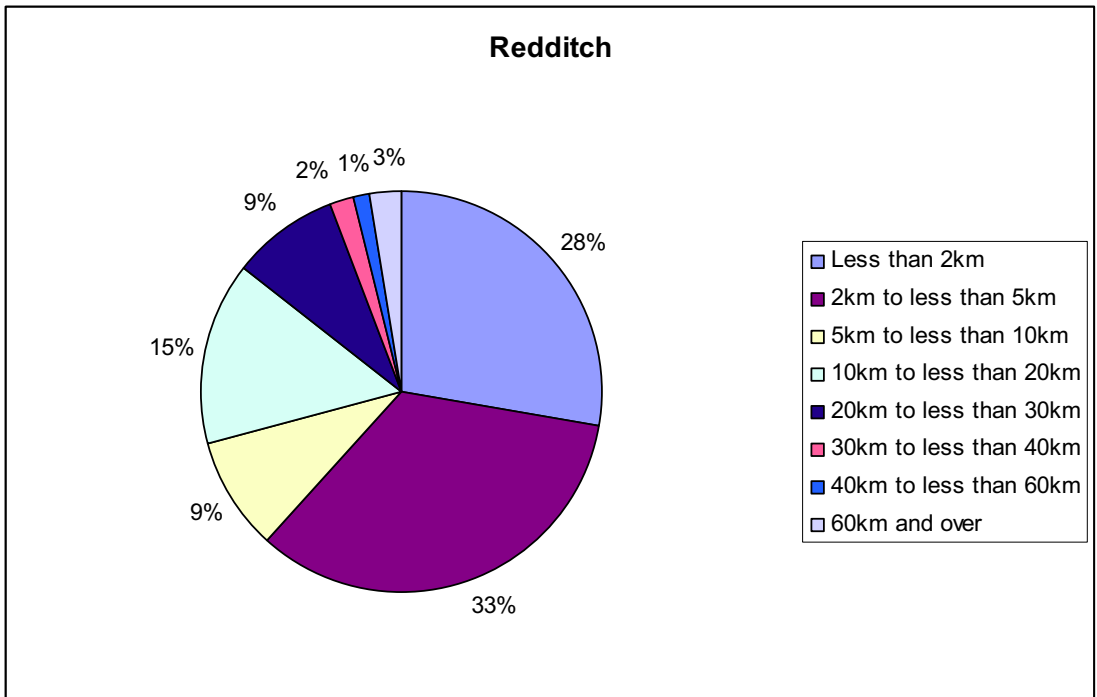
Plate 21 - Distance Travelled to Work in Redditch (2001 Census)

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5.5.6 In comparison, **Plate 22** below demonstrates that 23% of journeys to work in the West Midlands are less than 2 km and 26% of journeys are between 2 and 5 km.
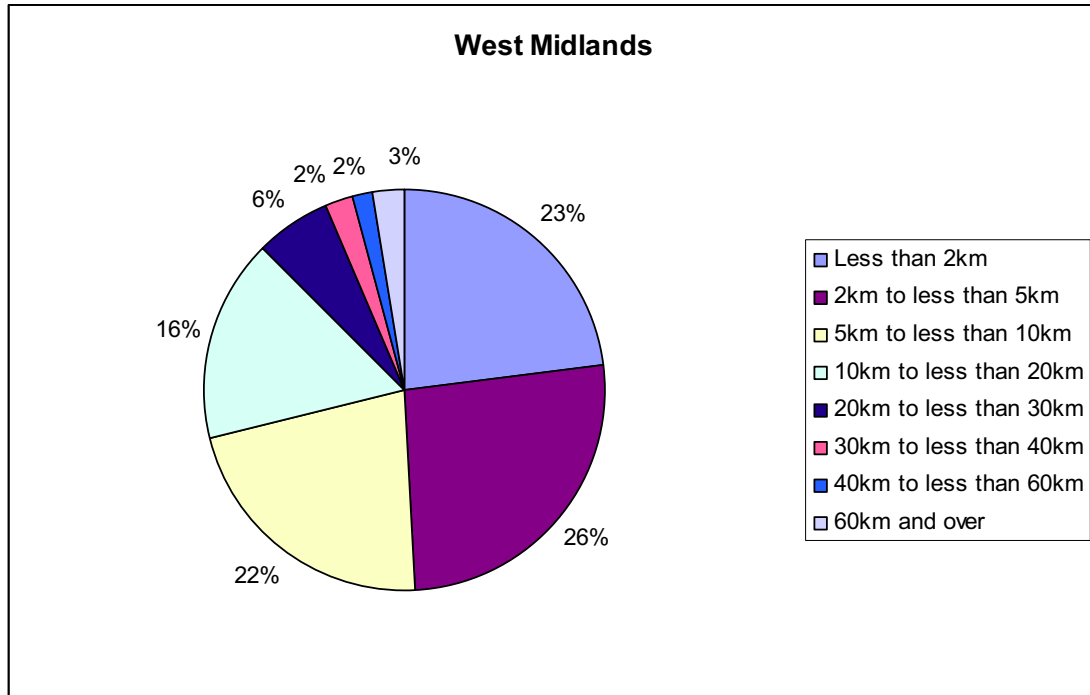
Plate 22 - Distance Travelled to Work in the West Midlands (2001 Census)

Conclusion

5.5.7 From the investigations above into the 2001 Census data for Redditch and the West Midlands, it is likely that approximately 75-78% of trips generated by the proposed development site will be by car with sustainable travel modes comprising the remaining 22-25%. This is a similar level to the results of the TRICS investigations, therefore it is acceptable to use these surveys for estimating the likely trip generations on the local highway network.

5.6   Trip Distribution

5.6.1 Following the investigation into the 2001 Census Data for Redditch, it is still not clear what the likely origin and destinations will be of the trips generated to/from the proposed development. Development trip distribution diagrams

(**JN835-NWK-006** – **JN835-NWK-008**) illustrating the likely assignment of the development traffic are attached at **Appendix F**.

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6   IMPACT APPRAISAL

6.1   Introduction

6.1.1   This chapter will discuss in greater detail the likely impact of the proposed
         development site as measured against the government's five objectives for
         transport (outlined in A New Deal for Transport and A New Deal for Trunk
         Roads White Papers), applied through the New Approach to Appraisal
         (NATA).

6.2   Environment

6.2.1   In 2007 Redditch Borough Council published the 2007 Progress Report which
         indicated that none of the tested locations would exceed acceptable levels for
         pollutants. An extended diffusion tube survey took place in 2008 to monitor
         NO_2 levels and a further progress report was due in 2008 but is not on the
         website.

6.2.2   In terms of environmental impact of the development, the proposal will result
         in the generation of motorised vehicle trips. However the subsequent
         improvement of accessibility through the use of an innovative travel plan and
         other necessary transport improvements to provide new linkages such as
         improvements to public transport, would mediate the impact.

6.3   Safety

6.3.1   In order to confirm the safety record on the road network within the area of
         influence of the proposed development site, the personal injury collision
         statistics for the five year period from January 2004 to August 2009 have
         been obtained from Warwickshire and Worcestershire County Councils.

6.3.2   Analysis of the collision statistics confirms that since January 2004, there
         have been a total of 32 collisions within the search area. Inspection of the
         interpreted listings reveals that the majority of collisions have occurred as a
         result of driver error for example, failing to look properly, following too closely
         and poor judgement. In addition, several of these collisions occurred when
         the road conditions were wet/icy or there were objects in the carriageway.

6.3.3 Based on the information identified in the collision analysis, it is considered likely that the development proposals will not result in a statistically significant increase in the frequency or severity of collisions in this area of Redditch.

6.4 Economy

6.4.1 One of the key roles of the planning system is to ensure that sufficient and attractive land is available for employment related development. The Borough Council has recently prepared a Draft Employment Land Review (October 2008) as part of its Local Development Framework that it is currently progressing. The purpose of the Review is to provide a context for the Local Development Framework by establishing future employment sites. The Review examines existing employment sites in terms of their fitness for future employment use, and identifies new sites for future use.

6.4.2 **Plate 23** below demonstrates that out of the people in Redditch who are of an economically active age; 65% are employed full-time, 17% part-time, 10% are self-employed, 3% are full-time students and 5% unemployed.
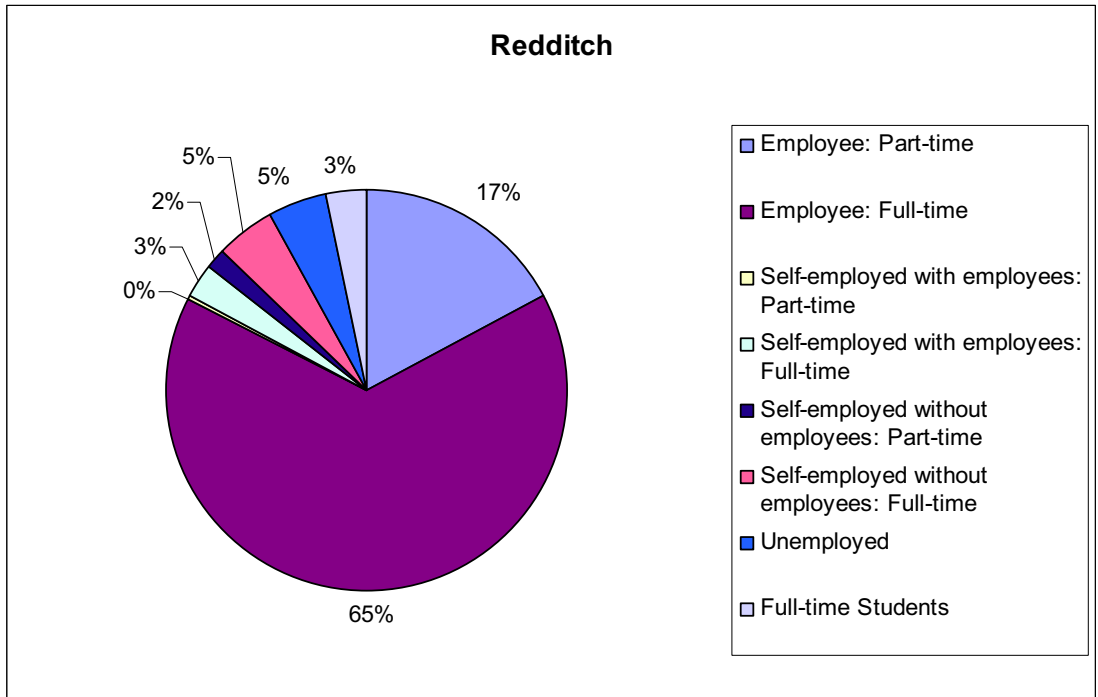
Plate 23 – Economic Activity in Redditch (2001 Census)

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6.4.3 **Plate 24** demonstrates that the largest percentage of people (29%) work in manufacturing, followed by wholesale and retail trade / motor vehicles (19%), real estate (12%), health and social work (9%). Please note, there are very small percentages of people working in agriculture, hunting, forestry, fishing, mining and quarrying, electricity, gas, and water supply, which are not reflected on **Plate 24**.

Redditch

- Manufacturing
- Construction
- Wholesale & retail trade; repair of motor vehicles
- Hotels and catering
- Transport storage and communication
- Financial intermediation
- Real estate; renting and business activities
- Public administration and defence
- Education
- Health and social work
- Other
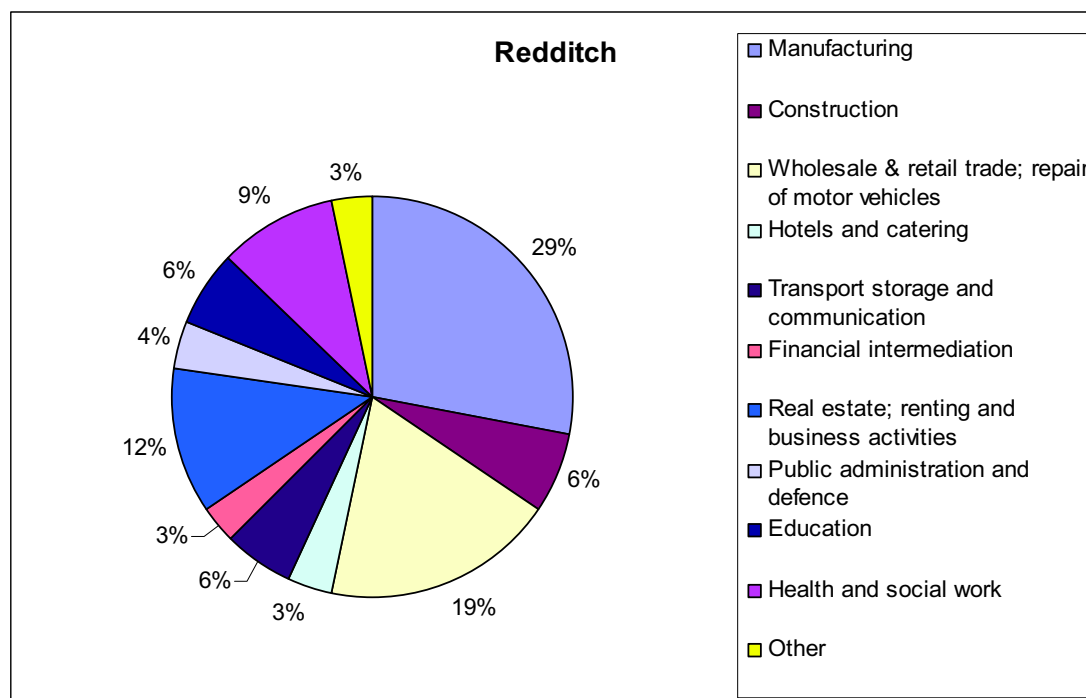
Plate 24 – Employment Industry in Redditch (2001 Census)

6.4.4 The results in **Plate 24** above for manufacturing concur with Redditch Borough Council's desire for a Diversification Park to support manufacturers and individuals, and the manufacturing industry in Redditch.

6.5 Accessibility

6.5.1 Worcestershire's second Local Transport Plan for 2006-11 (LTP2) was published in March 2006. The LTP2 outlines the transport strategy for Worcestershire for a five year period ending March 2011, and provides details of priority projects for the improvement of transport within Worcestershire. The overall vision of the LTP2 strategy is "To deliver a transport system within Worcestershire that is safe to use, and which allows people to easily access

the facilities that they need for their day-to-day life in a sustainable and healthy way."

6.5.2 The Worcestershire LTP2 has the following relevant transport strategies which have been developed following analysis of transport issues within the context of the wider priorities for the County and are underpinned by the four shared Priorities for Transport :

- To ensure that all residents, visitors and workers in Worcestershire can access the facilities they need to carry out day-to-day activities by the safest, most efficient and convenient mode of transport available to them.
- To minimise the impact of all modes of transport upon the local environment, and seek to reduce vehicle emissions arising from transport activity within Worcestershire.
- To ensure that traffic congestion within Worcestershire does not constrain economic activity within the County, reduce the impact of congestion upon local communities, and ensure that the environmental impact of congestion is minimised.
- To create a transport network within Worcestershire that is even safer for people to use.
- To ensure that land use decisions take full account of transport issues and that community facilities are located to minimise the need for travel for their users.

6.5.3 The Worcestershire LTP2 contains the Accessibility Strategy which covers a wide range of transport modes as well as the need to ensure the accessibility of facilities is considered when land use decisions are made. The vision for the accessibility strategy is "To ensure that people have access to key services at reasonable cost, in reasonable time, and with reasonable ease, and in a way that promotes better health for all." It is outlined within the plan that implementing the accessibility strategy will involve improving walking, cycling, passenger transport, and public rights of way facilities across the County and involve partnership working.

6.5.4 Warwickshire County Council developed a second Local Transport Plan, LTP, which sets out how the County Council plans to improve transport in

Warwickshire over the five year plan period. The plan was adopted in March 2006, following a review of the previous LTP 2001-06, and covers the five year period ending 31 March 2011. The plan provides the policy background and planning to how local transport services contribute towards improving peoples and lives and making Warwickshire 'the best place to live and work'.

6.5.5 The Warwickshire LTP2 has specific transport objectives which have been developed within the context of the wider priorities for the County and are underpinned by the four shared Priorities for Transport:

- Accessibility: to improve accessibility to health and educational facilities;
- Road Safety: to maintain a special focus on improving road safety for children, particularly in disadvantaged areas;
- Congestion: to discourage traffic growth during peak periods in urban areas; and
- Air Quality: to tackle the declared Air Quality Management Areas (AQMAs) and prevent any further areas being declared.

6.5.6 It is outlined within the LTP2 Warwickshire County Council's intentions to place the strongest emphasis on addressing issues of accessibility and continuing to make roads safer. It is also acknowledged as pressure on transport networks in the urban areas of Warwickshire increase the issues of air quality and congestion need to be addressed.

6.5.7 The Warwickshire LTP2 contains the Accessibility Strategy. The Accessibility Strategy has close links to national, regional and local policy frameworks. The vision for the accessibility strategy is 'to enable people to reach a range of education, training, employment, healthcare, shopping and leisure opportunities, with a particular focus on improving accessibility for disadvantaged groups and areas.' The Accessibility Strategy ensures that its action plans positively encourage sustainable travel patterns and opportunities available for walking cycling and passenger transport as priorities to maximize the ability to connect people to jobs, key services, and public transport.

6.6 Policy Integration

Planning Policy Statement 1

6.6.1 Planning Policy Statement 1: Delivering Sustainable Development (PPS1) states that 'Planning should facilitate and promote sustainable and inclusive patterns of urban and rural development'. It is thought that this proposal is in support of PPS1 as it supports the following aims:

- the promotion of urban and rural regeneration…and create new opportunities for the people living in those communities.
- bring forward sufficient land of a suitable quality in appropriate locations to meet the expected needs for housing, for industrial development, for retail and commercial development, and for leisure and recreation.
- provides improved access for all to jobs, health, education, shops, leisure and community facilities, open space, sport and recreation.

Planning Policy Guidance Note 13

6.6.2 The development proposal will also fully support the objectives of Planning Policy Guidance Note 13: Transport (PPG13) through the integration of planning land use and transport in order to help reduce the growth in the length and number of motorised journeys and encourage alternative modes of travel to the private motor vehicle. In particular, this will include the use of an innovative travel plan.

Regional Planning Guidance

6.6.3 The West Midlands Regional Spatial Strategy (RSS) Phase 2 Revision (Preferred Option) identifies Redditch as a Settlement of Significant Development. The level of housing growth for the period 2006-2026 is identified as 6,600 dwellings, 3,300 of which need to be accommodated on land within the adjoining authorities of Bromsgrove District Council and Stratford District Council, but adjacent to the boundary of Redditch. A related amount of employment land would also be required.

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6.6.4   The Government Office for the West Midlands subsequently commissioned a study to identify further options for growth that could deliver higher housing numbers. This study has been recently published. It does not proposed higher housing growth for Redditch, but does suggest additional housing growth for Bromsgrove, some of which could be accommodated in proximity to Redditch.

6.6.5   Redditch Borough Council, Bromsgrove District Council and Stratford-on-Avon District Council have jointly commissioned two studies associated with the RSS. The first assessed the implications for Redditch of achieving the growth scenarios put forward in the RSS Phase 2 Revision. The second study examined how the proposed growth could best be distributed in Redditch, Bromsgrove and Stratford.

Local Planning Context

6.6.6   The Borough of Redditch Local Plan No 3 was adopted in May 2006 and forms part of the Development Plan for the Area. The Council is progressing its Core Strategy, which once adopted will, in part, replace Local Plan No 3. The consultation period on the Preferred Draft Core Strategy was from 31st October 2008 to 8th May 2009. The Borough Council is gathering evidence for the Core Strategy and has a DRAFT Employment Land Review (October 2008) and Sustainability Appraisal Scoping Report (October 2008).

6.6.7   The development site is in the administrative boundary of Stratford-upon-Avon District Council. Stratford-upon-Avon's District Local Plan Review was adopted in July 2006 and forms part of the Development Plan for the Area. Stratford is also preparing its Core Strategy and has made the following provision in Policy CS.6(a) – 'approximately 11.7 hectares of land at Winyates Green Triangle will be released for employment development to meet the needs of Redditch'.

6.6.8   Redditch Borough Council is currently preparing a Policy for the Diversification Park on this land and Stratford will be requested to incorporate the policy into their Core Strategy document in due course.

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6.6.9   The following 'saved' policies (and excerpts from the policies) from the Redditch Local Plan No 3 are relevant to this development proposal:

- C(T).7 Public Transport Infrastructure – 'The Borough Council will support the appropriate expansion and enhancement of the network of Public Transport Routes in the Borough'…

- C(T).12 Parking Standards – 'New development will be expected to comply with the parking standards set out in Appendix H of this Plan [Local Plan No 3]. The Appendix sets out the maximum standards that the Council considers appropriate for any new development. The standards specifically for disabled parking bays and cycle parking are minimum standards and if the development warrants, may be increased. If the development requires parking facilities and these cannot be provided on site, the developer may be asked to contribute to transport related projects in the area'.

6.6.10 For example, for B1 business use class (over 2,500 sqm GFA) would require a maximum of

- 1 car space per 30 sqm GFA
- 1 disabled parking space per 20 car parking spaces
- 1 cycle parking space per 10 car parking spaces
- 1 motorcycle parking space per 20 car parking spaces
- 1 lorry parking space per 2,500 sqm GFA.

6.6.11 The following 'saved' policies (and excerpts from the policies) from the Stratford-upon-Avon's District Local Plan Review are relevant to this development proposal:

- Dev.4 Access – 'New or improved access arrangements to serve development will be treated as an integral part of the overall layout'…

- Dev.5 – Car Parking 'The provision of car parking associated with development proposals will be expected to comply with maximum parking standards of the District Council'…

- Dev.9 Access for People with Disabilities – 'Development to which members of the public would reasonably expect to have access will only be permitted if

provision is made in the design for safe and convenient access by people with disabilities'…

- Com.7 Bus Service Support – 'The District Planning Authority will work with bus operators, developers, the County Council and other interested parties to protect, improve and extend both conventional and non-conventional bus services to assist local people to gain access to work, shopping, health, leisure and other facilities'…

- Com.9 Walking and Cycling – 'The layout and design of development proposals will be expected to incorporate facilities for walking and cycling which are safe, convenient to use and well connected to other parts of the settlement'…

- Imp.5 Infrastructure Provision Transport – 'The District Planning Authority will assess each planning application to gauge the level and form of contribution towards transport-related facilities required as a result of the development'…

- Imp.6 Transport Assessments – 'Development proposals which generate significant traffic movements will be expected to be accompanied by a Transport Assessment'…

- Imp.7 Green Transport Plans – 'A Green Transport Plan will be required to be submitted as part of a planning application, or produced through the terms of a Section 106 Agreement, where a development proposal would…cause significant traffic impacts…generate a significant amount of car travel…be situated in an area where public transport facilities are limited'…

6.7 Highway Impact

6.7.1 In order to assess the impact of the proposed development on the local highway network, a range of opening year capacity assessments have been undertaken for 2012. Assessment of a 2017 future year has also been undertaken.

6.7.2 In order to derive the forecast base peak hour traffic flows for the assessment years confirmed above, the existing traffic movements as recorded in the traffic survey have been factored using 1997 NRTF central growth estimates adjusted by TEMPRO to tailor the forecast to local circumstances. The appropriate NRTF adjusted growth factors based on Redditch area are identified in **Tables 16** and **17** below:

	AM PEAK	PM PEAK
2009 – 2012 Opening Year	1.040	1.047
2009 – 2017 Design Year	1.122	1.132

Table 16 - Adjusted NRTF Growth Factors for Assessment Years – Far Moor Lane, Claybrook Drive and Alders Drive

	AM PEAK	PM PEAK
2009 – 2012 Opening Year	1.014	1.021
2009 – 2017 Design Year	1.055	1.064

Table 17 - Adjusted NRTF Growth Factors for Assessment Years – A4023 Coventry Highway, A4189 Warwick Highway and A435 Birmingham Road

6.7.3   The resulting 2012 and 2017 peak hour base (without development) traffic flows for the local road network are illustrated on the summary distribution diagrams on drawing numbers **JN835-NWK-009** and **JN835-NWK-010** in **Appendix G**.

6.8   Operational Assessment – Far Moor Lane / Alders Drive

6.8.1   Capacity testing of existing junctions considered to be within the influence of the development site has been confined to the junction of Far Moor Lane with Alders Drive. It was not thought necessary to undertake capacity assessments on any other junctions as they were observed (during the traffic survey work) to be operating well within capacity with little evidence of significant levels of congestion/queuing during the peak hours.

6.8.2   PICADY capacity tests for this junction (using the 20,000 sq.m. Business Innovation Centre trip generations) have been carried out for varying base and future years, as detailed below:

- 2009 Base Traffic Flows

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- 2017 Without Development
- 2017 With Development

6.8.3   The full printed output information is contained in **Appendix H** at the rear of the report. The key results from the capacity tests are summarised in **Tables 18** to **20** below.

AM PEAK			PM PEAK		
Junction Arm	Maximum RFC Value	Maximum Queue (no. vehicles)	Junction Arm	Maximum RFC Value	Maximum Queue (no. vehicles)
Alders Lane North	0.109	0.12	Alders Lane North	0.086	0.09
Far Moor Lane	0.429	0.74	Far Moor Lane	0.249	0.33
Alders Lane South	0.214	0.27	Alders Lane South	0.534	1.12
Total Vehicle Demand / Hour – 672.6			Total Vehicle Demand / Hour – 1080		
Total Queuing Delay – 76.6			Total Queuing Delay – 98.5		

Table 18 - 2009 Base Traffic Flows
Far Moor Lane / Alders Drive Junction

6.8.4   The summary results of the PICADY outputs clearly illustrate that the Far Moor Lane / Alders Drive junction is currently operating within capacity in both peaks, with minimal queuing occurring e.g. maximum queue length of 1 vehicle on Alders Lane south in the PM peak. This means that the junction is well within capacity and therefore any congestion and queues formed are dispersed within a couple of minutes.

6.8.5   Site observations concluded that the junction is currently impeded by traffic queuing southbound on Alders Drive on the approach to the Warwick Highway roundabout. Traffic queuing southbound for the roundabout are blocking northbound traffic wishing to turn right into Far Moor Lane. This could be mediated by the introduction of a yellow box junction through the use of a Traffic Regulation Order (TRO).

6.8.6 Please note, PICADY does not have the ability to reflect the exact current situation with the queuing traffic from the nearby roundabout or the introduction of the yellow box junction, as it cannot model these parameters. However, it can safely be assumed that the introduction of a yellow box junction would provide results as on **Tables 19** – **20**.

AM PEAK			PM PEAK		
Junction Arm	Maximum RFC Value	Maximum Queue (no. vehicles)	Junction Arm	Maximum RFC Value	Maximum Queue (no. vehicles)
Alders Lane North	0.133	0.15	Alders Lane North	0.111	0.12
Far Moor Lane	0.483	0.92	Far Moor Lane	0.292	0.41
Alders Lane South	0.242	0.32	Alders Lane South	0.620	1.59
Total Vehicle Demand / Hour – 754.3			Total Vehicle Demand / Hour – 1223.2		
Total Queuing Delay – 91.8			Total Queuing Delay – 128.3		

Table 19 - 2017 'Without Development' Traffic Flows
Far Moor Lane / Alders Drive Junction

6.8.7 The summary results of the PICADY outputs clearly illustrate that the Far Moor Lane / Alders Drive junction will operate within capacity in both peaks in 2017, with minimal queuing occurring e.g. maximum queue length of 2 vehicles on Alders Lane south in the PM peak. This means that the junction is well within capacity and therefore any congestion and queues formed are dispersed within a couple of minutes.

AM PEAK			PM PEAK		
Junction Arm	Maximum RFC Value	Maximum Queue (no. vehicles)	Junction Arm	Maximum RFC Value	Maximum Queue (no. vehicles)
Alders Lane North	0.180	0.22	Alders Lane North	0.282	0.38
Far Moor	0.532	1.12	Far Moor	0.618	1.57

Lane			Lane		
Alders Lane South	0.663	1.90	Alders Lane South	0.678	2.02
Total Vehicle Demand / Hour – 960.7			Total Vehicle Demand / Hour – 1392.9		
Total Queuing Delay – 194.5			Total Queuing Delay – 222.6		

Table 20 - 2017 'With Development' Traffic Flows
Far Moor Lane / Alders Drive Junction

6.8.8   The summary results of the PICADY outputs clearly illustrate that the Far Moor Lane / Alders Drive junction will operate within capacity in both peaks in 2017 with a 20,000 sq.m Business Innovation Centre development. There would be minimal queuing e.g. a maximum queue length of 2 vehicles on Alders Lane south in the PM peak. This means that the junction is well within capacity and therefore any congestion and queues formed are dispersed within a couple of minutes.

6.9   Operational Assessment – Far Moor Lane / Development access.

6.9.1   ARCADY and PICADY capacity tests (using the 20,000 sqm Business Innovation Centre trip generations) for two alternative site access junction layouts i.e. a roundabout and a staggered crossroads, have been carried out for the future year scenario as detailed below:

- 2017 With Development

6.9.2   The full printed output information is contained in **Appendix H** at the rear of the report. The key results from the capacity tests are summarised in **Tables 21** to **22** below.

AM PEAK			PM PEAK		
Junction Arm	Maximum RFC Value	Maximum Queue (no. vehicles)	Junction Arm	Maximum RFC Value	Maximum Queue (no. vehicles)
Development Site – Far Moor Lane	0.037	0.04	Development Site – Far Moor Lane	0.348	0.53

South			South		
Development Site – Far Moor Lane North / Illshaw Close	0.061	0.06	Development Site – Far Moor Lane North / Illshaw Close	0.433	0.75
Illshaw Close – Far Moor Lane North	0.040	0.04	Illshaw Close – Far Moor Lane North	0.018	0.02
Illshaw Close – Development Site / Far Moor Lane South	0.057	0.06	Illshaw Close – Development Site / Far Moor Lane South	0.025	0.03
Far Moor Lane South – Development Site	0.318	0.46	Far Moor Lane South – Development Site	0.038	0.04
Far Moor Lane North – Illshaw Close	0.012	0.01	Far Moor Lane North – Illshaw Close	0.026	0.03
Total Vehicle Demand / Hour – 720.3			Total Vehicle Demand / Hour – 698.3		
Total Queuing Delay – 47.1			Total Queuing Delay – 90.0		

Table 21 - 2017 'With Development' Traffic Flows
Staggered / Right Turn Lane Site Access

6.9.3   The summary results of the PICADY outputs clearly illustrate that the staggered / right turn lane junction would operate well within capacity in both peaks in 2017 with a 20,000 sqm Business Innovation Centre development. This means that congestion and queues formed at the junction are dispersed within a couple of minutes.

AM PEAK			PM PEAK		
Junction Arm	Maximum RFC Value	Maximum Queue (no. vehicles)	Junction Arm	Maximum RFC Value	Maximum Queue (no. vehicles)

Far Moor Lane North	0.309	0.4	Far Moor Lane North	0.242	0.3
Development Site	0.037	0	Development Site	0.315	0.5
Far Moor Lane South	0.359	0.6	Far Moor Lane South	0.154	0.2
Illshaw Close	0.069	0.1	Illshaw Close	0.027	0
Total Vehicle Demand / Hour – 717.6			Total Vehicle Demand / Hour – 695.7		
Total Queuing Delay – 77.2			Total Queuing Delay – 69.1		

Table 22 - 2017 'With Development' Traffic Flows
Roundabout Site Access

6.9.4 The summary results of the ARCADY outputs clearly illustrate that roundabout junction would operate within capacity in both peaks in 2017 with a 20,000 sqm Business Innovation Centre development. This means that any congestion and queues formed are dispersed within a couple of minutes.

6.10 Preferred Development Site Access Option – Far Moor Lane

6.10.1 The preferred development site access option is for a new roundabout junction on Far Moor Lane, which combines the development site traffic with Far Moor Lane and Illshaw Close flows (drawing number **JN835-NWK-011** in **Appendix H** refers). This site access arrangement is preferred, as it provides ample capacity for the development site in 2017, is relatively cheap to construct, addresses the speeding problem on Far Moor Lane by introducing a speed reduction feature that would alter the inactive frontage on this side of the road and serves to increase pedestrian, cyclist and road user safety.

6.11 Alternative Development Site Access Options

6.11.1 Alternative development site access options evaluated as part of this assessment process include:

- a traffic signal junction on the A435 Birmingham Road including pedestrian and cycle facilities as requested by Warwickshire County Council (drawing number **JN835-NWK-012B** in **Appendix H** refers)

- a roundabout junction on the A4023 Coventry Highway

- a traffic signal junction on the A4023 Coventry Highway (drawing number **JN835-NWK-013** in **Appendix H** refers)

6.12 Operational Assessment – A435 Birmingham Road

6.12.1 LinSig capacity tests (using the 20,000 sqm Business Innovation Centre trip generation rates) have been carried out for the future year scenario as detailed below:

- 2017 With Development

6.12.2 The full printed output information is contained in **Appendix H** at the rear of the report. The key results from the capacity tests are summarised in **Table 23** below.

AM Peak Hour (08:00-09:00)			PM Peak Hour (17:00-18:00)		
Link Name	Degree of Saturation (%)	Mean Maximum Queue (PCU)	Link Name	Degree of Saturation (%)	Mean Maximum Queue (PCU)
A435 Birmingham Road (North) Ahead.	84.4	29.7	A435 Birmingham Road (North) Ahead	103.9	74.2
A435 Birmingham Road (North) Right	97.6	12.8	A435 Birmingham Road (North) Right	21.7	1.0
A435 Birmingham Road (South) Left Ahead	103.9	79.0	A435 Birmingham Road (South) Left Ahead	98.2	48.9
New Development Road	21.5	1.4	New Development Road	87.4	13.4
Cycle Time – 120 Seconds			*Cycle Time – 120 Seconds*		

PRC –15.5%	PRC – 15.4%
Total Delay – 59.97 PCU/Hr	Total Delay – 69.04 PCU/Hr

Table 23 – 2017 'With Development' Traffic Flows

6.12.3 The summary Linsig results above have demonstrated that the proposed 'T' junction on Birmingham Road / New Development Road will operate over its capacity in both the AM and PM peaks with PRC values of -15.5% and -15.4% respectively. This means that queuing and delay at the junction, particularly on the A435 Birmingham Road approaches, will be significant during both peaks periods leading to unacceptable levels of congestion.

6.13 Operational Assessment - A4023 Coventry Highway

6.13.1 Capacity testing has been confined to the traffic signal junction arrangement. It was not considered necessary to undertake capacity assessments on the roundabout design as it is extremely unlikely to have a capacity issue in the future year of 2017.

6.13.2 LinSig capacity tests (using the 20,000 sqm Business Innovation Centre trip generations) have been carried out for the future year scenario, as detailed below:

- 2017 With Development

6.13.3 The full printed output information is contained in **Appendix H** at the rear of the report. The key results from the capacity tests are summarised in **Table 24** below.

AM Peak Hour (08:00-09:00)			PM Peak Hour (17:00-18:00)		
Link Name	Degree of Saturation (%)	Maximum Queue (PCU)	Link Name	Degree of Saturation (%)	Maximum Queue (PCU)

A4023 Coventry Highway (West) – Ahead, Right	77.9	28.6	Coventry Highway (West) – Ahead, Right	66.1	22.1
A4023 Coventry Highway (East) – Ahead, Left	78.3	27.4	Coventry Highway (East) – Ahead, Left	66.7	19.8
New Development Road (South)	12.5	0.9	New Development Road (South)	66.7	7.4
Cycle Time – 90 seconds			*Cycle Time – 90 seconds*		
PRC 14.9%			*PRC 34.9%*		
Total Delay 20.77PCU/h			*Total Delay 19.53PCU/h*		

Table 24 - 2017 'With Development' Traffic Flows

6.13.4 The summary LinSig results demonstrate that the proposed 'T' Junction of A4023 Coventry Highway / New Development Road will perform within capacity in both the AM and PM peaks with PRC values of 14.9% and 34.9%. This means that the junction is well within capacity and therefore congestion and queues formed are dispersed with a couple of cycles.

6.13.5 It should be noted that no information has been received for the new development to the north of the A4023 Coventry Highway, and no additional traffic from this development has been included in this set of LinSig results.

6.14   Development Access Solution – Summary Appraisal Table

6.14.1 **Table 25** below provides an overall comparative summary of the key appraisal parameters as they relate to each of the possible alternative access solutions to the proposed Diversification Park development, as assessed earlier. The Table highlights the principal benefits and disbenefits of each

option which underpin the decision to select the Far Moor Lane roundabout option as the preferred access solution to serve the Diversification Park.

	Economy	Efficiency	Safety	Environment	Other factors
Option 1 Preferred Solution Far Moor Lane Roundabout	Relatively cheap to construct. Estimated cost £400,000	Operates well within capacity in 2017 with development traffic. Has minimal impact on neighbouring junctions.	Will help to address the existing speeding problems on Far Moor Lane.	Will introduce some visual and noise impact to adjacent residents, particularly during construction. Access is required across wildlife corridor.	Potential of local opposition from residents on Far Moor Lane. Does not provide access option to other potential development land parcels in the area.
Option 2 Far Moor Lane Staggered Crossroads	Cheapest of all the options to construct. Estimated cost £250,000	Operates well within capacity in 2017 with development capacity. Similar performance and local impact to r'dbt option. May introduce delays to Ilshaw Close	Improves pedestrian / cyclist safety on Far Moor Lane but may encourage inappropriate overtaking.	Requires less land than r'dbt option but will have similar local amenity impacts as roundabout. Access is again required across wildlife corridor.	Likely to be the most acceptable solution on Far Moor Lane to local residents and local authorities. Minimal impact on strategic roads in the area. Only serves Diversification Park.
Option 3 A435 Birmingham Road Traffic Signals	Cheapest access option from A road network. Estimated cost £450-500,000	Over capacity in 2017 with development traffic. Not so convenient for local access as Far Moor Lane options.	Provides a safe means of access to development for vulnerable road users but may increase risk of shunt collisions.	Least intrusive of all the options in terms of impact on neighbouring residential areas. Minimal third party land required for construction.	Most convenient option for strategic access for vehicles from the east and south of Redditch. Unlikely to gain Warwickshire CC support due to inefficient operation.
Option 4 A4023 Coventry Highway Roundabout	Most expensive to construct. Estimated cost £5 million	Will be able to cater for the development traffic and many years of network traffic growth beyond 2017.	Large r'dbt poses significant risk to vulnerable road users and may confuse unfamiliar drivers.	Scale of roundabout will create significant visual and noise impact on adjacent properties. Likely to lead to poorer air quality. Large land take requirements.	Provides access solution to serve potential development land on north side of Coventry highway. May be difficult to construct due to level difference across site.
Option 5 A4023 Coventry Highway Traffic Signals	Cheaper than r'dbt but still significant cost to construct. Estimate - £3 million	Ample capacity for predicted 2017 traffic flows but introduces considerable delay to A4023 Redditch traffic.	Safer option to vulnerable road users than r'dbt on Coventry Highway but complex layout may increase risk of collision.	Although less intrusive than r'dbt option and requiring minimal third party land, delays to traffic will increase noise levels locally and air quality will	Offers similar access benefits as Option 4, but will have the greatest impact of all the options in terms of detriment to the efficiency of the highway network.

Table 25 – Access option summary appraisal table.

7   POTENTIAL MITIGATION MEASURES

7.1   Introduction

7.1.1   This chapter discusses various transport measures and initiatives, which could be introduced to mitigate the vehicular impact of the proposed development.

7.2   Bus Service Improvements

7.2.1   Bus service improvements could be made to increase the frequency of services on Far Moor Lane particularly in the peak hours e.g. improving the hourly service to half hourly into Redditch and connecting to the railway station. At a later stage of the development, bus services could divert into the development site if provided with adequate infrastructure.

7.3   Bus Stop Infrastructure

7.3.1   Bus Stop infrastructure in Redditch is currently to a varying standard dependent on the popularity of the stop. This development proposal is likely to increase bus patronage and will thus necessitate improvements to the nearest bus stops on Far Moor Lane e.g. provision of adequate shelters and easy access kerbing at the bus stop.

7.4   Cycle Parking Provision

7.4.1   The provision of good quality cycle parking is very important to complement car parking policies. The development will provide cycle parking provision in accordance with government guidance and local guidance.

7.5   Cycle Infrastructure

7.5.1   Redditch's urban road infrastructure is conducive to cycling, with its network of residential roads and footpath/underpass connections bypassing busier roads. The area would benefit from pedestrian/cycle signage to encourage the use of these sustainable modes of travel.

7.6   Travel Plan

7.6.1   A Travel Plan is a specific package of measures tailored to suit the needs of individual sites aimed at promoting greener, cleaner travel choices and reducing single occupancy car journeys.

7.6.2   The objectives for the Travel Plan would be to enable modal choice for employees of the site and to reduce single occupancy car trips associated with the site. It will address commuter journeys and business journeys. For example, measures could include an information pack for visitors with bus timetables.

7.6.3   The Travel Plan would include a range of mechanisms, initiatives, targets, indicators and associated monitoring/review procedures to reduce the impact of travel associated with the site on the environment. For example, it would be likely to include targets to encourage the use of local bus services.

7.7   Urban Design

7.7.1   Urban design considers the form and function of the urban areas surrounding individual buildings. Good urban design reconciles form and function, and can improve urban viability. Access, siting and design are inseparable.

7.7.2   Essential requirements for good urban design include:

- Permeability – so people can go where they want
- Legibility – so people can understand their surroundings
- Robustness and Richness – the space should be flexible and interesting

7.7.3   Measures for improving permeability and legibility for pedestrians could include more pedestrian crossings, more direct and convenient routes for walking, and decreased speed limits within the development site e.g. 20 mph zones to reduce car speeds and improve pedestrian and cyclist safety.

7.7.4 Measures for improving permeability and legibility for cyclists could include improving cycle safety, provision of parking for bicycles, and cycle priority at junctions or through purpose built cycleways throughout the development.

7.8 Speed Reduction on Far Moor Lane

7.8.1 It is proposed to provide a new roundabout to access the development off Far Moor Lane. This would be an effective speed reduction measure, as it would alter the inactive frontage on this side of the road. In addition, further traffic calming measures such as speed tables/cushions, and the introduction of a 7.5 tonne weight limit on Far Moor Lane would support these mitigation measures.

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8   **SUMMARY AND CONCLUSIONS**

8.1   Morgan Tucker was commissioned by Redditch Borough Council to investigate and advice on the transport and highways issues associated with a proposed diversification park on land sandwiched between the A4023 Coventry Highway and A435 Birmingham Road, and to produce a transport assessment, which meets the requirements of both Worcestershire County Council and Warwickshire County Council.

8.2   The proposed development site is situated on land bounded by Far Moor Lane to the west, the A435 Birmingham Road to the east, and the A4023 Coventry Highway to the north.

8.3   The personal injury collision statistics for the five year period from January 2004 to August 2009 were obtained from Warwickshire and Worcestershire County Councils. Based on the information identified in the collision analysis, it is considered likely that the development proposals will not result in a statistically significant increase in the frequency or severity of collisions in the area surrounding the development site.

8.4   In order to ascertain the speed of traffic travelling along Far Moor Lane, the A4023 Coventry Highway and the A435 Birmingham Road past the proposed development site, a manual speed survey was undertaken on the A4023 Coventry Highway, and ATC data for Far Moor Lane and the A435 Birmingham Road was used to obtain speed survey information for those roads. The speed survey results showed that vehicles are travelling in excess of the 30 mph speed limit along Far Moor Lane and in excess of the 40 mph speed limit along the A435 Birmingham Road.

8.5   Analysis of the pedestrian and cycle infrastructure, and bus and rail services in the vicinity of the site confirms that there are realistic opportunities for future users of the development to adopt sustainable modes of travel to access the wider area.

8.6   Car and cycle parking spaces will be provided in accordance with government guidance, and specific local guidance.

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8.7   It is proposed to create a Diversification Park to facilitate businesses in Redditch by manufacturing new products for growth sectors or finding alternative markets for their current products.

8.8   The proposed development would generate a worst case of 225 2-way trips in the AM peak hour and 185 2-way trips in the PM peak hour for 10,000 sqm business innovation development, and 450 2-way trips in the AM peak hour and 370 2-way trips in the PM peak hour for 20,000 sqm business innovation development.

8.9   Capacity testing has been undertaken on the two different potential site access junction arrangements (staggered / right turn lane and roundabout) on Far Moor Lane and the remote junction of Far Moor Lane with Alders Drive. The results demonstrate that the staggered / right turn lane junction and roundabout access solutions would operate within capacity in both peaks in 2017 with a 20,000 sqm Business Innovation Centre development. The Far Moor Lane / Alders Drive junction would also operate within capacity in both peaks in 2017 with a 20,000 sqm Business Innovation Centre development. There would be minimal queuing e.g. maximum queue length of 2 vehicles on Alders Lane south in the PM peak.

8.10   Capacity testing has been undertaken on two different potential site access junction arrangements (traffic signal junction) on the A435 Birmingham Road and the A4023 Coventry Highway. The results demonstrate that a traffic signal junction on the A435 Birmingham Road, designed to the requirements of Warwickshire County Council, would not perform adequately in either the AM or PM peaks in 2017. This means that the junction would become congested leading to long queue lengths and subsequently a long waiting time. Both a traffic signal solution and a roundabout option on the A4023 Coventry Highway would perform within capacity in both the AM and PM peaks. This means that the junction is well within capacity and therefore congestion and queues formed are dispersed with a couple of cycles.

8.11   Combining the results of the capacity testing exercise with an appraisal of economic, safety and environmental impacts as they apply to each access option, it has been concluded that a new roundabout junction on Far Moor

Lane will provide the best overall access solution to serve the Diversification Park.

8.12   Based on the findings of this assessment, it can be concluded that this proposal is a good example of sustainable development in accordance with the ethos of PPS1, PPG13, West Midlands RSS and local policies contained in both Worcestershire and Warwickshire's Local Plan / Development Frameworks.

**Worcestershire Supporting People
Strategy 2010-2013**

Dear Stakeholder,

Please find to follow the Supporting People draft strategy for 2010/13. This strategy is now out for public consultation.

The Supporting People draft Strategy questionnaire needs to be submitted to the Supporting People team by the 12th February 2010.

Please reply to <u>supportingpeople@worcestershire.gov.uk</u>

timetable:

21/01/10 – 12/02/10	Distribute for wider consultation
15/02/10 – 19/02/10	Update strategy, and prepare feedback for SPCB
22/02/10	Present to SPCB, confirm sign off
11/03/10	Strategy to go to DMT (WCC), and Design and Print for design
19/03/10	Present to WCC cabinet (*Strategy also needs to be signed off by District authorities too – around this period)

If you have any queries please do not hesitate to contact me.

Best Regards,

Glyn Edwards.

Contents

Forward:

The Supporting People programme within Worcestershire is helping more than **20,000** vulnerable people each year to attain or maintain independence, through the provision of housing related support services.

By reducing reoffending rates, homelessness and rough sleeping, anti social behaviour and the fear of crime through to the provision of housing adaptations to support the frail elderly to stay within their home, the Supporting People programme has been reported to produce substantial public funding cost savings of **£55,000,000** within the county per annum (Worcestershire County Council Research and Intelligence Unit, DCLG).

The Supporting People strategy 2010-2013 informs and embeds the commissioning intentions and priorities for helping the most vulnerable and excluded to contribute to wider society within Worcestershire; in addition to setting out how service users and providers can become a more integral element of the Supporting People programme for Worcestershire.

We all want the most vulnerable people within the County to have services which are appropriate and responsive to individual needs and expectations. Supporting People achieves this in a client centred manner, which often prevents the need for intrusive intervention often at the point of crisis. The success of the Supporting People programme within Worcestershire is in part due to the strong delivery of person centred provision and interventions which are tailored to a service user needs.

The landscape however is changing rapidly, presenting both funding and strategic challenges. This strategy is therefore a key document for the next 3 years, setting our agenda for meeting these challenges and strengthening the position of Supporting People within Worcestershire. The funding environment is arguably the biggest challenge in ensuring that these key services which are often a lifeline for some of the most vulnerable people are sustained. Supporting People funding has been decreasing year on year since its inception. This is likely to continue with public funding in the future being cut from Central Government.

We are proud of our services and the contribution we make to the Local Area Agreement priorities, in addition to the positive outcomes our providers achieve. As a result we have been successful in improving the quality of life for over 20,000 people a year. This strategy sets out our agenda to meet the challenges we face, and we face this in partnership at both an operational and strategic level.

Introduction

Since 2003, the Worcestershire Supporting People programme has been providing innovative housing related support to our most vulnerable and chaotic communities throughout our 6 Districts. Since 2003, on average 20,000 vulnerable people have been supported per year by person centred support packages enabling them to achieve and maintain independent living.

Our client groups range from:

- Homeless families
- Single homelessness
- Domestic Abuse
- Substance misuse
- Teenage parents
- Offenders
- Mental Health
- Learning Disabilities
- Physical Disabilities
- Young People at risk
- Frail Elderly

The Worcestershire Supporting People programme provides essential preventative services for people who need support to gain the skills needed to live an independent life with limited or no additional intervention. Our services are strategically commissioned to ensure that we add value to many local priorities within the county of Worcestershire. The very nature of our client groups provides us a passport to become a cross cutting strategic commissioning function which meets many local priorities, specifically within the context of Worcestershire's Local Area Agreement.

All of our 116 [1] contracts have been strategically commissioned and steered by our multi agency Supporting People Commissioning Body. This governing body represents Worcestershire County Council Adult and Community Services, all of the District Councils within the County, West Mercia Probation, Worcestershire NHS, in addition to representation from our provider and service user forums.

Services directed at local priorities:

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[1] 116 contracts – November 2009

This strategy sets out the direction for the next 3 years. The rationale for this alignment is to ensure Supporting People remains not just a relevant programme within the County in meeting vulnerable client needs, but is enabled to become flexible and creative in meeting the rising demand for our services. We know and appreciate the effect an aging population will have on existing budgets and resources, we also know that the current economic pressures within the County will lead to an increased demand for some of our key services – offending, homelessness, mental health for instance.

Supporting People has a responsibility to meet the needs of our environment, and we need to be able to support these needs within parameters set for the programme. This strategy therefore seeks to further progress the innovative and creative approach to commissioning to achieve the supply and demand set. As a result, this 3 year plan will outline the intention to align all current and future commissioned projects and their outcomes to those of the LAA priorities; thus ensuring local priorities within the County can be fulfilled in partnership.

Partnership working and Social Capital:

Supporting People has a diverse client group, and therefore we seek to enable outcomes through diverse partnerships (a balanced economy or private, public and third sector organisations). Our strategy will set out our intention to seek best value, added value and innovation to meet the most vulnerable needs within Worcestershire.

Our strategic governing body is embedded within a very strong partnership setting. We also have a strong history of joint commissioning initiatives that meet a plethora of key indicators and outcomes within a diverse partnership context.

Being commissioners of preventative and point of crisis programmes we have been able to accrue substantial cost savings for public funded authorities within the County (also referred to as the financial benefits model in this strategy). This work, initiated by DCLG, and undertaken in partnership with the Research and Intelligence team within County Council has illustrated a reflective costing saving as a result of Supporting People funding. The anticipated cost saving for 2009/2010 is estimated at £55,000,000 for the county. (This would be the cost to public authorities if Supporting People provision wasn't providing the support it does within the County.)

Sustaining SP networks and expanding them:

Partnership work will continue to be the very bedrock of our function. We know we can achieve great outcomes, life changing outcomes for some of the most vulnerable and chaotic people – we also know that some of these outcomes can often be life saving. We also know that we need to achieve this within joint partnership arrangements that enable us to maximise the potential of our commissioning investments over the next 3 years. We seek to add value and avoid duplication, ensure that Supporting

People funding can bridge some of the gaps within provision, and ease the transition between services and responsibilities (for instance the transition between Children Services provision and Adult Community Service responsibility). We have achieved a lot since Supporting People became established, and we believe our relationship with appropriate partners is a healthy and vibrant one. However, in an age where funding is increasingly vulnerable, the need for such services is a growing trend and with the developments within social care (re Choice and Control agendas / personalisation) the stronger and committed partnership arrangement is vital to sustainability of service provision and strategic planning.

Relevant stakeholders, providers and service users will form part of the mechanics of our evolvement in the next few years. We seek to joint commission with key providers to avoid duplication and add value, we also seek to meet the needs of people who are not receiving a service due to their circumstance. This strategy will enable us to work more creatively and innovatively utilising our new freedom and flexibility of funding arrangements[2]; maximising outcomes for our client groups. We are ready to embrace this development, keen to create more innovative partnership arrangements within the remit of the Local Area Agreement to meet the needs of Worcestershire.

The importance of multi-agency working has been highlighted within our consultation events leading up to this strategy. Opportunity is sought from this strategy to highlight the potential to engage with different sections of the community to enable an effective response to complex and multi-faceted nature of our client groups. The role of the third sector will have a key role to play in terms of assisting us to achieve the breadth of services needed within Worcestershire for our client groups. As a result of this we will ensure that we consider the COMPACT[3] in terms of our internal administration.

At a structural level, the following pre-requisites have been adopted to ensure we embrace a partnership approach to this strategy, our commissioning intentions and annual investment plan:

- Establish a strategic task and finish group that would drive forward this strategy (including District Housing leads, Probation, Adult and Community Services Management, The Chair of the Provider Forum and Waves, Officers from the Worcestershire Partnership (LSP), and County's Voluntary and Community Sector Coordinator).

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[2] As from April 2010, Supporting People funding will be part of the Area Based Grant. Subsequently, the funding grant conditions that embodied Supporting People expenditure previous to this date are now replaced with the governance arrangements of the Local Area Agreement. This provides the programme the freedom and flexibility to tailor the programme to meet local need more effectively.

[3] The Worcestershire COMPACT is an agreement that determines how public bodies work with the Voluntary and Community Sector. The agreement was launched in 1998. (http://www.worcestershire.gov.uk/cms/council-and-democracy/chief-executive-unit/directorates/planning--economy--performance/community-leadership/vcs-unit/worcestershire-compact.aspx)

- Involving wider key stakeholders to create, inform and structure this strategy through a range of consultation methods. We aim to ensure that partners may feel involved and integral to its success from the outset;
- Ensure that the strategy is effectively publicised so that organisations are aware of its principles and vision and appreciate what role they could play;
- The planning of a marketing and communication plan to ensure that the outcomes being achieved can support and influence achievements within the LAA's theme groups where appropriate, and in terms of the Total Place and Comprehensive Area Assessment agenda;
- Development of a communications plan between partners, providers, and service users.
- Development of relations with the SPCB and Choice and Control programme within County.

Building and expanding service user participation:

Service user involvement is an essential element of our work, and we have made significant steps to create this integral element in our function. The service user element of our work we believe should not be underestimated, and we seek to strengthen this over the lifetime of this strategy to enable us to commission and review services that are centred to the needs of the service user. Person centred commissioning has enabled us to deliver key services in a cost effective manner over the past 6 years, and our commitment to this agenda will further accrue benefits both in terms of improved commissioned activity and validation through to cost savings for public partners.

We also seek to maximise the potential for Waves (Supporting People's Service User network) to become a more integral element of our function. We will evolve the function of Waves to become a gatekeeper for already established service user groups within our client groups. We seek to involve relevant groups/ service users in the consultation and decision making elements of commissioning services. This approach will enable us to accrue reflective representation to support our commissioning decisions.

Service Reviews (Quality Assessment Framework):

The outcomes that will be expected from any service review we will carry out are principally:
- To ensure that the service is strategically relevant, that the service contributes to both the Supporting People agreed outcomes and also key identified Local Area Agreement priorities.
- That the service is enabling independent living for some of the most vulnerable / chaotic within Worcestershire.
- That the service meets all expected standards – specifically in regard to safeguarding
- That the service is value for money, and can illustrate where appropriate social capital gains
- And that holistically the provision will not pose a risk to the Supporting People programme, or detract from its principle in adding value.

Our expectation is that providers will deliver excellent services to those who need it most. The programme will be looking to implement a reformed review process over the lifetime of this strategy, a mix of light touch and involved reviews dependant upon need and risk assessment. The risk assessment of this process will be influenced by outcomes being achieved, safeguarding concerns, financial and resource concerns, in addition to strategic fit requirements. The review team will carry out provider consultation and training during the lifetime of this strategy, in addition to supplementing Supporting People's online newsletter (www.worcestershire.gov.uk/spm) with key information on the process.

The basis of our review process will embed the Quality Assessment Framework, and where appropriate this will be enhanced to reflect changing environmental factors. Providers will be expected to manage their function with the intent of being graded no lower than a level B. It will be a minimum requirement for new providers to be operating at a level B.

The reduced resource available to us as a commissioning and review function has meant that we are seeking to adapt a different, and leaner approach to reviewing our services. This more effective and efficient way of reviewing will ensure that all providers will have a review scheduled every 18 months.

Outcome based commissioning and contracting

The strength of the Supporting People programme within Worcestershire has been the capability to illustrate its value from a service users perspective. Every provider currently submits outcomes evidence each quarter illustrating how their bespoke support service is changing and making a difference to someone's life. The Worcestershire model of outcomes has received acclaim on a national basis for its ability to provide accurate reflections in terms of investment gains.

This model has now been adapted further to draw immediate alignment to Local Area Agreement outcomes. As a consequence, we have the ability to illustrate the worth of every contract in terms of service user outcomes (who we have supported to sustain / maintain independent living) in the context of priority areas for concern within the County.

As we move forward into a new environment, outcomes data will become more fundamental in not only providing us with the evidence of valuable achieved outcomes but will also add value to the financial benefits model we have adapted (in conjunction with County Council's Research and Intelligence Unit, and Department for Communities and Local Government).

Outcomes will also remain a priority focus in the way we commission and procure services. Person centred commissioning requires optimum service user engagement, and these links are being developed in equal partnership with the provider forum, Supporting People Commissioning Body and the team and with Waves. Although ahead of the game in this respect, we will be developing

stronger structures that will enable a more reflective engagement of service users with the commissioning of services. (A strategy for this will be developed within year one of the action plan.)

Cross tenure services

Supporting People is an established support programme which is relied upon by over 20,000 vulnerable people. It is important for us as a commissioning, contracting and review function to appreciate the efficiencies achievable by seeking to commission services that not only meet individual needs of a service user, but develop future services that embrace both the freedom and flexibility entitlements encouraged by being part of the Area based grant. We seek therefore to work closely with providers over the coming 3 years to see how we can enhance service provision, seeking to procure cross tenure services and where possible identify opportunities for existing providers to work within the freedom and flexibility of new funding arrangements.

Enhanced safeguarding for adults, young people and children

Safeguarding is a priority for every part of our business function. We have high expectations, and this strategy will identify the principles behind this and the structure in place to ensure Supporting People providers embrace the Safeguarding protocol. Communication with regard to safeguarding and an action plan to compliment this strategy will illustrate our intentions. A series of training, sharing of best practice and regular communication and toolkits will support providers; and our review function will enable us monitor and support.

Supporting People and Worcestershire's Local Area Agreement

The Supporting People programme grant will sit alongside our administration budget in the LAA's Area Based Grant (ABG) from April 2010/11. The removal of ring-fenced protection, additional freedom and flexibility in expenditure and meeting new LAA indicators is a new environment for Supporting People to deliver within, a new framework.

This new framework has many opportunities as well as threats. The opportunity to become more creative in achieving outcomes and aligning activity to meet known Worcestershire priorities with an outcome approach that enables us to illustrate how our investment is changing lives is one which we are ready to embrace as a partnership. The risks are also being mitigated against to our best ability. At the time of developing this strategy the Worcestershire Partnership have been drawing up governance arrangements regarding the allocation of the ABG.

Over the last 12 months we have been preparing for LAA inception with some proactive steps (this has included many consultation events with key strategic stakeholders, funding bodies, policy makers through to providers and service users). These steps form part of our new strategic approach to LAA induction, known as Knowledge, Alignment and Promotion (KAP). KAP is embedding the principles which will strengthen our approach, induction and alignment to the Local Area Agreement. It looks to keep abreast of national developments (and where possible, lead developments as an excellent authority), and continue to tailor our approach to meet Worcestershire requirements. (The feedback from these consultations can be seen in Appendix 1.)

KAP
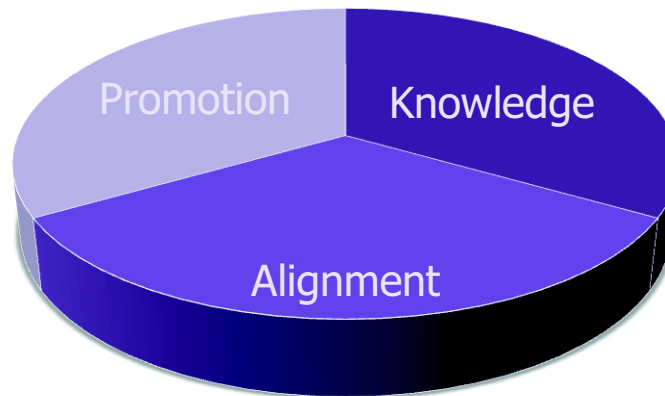
The elements of KAP are embedded around service user involvement, quality of provision, identifying the value (cost saving) of preventative care and support through to a partnership driven agenda of incorporating a value for money framework, driving forward our outcome framework and ensuring Supporting People contracts are aligned to LAA priorities:

Knowledge:

- Ensure that Supporting People meets the identified needs (through extensive and appropriate partnership working and alignment).
- Continue to carry out an understanding of current funding arrangements to achieve outcomes, and identify opportunities for joint commissioning arrangements, strategic alignment.
- Appreciate and understand the value of a balanced economy of provision, specifically looking at the value of the third sector in delivering some of our outcomes to vulnerable and chaotic communities.
- Ensure that the Quality Assessment Framework continue to drive forward excellent provision within SP funded services.
- In coordination with fellow funding bodies and strategic partnerships develop a value for money framework which seeks to drive forward the preventative agenda, identifying cost savings and an outcomes focused agenda.
- Identify the opportunities of the freedom and flexibilities enabled by the removal of ring-fencing for housing related support under the umbrella of community safety (identifying opportunities and providing support to provider with Choice and Control agenda).
- Carry out an outcomes analysis from every contract held by the Supporting People programme within the County
- Understand the strategic position of every contract held – opportunities to extend and strengthen strategic fit, or the need to reconfigure.
- Trend analysis of market place, and current supply (market development)
- Financial Benefits model – cost savings being accrued per contract and client group for the Worcestershire Partnership
- Social Accounts that provide an annual review of SP provision, detailing outcomes and achievements per district
- Work closely with neighbouring authorities to share and inform best practice on approaches to ABG
- Continue to evolve provider consultation and feed into the structure of the Supporting People strategy developments – creating an appreciation for what is needed and achievable.   .

Alignment:

- Mapping of outcomes of Supporting People to the current Local Area Agreement, and the potential to align against the story of place for Worcestershire, community strategies and existing evidence of the areas of highest need analysis (with existing contracts, strategic direction of new initiatives).
- Structure of outcomes data received and requested to meet output and outcome information required for the LAA.
- Seek to develop the Supporting People Commissioning Body to become more reflective of the Partnerships alignment and funding directives.

- Ensure that the action plan and commissioning intentions is refreshed annually to reflect the county's strategic priorities and address gaps for our client groups (identifying opportunities to map new and creative partnership approached to achievement of outcomes, and joint commissioning intentions).
- Continue to integrate service user involvement within Supporting People administration decisions and influences over provision (including recruitment of staff, through to a seat on the Commissioning Body and steering user involvement in tender developments).
- Continue to work closer with the provider forum to provide support and feedback, and to structure the key elements of achievements which can be fed into to this process.
- Further embedding best practice surrounding safeguarding for us as commissioners, and providers in their role in providing support to the most vulnerable within society.

Promotion:

- Ensure information channels are utilised where possible to inform all stakeholders of the distance travelled and next steps in this alignment process.
- Utilise Supporting People's online newsletter (www.worcestershire.gov.uk/spm) , website (www.worcestershire.gov.uk/supportingpeople)
- Ensure links are being made into appropriate theme groups of the LAA
- Ensure appropriate partnerships are being formed within the LAA context, and assisting to structure Supporting People commissioning intentions (including the theme groups)
- Provision of guides and strategic reviews in conjunction with stakeholders promoting the strategic intent of the programme.
- Feed into strategic developments throughout Worcestershire (for instance, The Joint Strategic Needs Assessment, region and nationally where possible.

To date we have made excellent inroads into the Local Area Agreement priorities. We can clearly show the value of our programme through service user outcomes, market development and knowledge, and importantly ability to align our outcomes to make both direct and indirect contributions to the Local priorities. Working in partnership with County's Research and Intelligence Unit we can demonstrate as a partnership, in 2008/09 alone, in excess of 30,000 positive outcomes achieved by SP have influenced LAA achievements (a significant upward trend from previous years).

This strategy will enable us to take forward this work, utilise the value of our outcomes and align them within the context of the LAA. As a partnership we have seen the value of Supporting People as a strategic imperative, in addition to appreciating the real difference our programme is making to the most vulnerable and chaotic within our communities.
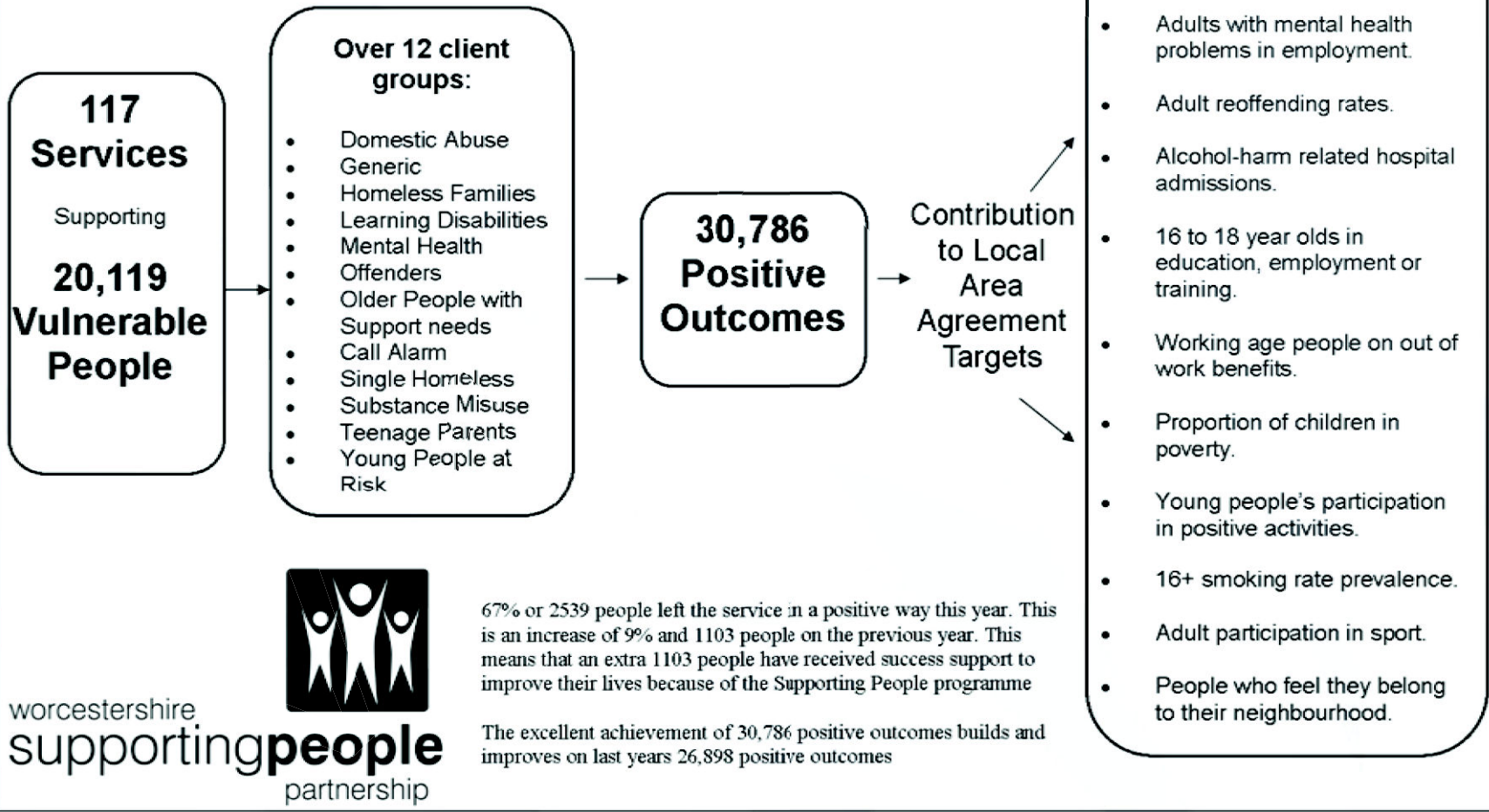
The financial benefits model undertaken to-date illustrates an estimated annual cost saving of £55,000,000 for Worcestershire Authorities and public sector bodies per year. This analysis has been shaped by Central Government, and reinforced by Worcestershire's Research and Intelligence team to ensure the calculations reflect the County's true picture. This strategy will ensure that we continue to develop the potential to provide services that create such cost savings. Consultation events have proven the vulnerability of funding streams over the coming years from all sectors. It is imperative therefore that this strategy enables not only joined up provision, planning and commissioning; but the opportunity to create opportunities for the reduction of more intensive support at the point of crisis if this low level support is more appropriate.

Consultation events have also shown the importance of housing related support for our client groups. The impact of the recession, increasing levels of unemployment and uncertainty over existing support services outside of the SP arena could potentially result in a growing need for our services in the future. In addition to this the growing trends of demographic change that we will need to adapt to – for instance, the increasing numbers of people above 65, physical disability through to mental health concerns to teenage parents. Supporting People is well placed to provide support to some of the most 'harder to reach' communities. Through our innovative partnership of providers (from both private, public and third sector backgrounds) we have been able to accrue over 30,000 positive outcomes – we believe this is priceless.

This strategy will embed the principles of preventative housing related support, providing greater opportunity for joint commissioning arrangements under the umbrella of community safety. All contracts over the span of this strategy will become fully aligned to the LAA priorities. As a commissioning function we will enjoy the freedom and flexibility of the un-ring fenced grant conditions, remain flexible to meet environmental challenges – whether these are funding based, changing priorities through to changing demographic concerns.

We will also take the foresight to develop future strategic developments within the wider partnership setting; ensuring the voice of providers and service users can influence policy and future commissioning intentions of the Worcestershire.

Supporting People Achievements 2008/09

117 Services Supporting **20,119 Vulnerable People**

Over 12 client groups:
- Domestic Abuse
- Generic
- Homeless Families
- Learning Disabilities
- Mental Health
- Offenders
- Older People with Support needs
- Call Alarm
- Single Homeless
- Substance Misuse
- Teenage Parents
- Young People at Risk

30,786 Positive Outcomes

Contribution to Local Area Agreement Targets

- Vulnerable people supported to maintain independent living.
- Adults with learning disabilities in employment.
- Adults with mental health problems in employment.
- Adult reoffending rates.
- Alcohol-harm related hospital admissions.
- 16 to 18 year olds in education, employment or training.
- Working age people on out of work benefits.
- Proportion of children in poverty.
- Young people's participation in positive activities.
- 16+ smoking rate prevalence.
- Adult participation in sport.
- People who feel they belong to their neighbourhood.

worcestershire **supportingpeople** partnership

67% or 2539 people left the service in a positive way this year. This is an increase of 9% and 1103 people on the previous year. This means that an extra 1103 people have received success support to improve their lives because of the Supporting People programme

The excellent achievement of 30,786 positive outcomes builds and improves on last years 26,898 positive outcomes

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Safeguarding vulnerable adults, young people and children

Safeguarding is an essential part of our business. Our commitment to this agenda is simple and implicit. Every provider being supported financially by Supporting People will be able to demonstrate effective policies and procedures which meet our aspiration; adhering to Worcestershire County Council's latest Safeguarding guidance.

Our drive and commitment to Safeguarding is paramount to the successful and safe delivery of the Supporting People programme within Worcestershire. As a commissioning function enabling vulnerable and often chaotic communities to live with greater independence we are very aware of the responsibility and commitment needed by providers in maintaining and implementing appropriate safeguarding policies and practice in support to both clients and employees/volunteers.

Safeguarding will have a progressive precedence within the Supporting People programme, and will incorporate the complete function of our work from commissioning through to reviewing practice.

National and Local Drivers for Safeguarding

- 'No Secrets' consultation – Ivan Lewis, former Care Services Minister announced a review of the Department of Health guidance on working with vulnerable adults.
- The Dignity in Care Campaign – A Government led campaign in partnership with many organisations that provide and commission care and protect the interests of those using care services and their carers.
- Deprivations of Liberty Safeguards – the process by which someone that does not have the mental capacity to agree to arrangements for their accommodation, treatment and care can be deprived of their liberty for their own health and safety. [4]
- Independent Safeguarding Authority – The new vetting and barring systems, involving the new Independent Safeguarding Authority (ISA) [5] which was established during 2008/09, will have a major impact on the recruitment and monitoring practices of people working or volunteering with children and vulnerable adults.
- The Council for Social Care Inspection (Care Quality Commission) – The Care Quality Commission (CQC) [6] was established by the Health and Social Care Act 2008 to regulate the quality of health ad social care and also look after the interests of people detained under the Mental Health Act.

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[4] Worcestershire County Council has set up a new Deprivation of Liberty Safeguards Team (DOLS) Team in partnership with the Worcestershire Primary Care Trust, Acute Trust and Mental Health Partnership Trust.
[5] www.isa-gov.org.uk
[6] www.cqc.org,uk

- Safeguarding and Personalisation – Action on Elder Abuse [7], which campaigns actively on safeguarding all vulnerable adults and is the leading organisation in this field, has identified the critical need for health and social care agencies to develop their new personalised services within a framework that considers safeguarding issues.

Safeguarding expectation, objectives and process for Supporting People

All providers who are financially supported by Worcestershire Supporting People working with vulnerable adults, young people and children will undertake all reasonable measures to ensure that the risks of harm to someone's welfare is minimised. Where there are concerns about vulnerable adults, young people and children's welfare, all agencies will undertake appropriate actions to address those concerns, working to agreed local policies and procedures in full partnership with other local agencies.

The Service Provider shall also have in place and operate a policy and set of procedures for safeguarding vulnerable adults, children and young people which shall be consistent with Worcestershire's Adult Protection Policy, or which the Service Provider shall be adapting during the duration of the contract to become consistent with Worcestershire's Adult Protection Policy.

Supporting People's strategic intent for Safeguarding within Worcestershire

- Access and Public Engagement Strategy

An important element of our work over the next 3 years to drive the Safeguarding agenda forward within the Supporting People programme, and to reduce the risk of issue or concern will be to raise public and professional awareness of Adult Abuse. The Safeguarding and Adult Protection Access and Public Engagement Strategy was designed to meet the needs in this area. The aim of the strategy is clearly to raise awareness using a variety of methods including publication, Internet and newsletters. Supporting People will support providers over the next 3 years by hosting an e-forum which will support debate, provide access to best practice examples, and enable the opportunity to keep up to speed with developments within this arena.

- Training Strategy

A safeguarding training strategy will be developed in partnership with the Provider Forum as a means of reducing the risk of incidents of abuse but also to address and stop abuse when it does occur. This will look at training for both senior management and front line staff and vulnerable adults where appropriate. Again this strategy looks ahead for the next three years and the Supporting People management has a monitoring role within this strategy to ensure that training materials and events are relevant and appropriate.

- Audit Strategy

An annual audit will be carried out on the work of all providers in dealing with abuse and vulnerable adults (by Supporting People working with relevant stakeholders). This audit strategy will provide the evidence of appropriate policies and process and identify how these are being used

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[7] www.elderabuse.org.uk

on a day to day basis. This will either be through face to face review or desk top self assessment as part of the QAF, as deemed appropriate by the Supporting People risk management process.

It is anticipated that these three action points will enable the work of safeguarding in Worcestershire to develop over the next three years.

"Safeguarding is everybody's business involved in Adult Social Care and Health Services."

Eddie Clarke,
Director of Adult and Community Services
Chair of Worcestershire Safeguarding Adults Board

Commissioning Intentions 2010-13

Scrutiny of current needs analysis and evaluation of the current supply profile has led us to select, within the context of the changing needs and available resources, the following commissioning priorities for each client group.

All provision will achieve the following:
- Deliver the vision of this strategy, and align to key County priorities (Local Area Agreement, as a for instance);
- Meet the needs of vulnerable people in the county, and seek to engage with the most chaotic;
- Are flexible in approach to engage with such a diverse range of needs;
- Are sustainable and have the ability to attract additional funding as a result of our investment;
- Are cost effective, providing value for money;
- Fit with the strategic priorities of the Worcestershire Supporting People Partnership;
- Are high quality;
- Can demonstrate that the client groups being supported are prioritised for our support;
  Provision also is commissioned on needs evidence, and remains tenure neutral.

Older people
- Early intervention services for older people (particularly with mental health needs).
- Low-level preventative housing related intervention as provided by home improvement agencies, community alarms and assistive technology.
- Provision of a countywide floating support that meets the needs of the most vulnerable (irrespective of their tenure)
- To provide low level support where appropriate within existing and new models of housing support provision.
- To identify the additional outcomes that may be achieved through social inclusion activity, for instance volunteering. (Either as a mechanism to identify housing related concerns for people who are not currently engaged, or to sustain networks for communities.)
- Please also refer to Learning Disability, Physical Disability and Sensory Impairment, in addition to Mental Health commissioning intentions for this client group.

Mental health
- To undertake a strategic needs analysis of mental health provision within Worcestershire. The review will provide a strategic framework for commissioning intentions for Worcestershire's Supporting People programme seeking to add value

to existing provision, create a real life account for gaps in provision, identify opportunities for joint commissioning and create alignment to Local Area Agreement priorities (current and potential).

- Within existing provision, increase the awareness of mental health issues and capacity build to assist programmes in identifying early someone's mental health deterioration.
- Within existing provision, support the drive for an equitable provision of mental health support programmes providing community based support, opportunities for training, education, employment, housing and support to develop networks (inclusion activities) and assist move on.
- Within existing provision, support the drive for equitable provision of support for people with a mental health illness to return to their home or supported living arrangement at the earliest opportunity that their condition allows. This provision should include a coordination of multi agency support in regard to health, housing and social care agreed with patients and their carers.
- Ensure appropriate choice is developed within Supporting People initiatives to aid recovery, increase social integration, enable maintenance of social networks and provide opportunities for increased independence, including return to appropriate employment.
- Within existing mental health provision, ensure move on is a priority, to ensure independent living opportunities and throughout.

Learning disabilities

- Provision should seek to enhance greater choice and control, the use of community-based activities, with greater opportunities to integrate with increased accessibility, an emphasis on leisure, work and learning opportunities regardless of disability and, importantly, a desire to ensure that social contact with friends is maintained.
- Ensure that provision identifies the needs of carers, in addition to the service user.
- Ensure that programmes within our portfolio achieve multi faceted outcomes, and that provision works alongside each other with the adaptability to meet choice and control expectations.

Physical Disability and sensory impairments

- To undertake a strategic needs analysis of physical disability and sensory impairment provision within Worcestershire. Working in partnership with key stakeholders (policy makers, physical disability and sensory impairment commissioners, providers and service users) the review will provide a strategic framework for commissioning intentions for Worcestershire's Supporting People programme seeking to add value to existing provision, create a real life account for gaps in provision, identify opportunities for joint commissioning and create alignment to Local Area Agreement priorities (current and potential).

- To ensure that existing provision and any newly commissioned provision is enabling people to access supported housing and low level housing related support, in addition to identifying social inclusion activity.

Gypsy and Travellers

- To carry out a strategic review of the Gypsy and Traveller community within Worcestershire (and neighbouring authorities where appropriate) to ascertain the housing related support needs of this client group. The recommendations of this review will provide support for investment decisions to be made within the lifetime of this strategy.
- Within existing provision, ensure that Gypsies and Travellers are recognised within the diversity and training of providers;
- Work strategically with Children Services and stakeholders where appropriate to support families in existing provision seeking support, specifically around education or access, and also health (families who travel may not have a regular doctor). Providers will be expected to work closely with Health Visitor's/practitioners about specialist health support available to this community.
- Identify the needs of older communities specifically in terms of adaptations and health.

Young People at risk

Our strategic intent, supported from the joint strategic review, will contribute to these specific measures and to the three work streams set by central government, which are:

- Preventative work: early prevention and advice, mediation, home visiting, school based work and assessment and local authority advice in housing.
- Accommodation and support: supported lodgings, nightstops, emergency accommodation (hostels), forms of move on from hostels and floating support.
- Person-specific services: complex needs and high vulnerability, health, learning and work, BME young people, tackling anti social behaviour and offenders and offending, identifying opportunities for contribution to positive activities agenda (for instance, volunteering)
- Provision of a greater range of housing options and support (embraced within the freedom and flexibility of funding governance), which contributes to the prevention of homelessness and repeat homelessness. This includes specific issues within mainstream housing and support including substance misuse issues, youth offending behaviour, learning disabilities and difficulties including Asperser's Syndrome, dyspraxia, minority ethnic groups particularly unaccompanied asylum seekers, teenage parents and young people who are pregnant and young victims and survivors of domestic abuse, and care leavers.

Teenage parents

- Provision of short-term transitional services to make the move to independent living
- Floating support and coordinating services, enabling access to health and well being support through to training, education, employment and benefits support.
- Development of move on support functions, for instance life coaching / mentoring to aid and support transitions.

Homelessness
- Ensure preventive agenda is extended throughout the County, including the introduction of a single service gateway and improved systems such as common monitoring and common assessment
- Crisis intervention: emergency access accommodation and street outreach, often dealing with high vulnerability and complex needs.
- Supported independent living: supported accommodation for single homeless people, offenders and substance mis-users.
- 'Preparation for independent living': floating support, which can be generic or specialist. Some focuses solely on crisis intervention work, some are specialist services and other floating support moves with the person through different types of accommodation.
- Ensure provision continues to complement housing strategies countywide, and remains equitable based on need.
- Development of move on support functions, for instance life coaching / mentoring to aid and support transitions.

Substance misuse
- The provision of Low-level and floating support for individuals with drugs and alcohol problems;
- Complementing low-level community interventions and alignment to the strategic direction of the Drug and Alcohol Action Team partnership
- Provision to address the demand profile within the County, and remains equitable.
- Development of move on support functions, for instance life coaching / mentoring to aid and support transitions.

Offenders
- Ensure that provision of effective offending behaviour support programmes (housing related needs) aimed at the low / medium and high risk offenders, within the community, are implemented effectively to reduce and stop further offending based on research and intelligence in terms of need per district.
- Ensure housing related provision supports offenders in accessing training and employment opportunities, as this is identified as a very effective mechanism in helping previously unemployed offenders live crime-free lives
- Ensure that we have a mixed economy of low, medium and high risk offenders within the current portfolio of provision.
- Development of move on support functions, for instance life coaching / mentoring to aid and support transitions.

Domestic violence
- Ensure that Supporting People provision is available to meet a targeted response to the needs of specific vulnerable groups including Gypsy and Traveller Communities; Rural Communities; Vulnerable Adults – drugs, alcohol, mental health, older people; Young Adults.
- Work in Partnership with the Domestic Abuse unit, ensuring a portfolio of provision is applied throughout the county (specifically looking at both prevention (including perpetrator programmes) and recovery/resettlement programmes).
- Work in conjunction with the WFADA in regard to a Safer Housing strategy, including a needs assessment of need and options within the county.
- Continue to work strategically with WFADA on improving practice through training, service standards and outcome / data monitoring with current provision within the Supporting People programme in Worcestershire.
- To work strategically with the Domestic Abuse Forum to ascertain the needs of the County and allocate resource to meet identified housing related needs.
- Development of move on support functions, for instance life coaching / mentoring to aid and support transitions.

Additional requirements:

A comprehensive and integrated needs analysis for the following groups will also be commissioned to assist with actions within future annual plans.
- Training Needs Analysis for providers supporting HIV/AIDS
- Refugees and migrant communities
- Carers for all client groups

Eligibility criteria:

Eligibility for Supporting People provision will remain consistent as with the previous strategy. Predominately as the work undertaken to date can highlight the very issue that without Supporting People funding these client groups would most likely not get the support required for their independence; and as a consequence their situations would worsen to a point of crisis - and incur additional cost on public authorities.

We also appreciate that the current vulnerability of the financial environment (increasing redundancies and unavailability of employment opportunities, increasing numbers of NEET for young people, and increasing likelihood for mental concerns, through to offending and family breakdown) will add to the volume of our client groups needing low level support. Provision will therefore be:

- Fair and equitable access based on need (housing benefit for Older People) through the introduction of common standards to assess housing related support needs.
- The services are focused on providing low level housing related support services that compliment preventative health, social care, substance misuse or criminal justice interventions;
- Supporting People services are complementary to the work of the wider Worcestershire Supporting People partnership, Local Area Agreement and not separate from, wider social care and health services; and
- Funding is used to support services in line with the grant conditions that apply to Worcestershire's Area Based Grant.

Annual plan

This three year strategy is an evolving and fluid document with commissioning intentions that may to be reviewed and refreshed where needed on an annual basis. This will be based on the strategic priorities and needs of the Supporting People Commissioning Body, in addition to Local Area Agreement, Total Place and opportunities to support the Comprehensive Area Assessment agenda. To preserve the relevance of the strategy and ensure progress is timetabled and monitored, the three year strategy will be used to inform a new annual plan each year.

Adult Mental Health

"People with mental health problems are one of the most socially excluded groups in society" [8].

Worcestershire Context:

It is anticipated that approximately 42,000 adults will be experiencing a common disorder (such as general anxiety and depression), with 2000 people suffering from a psychotic disorder [9] within Worcestershire at anyone time. In 2008/09 alone, over 1,500 vulnerable and chaotic people within Worcestershire depended upon the Supporting People programme, accessing key mental health support. Their personal situation often meant they would not be supported by other statutory services (for instance, being homeless).

Research carried out by the Worcestershire Research and Intelligence Unit in 2009 highlighted that in excess of 15% of Supporting People service users had some form of recognised / diagnosed mental illness. We appreciate however, that due in part to the typology of client groups we support on a day to day basis, and the cross cutting issue of mental health throughout our client groups that the number of unrecognised or undiagnosed cases of mental health illness will be much higher. The very vulnerable and very chaotic will often have mental health needs, however their very basic needs (safety, housing) often take over tertiary needs the client may have at the point of support and referral; so mental health will not necessary be reported on within our outcome data.

It is widely acknowledged that, there is a strong link between mental health problems (specifically anxiety and depression) and that of deprivation[10] and the most vulnerable/social isolation within society. Research carried out by the Social Exclusion Unit of the Cabinet Office identified that problems were more common among people who were unemployed, had fewer educational qualifications, had been looked after or accommodated, were on low income or who had a low standard of living.[11]

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[8], [8] Joint Commissioning Strategy for Adult Mental Health in Worcestershire, 2008-2012.
[9] Worcestershire Mental Health needs assessment, PCT, August 2006.
[10] Social Exclusion Unit Report, Cabinet Office 2009
[11] Mental Health and social exclusion : Social Exclusion Unit Report, 2004.

Predominately, the majority of client groups within our programme would be able to relate to all of these situations. The bespoke housing related support provided in this essence is not only essential in achieving levels of stability with regard to mental health; but is also imperative in ensuring that people who may not be receiving access to support services due to their situation can receive the support needed to live an independent life within a safe environment, maximising their potential to live with increased independence, dignity and respect.

The economic status of service users at the point of entry into a mental health related service clearly demonstrates a need to support people who are unable to contribute to or enjoy economic well being within the County; the 1,000 positive outcomes that have been achieved per year within this client group by Supporting People is therefore significant in a multitude of ways.

- personal / inspirational

- achieving community safety expectations,

- meeting key strategic drivers around primary and community mental health care, through to

- enabling vulnerable, chaotic (and often isolated) people the skills and support necessary to become further engaged with their community. This engagement can be in the form of volunteering, employment, education and training through to more low level outcomes around self esteem, confidence through to accessing cultural and leisure activities.

Chart *Economic status of new service users – mental health*
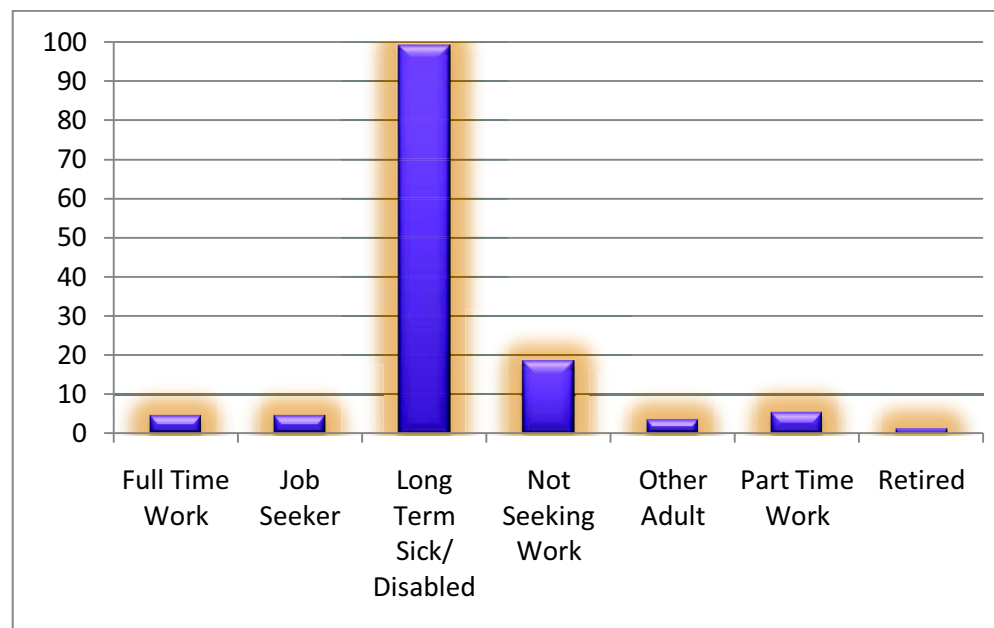
Source: Supporting People Client Record Data 2008/09

Within 2008/09:

- 7% of new service users were in either full or part-time employment.
- A further 3% were currently seeking work.
- The other service users are not looking for any kind of work.
- For 74% of the service users this is because they are registered long-term sick/ disabled and are unable to work.

Significantly, the Supporting People programme within Worcestershire is proving to be an essential mechanism for addressing needs with what has been described as 'harder to reach' communities (ranging from teenage parents, homelessness through to Domestic Abuse victims, Offenders through to the frail elderly). We continue to seek innovative and creative ways of addressing needs of this client group and to provide a strategic alignment of positive outcomes which meet the highest areas of needs within the County; in addition to the procurement of specialist services that provides opportunity for a client group that is recognised for being one of the most excluded groups in society.

Local Area Agreement alignment:

Outcomes achieved for this client group both directly and indirectly support key Local Area Agreements priorities and indicator sets. Within Worcestershire's Local Area Agreement for 2008-11, priorities for this client group stem around adults with mental health problems; the gatekeepers for this priority are the Health and Well Being theme group.

This specific indicator looks at people aged between 18 and 69 who are in contact with secondary mental health services and on the Care Management Approach who are in employment. Current provision provides a direct link between the work of the

Supporting People programme to support users with mental health problems in accessing employment. Success is measured by the number of positive outcomes of those users who manage to achieve this. In order to report into this priority, Supporting People may need to consider collecting information on Care Management to ascertain the evidence regarding this target.

The following priorities were identified by providers as indicators which they were either working towards, or had the potential to work towards for this specific client group:

NI 2   Percentage of people who feel they belong to their neighbourhood
NI 8   Adult participation in sport
NI 17   Perceptions of anti social behaviour
NI 18   Adult reoffending rates for those under probation supervision
NI 20   Assault with injury crime rate
NI 39   Alcohol – harm related hospital admissions
NI 116   Proportion of children in poverty
NI 117   16-18 year olds who are not in education, employment or training (NEET)
NI 142   Number of vulnerable people who are supported to maintain independent living
NI 146   Adults with learning disabilities in employment
NI 150   Adults in contact with secondary mental health services in employment
NI 152   Working age people on out of work benefits
NI 163   Working age population qualified to at least level 2 or higher
NI 175   Access to services and facilities by public transport, walking and cycling

We will work with providers to ensure that additional alignment is achieved to the LAA, and that contracts can identify their link and value to Local priorities.

Strategic Intentions:
- To undertake a strategic needs analysis of mental health provision within Worcestershire. The review will provide a strategic framework for commissioning intentions for Worcestershire's Supporting People programme seeking to add value to existing provision, create a real life account for gaps in provision, identify opportunities for joint commissioning and create alignment to Local Area Agreement priorities (current and potential).
- Within existing provision, increase the awareness of mental health issues and capacity build to assist programmes in identifying early someone's mental health deterioration.

- Within existing provision, support the drive for an equitable provision of mental health support programmes providing community based support, opportunities for training, education, employment, housing and support to develop networks and assist move on.
- Within existing provision, support the drive for equitable provision of support for people with a mental health illness to return to their home or supported living arrangement at the earliest opportunity that their condition allows. This provision should include a coordination of multi agency support in regard to health, housing and social care agreed with patients and their carers.
- Ensure appropriate choice is developed within Supporting People initiatives to aid recovery, increase social integration, enable maintenance of social networks and provide opportunities for increased independence, including return to appropriate employment.
- Within existing mental health provision, ensure move on is a priority, to ensure independent living opportunities and throughout.

Gypsy and Traveller Communities

"Traveller women experience greater disadvantage in relation to health ...
70% of travellers die before the age of 59, infants are 10 times more likely to die before the age of 2,
and a third of travellers die before the age of 25." [12]

Worcestershire Context:

The gypsy and traveller community can often face barriers to accessing services, support or advice that can enable them to live independently, maintaining health and well being and their security. We are keen to ensure that information around education through to domestic abuse is addressed through the Supporting People programme where possible. This may involve existing projects accommodating and targeting the gypsy and traveller community proactively, through to new projects being commissioned to support these identified needs of the client group.

Education: Gypsy and traveller children and young people (and also the parents where there a high levels of illiteracy) experience disadvantages in education, not least because of being moved on. There are higher levels of bullying and racism within the community (including schools). "After puberty, there is pressure for some girls to stay at home to avoid mainstream culture." [13]
The result is relatively low literacy in adults, making it difficult to access services.

Domestic Violence: Because gypsies and travellers live on the whole in a closed community, there is a tendency to try and resolve disputes within the extended family. For many issues it is an effective way of dealing with problems – but not so for domestic abuse. Cultural expectations can also make it difficult for domestic abuse to be challenged:

- Belief that many men are violent and a women has to accept such behaviour
- Taboos exist against interfering between spouses where violence occurs
- Expectations that marriage is for life – women who leave marriage can often be ostracised

The difficulties of gypsy and travellers living with domestic abuse can be made worse by attitudes and reactions of people outside their communities. Gypsy and traveller women may feel unable to contact the police or other support agencies for support. Most

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[12] Travellers Last Rights, 2007.
[13] Friends, Families and Travellers, May 2009.

gypsy and travellers will have a social life that is mainly based around their extended family and community. Leaving because of domestic abuse means a women/man not only losing their home and partner, but also their community, culture and way of life. It also leaves them open to prejudice of the settled population, without the security and protection that living with their own community brings.

Local Area Agreement alignment:

The commissioning of Gypsy and Traveller community provision is one which is being developed and established within the Supporting People arena within Worcestershire. We appreciate that the potential for us to meet many strategic priorities is achievable – whether these are within the context of community safety, health and well being through to education and bullying. Within such an embryonic stage of development we will be able to develop commissioning intentions based upon fresh strategic research into the needs of the community and embed this within this three year strategy for Worcestershire.

The following priorities were identified by providers as indicators which they were either working towards, or had the potential to work towards for this specific client group:

NI 2	Percentage of people who feel they belong to their neighbourhood
NI 8	Adult participation in sport
NI 17	Perceptions of anti social behaviour
NI 18	Adult reoffending rates for those under probation supervision
NI 20	Assault with injury crime rate
NI 39	Alcohol – harm related hospital admissions
NI 112	Under 18 conception rate
NI 116	Proportion of children in poverty
NI 117	16-18 year olds who are not in education, employment or training (NEET)
NI 123	16+ Smoking prevalence
NI 142	Number of vulnerable people who are supported to maintain independent living
NI 146	Adults with learning disabilities in employment
NI 150	Adults in contact with secondary mental health services in employment
NI 152	Working age people on out of work benefits
NI 163	Working age population qualified to at least level 2 or higher
NI 175	Access to services and facilities by public transport, walking and cycling
LI 2	Children who have experienced bullying

LI 3   Successful new claims generated for pension credit, attendance allowance and disability living allowance (as a percentage of the population of pensionable age).

We will work with providers to ensure that additional alignment is achieved to the LAA, and that contracts can identify their link and value to Local priorities.

Strategic intent:

- To carry out a strategic review of the Gypsy and Traveller community within Worcestershire (and neighbouring authorities where appropriate) to ascertain the housing related support needs of this client group. The recommendations of this review will provide support for investment decisions to be made within the lifetime of this strategy.
- Within existing provision, ensure that Gypsies and Travellers are recognised within the diversity and training of providers;
- Work strategically with Children Services and stakeholders where appropriate to support families in existing provision seeking support, specifically around education or access.
- Provision should also attend to any health issues the family may have. Families who travel may not have a regular doctor. Providers will be expected to work closely with Health Visitor's/practitioners about specialist health support available to this community.

Learning Disability

"People with learning disabilities want to lead ordinary lives and do the things that most people take for granted. They want to study at college, get a job, have relationships and friendships and enjoy leisure activities. Yet for many people this does not happen and they still spend too much time in traditional day services"[14]

Worcestershire Context:

"The term 'day services' is out of date."[15] There is a shift (as identified within the Learning Disability Strategy (2007)) from traditional day care provision to an approach which seeks to support active participation within the community and how they can exercise choice and control in what they do, with increased use of Individual Budgets; and subsequent support towards choice and control opportunities in the future.

Historically, people's lives have been organised in a way that suits organisations. We therefore have used terms such as "residential services" "respite services" and "day services". Supporting People will be seeking to support this drive towards more flexible and innovative services meeting the needs of service users, we will continue to become more person centred and believe that support should be organised around the person, not the other way round. [16]

As with other client groups we have a person centred approach to commissioning, and therefore we fully engage with and support this agenda. We also know that this form of commissioning can be rewarded by excellent positive outcomes for this client group. Some of the positive outcomes within 2008/09 have been to engage service users with government training/ new deal programmes, which has subsequently aided their aspiration to improve their employment opportunities.

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[14] Valuing People Now.
[15] Strategy for Daytime Support, Final version April 2008
[16] Strategy for Daytime Support, Final version April 2008
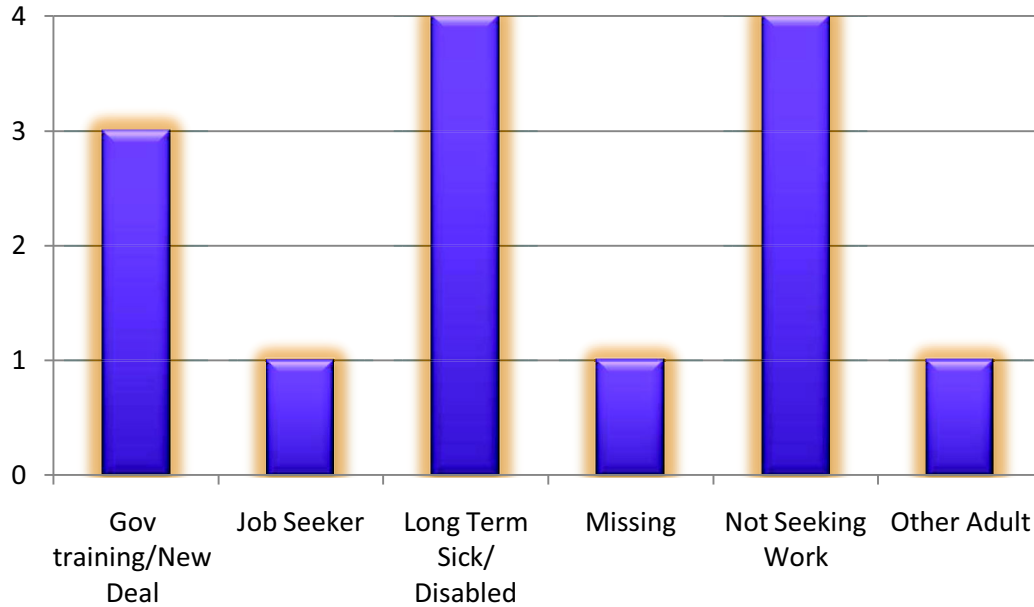
Economic status of new service users – learning disability
Source: Client Record Data 2008/09

Within 2008/09 the economic status of new entrants into the Supporting People programme was analysed. No-one entering the learning disability services was in employment. 29% were registered as long-term sick/ disabled, 29%% said they were not seeking work, with 28% looking for support to access work or training. This suggests that it may not be possible for some people to undertake paid employment, and for other they may be having difficultly in accessing suitable employment opportunities.
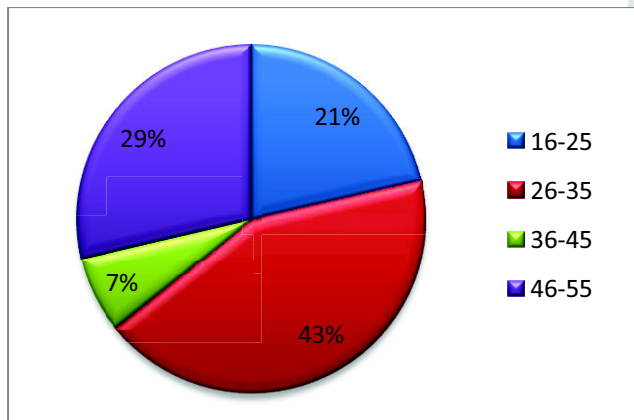
*Age of new service users – learning disability*
Source: Client record data 2008/09

The trend in age of new service users from Supporting People provision generally shows that most users are young, with almost two thirds (64%) of users under the age of 35.

Accommodation prior to entry into service – learning disability
Source: Client record data 2008/09

If we look at this in conjunction with the accommodation they were occupying prior to entry into the service we see that over 40% of new users were previously living with their family. Therefore, it appears that a significant group of the users in these services are young people who are moving out of the family home.
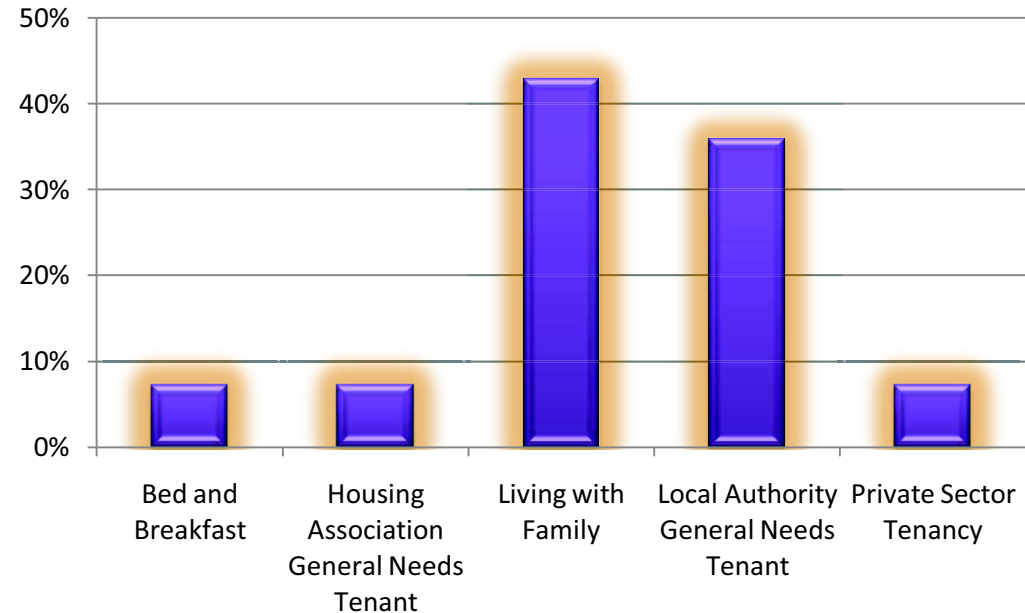
Service users are generally referred to our providers by social services (79%). The services provided are essential in supporting these young people in developing the skills to successfully live independently, and capturing their aspirations in our commissioning, review and contracting function is essential.

The most common support need identified for this client group is the need to 'identify and manage personal and/or environmental risk.'. This also links with the need to 'understand/address health & hygiene within their personal environment'; all key interventions in achieving greater independent living. Social interaction is also a key outcome which is aspired to; including accessing social, cultural and leisure activities; through to developing relationships with neighbours and establishing social networks. These aspirations will be embedded within the commissioning intentions for this strategy, in addition to support around the carer too.

Local Area Agreement alignment:

One current indicator contributing to the LAA theme 'improve health and well-being' specifically concerns adults with learning disabilities. This looks at the number of people between the ages of 18 and 69 who have learning disabilities and who are in employment. This is a direct link from the work of the Supporting People programme to the outcomes of the LAA. Supporting People outcomes data details the number of people who following support have been successful in accessing employment.

We will seek to maximise the contribution that Supporting People can make by wherever appropriate assisting service users to access employment.

The following priorities were identified by providers as indicators which they were either working towards, or had the potential to work towards for this specific client group:

NI 2	Percentage of people who feel they belong to their neighbourhood
NI 8	Adult participation in sport
NI 17	Perceptions of anti social behaviour
NI 18	Adult reoffending rates for those under probation supervision
NI 20	Assault with injury crime rate
NI 39	Alcohol – harm related hospital admissions
NI 112	Under 18 conception rate
NI 116	Proportion of children in poverty
NI 117	16-18 year olds who are not in education, employment or training (NEET)
NI 123	16+ Smoking prevalence
NI 142	Number of vulnerable people who are supported to maintain independent living
NI 146	Adults with learning disabilities in employment
NI 150	Adults in contact with secondary mental health services in employment
NI 152	Working age people on out of work benefits
NI 163	Working age population qualified to at least level 2 or higher
NI 175	Access to services and facilities by public transport, walking and cycling
LI 2	Children who have experienced bullying
LI 3	Successful new claims generated for pension credit, attendance allowance and disability living allowance (as a percentage of the population of pensionable age).

We will work with providers to ensure that additional alignment is achieved to the LAA, and that contracts can identify their link and value to Local priorities.

Strategic intent:

- Provision should seek to enhance greater choice and control, the use of community-based activities, with greater opportunities to integrate with increased accessibility, an emphasis on leisure, work and learning opportunities regardless of disability and, importantly, a desire to ensure that social contact with friends is maintained.
- Ensure that provision identifies the needs of careers, in addition to the service user.
- Ensure that programmes within our portfolio achieve multi faceted outcomes, and that provision works alongside each other with the adaptability to meet choice and control expectations.

Physical Disability and sensory impairment

"Independence is not a measure of what you can do for yourself but how much choice and control you have over your life"[17]

Worcestershire Context:

Strategic partnership representation is key for commissioning services that support physical disability and sensory impairment for the county – not only due to its scope but due to its current partnership setting. The current joint strategy for physical disability and sensory impairment suggests how Worcestershire County Council, Adult & Community Services and Worcestershire Primary Care Trust will plan to use their money to commission services. The concept of this strategy is one which is embraced by Supporting People's directive to commission services that are personalised, that maximise independence and citizenship.

The agenda within Worcestershire in regard to provision for this client group:

- To continue to reduce care home placements through building capacity in community based services and housing options to offer user choice. Building additional choice and flexibility in terms of outcomes and control is driven through the Supporting People process, and will continue to be the focus of our activity.
- The need to strengthen the integration between health and social care organisations including the development of joint commissioning has also been highlighted as a need for this client group.
- Continue to modernise day opportunities and community based services in a way that meets the needs of all service users
- Strengthen service to support carers
- Increase the number of people with a disability in employment
- Improve access to and appropriateness of services for black and ethnic minority groups and other hard to reach groups
- Ensure appropriate involvement at all key decision making levels including the development of LINks
- Continue to improve public access to care services through better care pathways, improved systems, and more targeted information
- Contribute to sustainability and Gershon agendas

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[17] Francis Hasler, chair of the Independent Living Fund

Existing provision for this client group achieves excellent positive outcomes within Supporting People's portfolio. One of the most important areas as sought by the service user is the ability to include social skills and activities in their life. 176 people were identified as needing support to access social, cultural and leisure activities in 2008/09 for instance.

The need to maintain social and community networks was identified for a vast majority of service users, as to the need to increase confidence which would help with the creation of social relationships.

Another commonly identified area of need which seems to be important for most of the client groups is financial; support to maximise income and access the correct benefits; and budgeting and reducing debt.

A third important support need area for this client group is health; including the access to health care services, understanding and addressing health and hygiene in the personal environment, in addition to support for developing and maintaining physical health. These outcomes have been prescribed to us from service users, and the feature significantly across the demographic of this client group.

Local Area Agreement alignment:

This area of work contributes to many core priorities within the Local Area Agreement, specifically under the Improving Health and Well Being theme group.

- To support adults to lead healthier lifestyles
- To reduce health inequalities
- To improve the quality of life and independence of older people and those with a long term illness and their carers
- To improve mental health and well being

The commissioning and contracting function ensures that key elements of the contract identify with the priorities of the LAA, ensuring a strategic fit into outcomes required specifically within the Theme Group supporting these indicators (a golden thread).

The following priorities were identified by providers as indicators which they were either working towards, or had the potential to work towards for this specific client group:

NI 2   Percentage of people who feel they belong to their neighbourhood

NI 8   Adult participation in sport
NI 17   Perceptions of anti social behaviour
NI 18   Adult reoffending rates for those under probation supervision
NI 20   Assault with injury crime rate
NI 39   Alcohol – harm related hospital admissions
NI 112   Under 18 conception rate
NI 116   Proportion of children in poverty
NI 117   16-18 year olds who are not in education, employment or training (NEET)
NI 123   16+ Smoking prevalence
NI 142   Number of vulnerable people who are supported to maintain independent living
NI 146   Adults with learning disabilities in employment
NI 150   Adults in contact with secondary mental health services in employment
NI 152   Working age people on out of work benefits
NI 163   Working age population qualified to at least level 2 or higher
NI 175   Access to services and facilities by public transport, walking and cycling
LI 2   Children who have experienced bullying
LI 3   Successful new claims generated for pension credit, attendance allowance and disability living allowance (as a Percentage of the population of pensionable age).

We will work with providers to ensure that additional alignment is achieved to the LAA, and that contracts can identify their link and value to Local priorities.

Strategic intent:

- To undertake a strategic needs analysis of physical disability and sensory impairment provision within Worcestershire. Working in partnership with key stakeholders (policy makers, physical disability and sensory impairment commissioners, providers and service users) the review will provide a strategic framework for commissioning intentions for Worcestershire's Supporting People programme seeking to add value to existing provision, create a real life account for gaps in provision, identify opportunities for joint commissioning and create alignment to Local Area Agreement priorities (current and potential).
- To ensure that existing provision and any newly commissioned provision is enabling people to access supported housing and low level housing related support.
- To assist wider commissioners in developing specific service plans

Worcestershire Context:

In support of accommodation solutions for offenders and their transition into society the following principles are key strategic drivers for Supporting People within Worcestershire, in cooperation with the West Mercia Probation Trust (a member of our Commissioning Body):

- provision adds value to the coherence of the service at the point of delivery
- that provision supports the priorities of the area
- support meets the needs of local communities
- support fit strategically into the wider structure of the area service, integrating it, not splitting it by function
- provision meets local structures and priorities, e.g. Local Area Agreements (LAAs)
- support is able to deliver to NOMS Offender Management and diversity standards
- support enhances West Mercia's ability to develop innovative solutions
- provision enhances, rather than undermine, West Mercia's aspirations for Trust status.

Supporting People, working in close partnership and on behalf of the West Mercia Probation Trust and Worcestershire's Community Safety Partnership, embraces the opportunity to put together a portfolio of services that meets local needs. Within the term of this strategy we will be working closely with key stakeholders to support existing provision and stimulate market development. We will ensure our knowledge of local communities and our links with other local authorities and criminal justice agencies, for instance through the Local Criminal Justice Board and the Crime and Disorder Reduction Partnerships help shape provision.

Current provision meets the strategy direction. Positive outcomes clearly provide strength to West Mercia Probations aims and objectives, in addition to providing strategic worth in regard to the LAA in Worcestershire.

Analysis of current provision and these outcomes can clearly identify the link with alcohol and substance misuse as a secondary need, and as many were identified as having a mental health concern. These secondary needs illustrate that providers and the market economy providing support for offenders need to be flexible and adaptable to cope with some other complex problems which service users are facing. It is the intent of the Supporting People programme to ensure that provision is maintained in ensuring sufficient and appropriate support required to meet such complex needs.

We are also aware through this analysis that (within 2008/09) throughout the whole supporting people programme 118 people or 6% of the total service users identified 'offender/ at risk of offending' as one of their support needs. Only 75 of these were accessing specific offender targeted services.

Other needs which we seek to support through provision are employment, training and maintaining a tenancy. Users may feel that anyone of these needs is more pressing at that time and access the corresponding service. 55% of new service users in 2008/09, were considered to be homeless in one form or another. This is also apparent when looking at the previous accommodation of new service users. Almost two thirds were in unstable or unsustainable housing. This was made up of 14% who were in prison, 30% who were living with family or friends and 18% who were in other temporary accommodation such as a hostel or rough sleeping.

We seek to ensure that provision continues to meet identified required support around manage finances and access employment. Supported to budget/ reduce debt and achieve appropriate expenditure is also a key priority for this client group, and is something which is supported through existing provision.

Local Area Agreement alignment:

The Worcestershire Local Area Agreement (LAA) priority to 'continue to improve community safety and build confidence in communities' includes the indicator of 'adult reoffending rates for those under probation supervision.' This relates to the work Supporting People services provide currently to this client group. While there are no direct figures on how many people were stopped from reoffending due to the support they received there is information on how many people have entered training and employment and have managed to maintain their tenancy. These factors have been shown to reduce the likelihood of reoffending. Addressing these issues can then give a stable background for the user along with the probation service to begin to deal with issues of offending. The Supporting People support can be a vital underlying factor in success.

We will be seeking to look at how we might be able to access data to evidence the contribution which the Supporting People services are making to reduce the adult reoffending rate.

The following priorities were identified by providers as indicators which they were either working towards, or had the potential to work towards for this specific client group:

NI 2   Percentage of people who feel they belong to their neighbourhood
NI 8   Adult participation in sport
NI 17   Perceptions of anti social behaviour

NI 18	Adult reoffending rates for those under probation supervision
NI 20	Assault with injury crime rate
NI 39	Alcohol – harm related hospital admissions
NI 112	Under 18 conception rate
NI 116	Proportion of children in poverty
NI 117	16-18 year olds who are not in education, employment or training (NEET)
NI 123	16+ Smoking prevalence
NI 142	Number of vulnerable people who are supported to maintain independent living
NI 146	Adults with learning disabilities in employment
NI 150	Adults in contact with secondary mental health services in employment
NI 152	Working age people on out of work benefits
NI 163	Working age population qualified to at least level 2 or higher
NI 175	Access to services and facilities by public transport, walking and cycling
LI 2	Children who have experienced bullying
LI 3	Successful new claims generated for pension credit, attendance allowance and disability living allowance (as a percentage of the population of pensionable age).

We will work with providers to ensure that additional alignment is achieved to the LAA, and that contracts can identify their link and value to Local priorities.

Strategic intent:

- Ensure that provision of effective offending behaviour support programmes (housing related needs) aimed at the low / medium and high risk offenders, within the community, are implemented effectively to reduce and stop further offending based on research and intelligence in terms of need per district.
- Ensure housing related provision supports offenders in accessing training and employment opportunities, as this is identified as a very effective mechanism in helping previously unemployed offenders live crime-free lives
- Ensure that we have a mixed economy of low, medium and high risk offenders within the current portfolio of provision.

Domestic Abuse

"Domestic Violence remains a critical social, human rights and criminal issue. It accounts for a quarter of all violent crime and has significant impact on individuals, families and communities, alongside the increasing demand on services and organisations." [18]

Worcestershire Context:

Supporting People appreciates the need to work in conjunction with the Worcestershire's Forum Against Domestic Violence to ensure a coordinated and joined up approach to Domestic Abuse provision within the County. Since the Strategic Review of Domestic Abuse provision within Worcestershire (2007) Supporting People have developed contracts and alignment of programmes to increase the choices and options for all people experiencing domestic violence meeting their needs in the most appropriate way. We are committed to ensure that good quality services are provided which are cost effective and enable people to regain their confidence and life skills to live independently.

Gaps in provision which were identified in this review have been addressed where feasible (including outreach services for BME communities). Service expansion has been enabled to ensure people can become more confident to access services.

An area where we appreciate the need to support further is rural awareness of services, there may be a lack of public or private transport leading to isolation and an inability to access services, lack of anonymity and some isolated areas with less opportunity to see family and friends and potentially reduced social network. This strategy will address this in partnership with key stakeholders. This strategy will also endorse the recommendations of the review by providing a greater balance of investment in services in the three primary areas, which include 'prevention and early intervention', 'protection and justice' and 'support for victims'.

From the outcomes data collected during 2008/09 the highest identified needs of this client group were to 'increase confidence' and to 'manage stress/ cope with a history of abuse', in addition to attending the Freedom Programme. The other needs which are identified as important to many service users are those which help them to rebuild an independent life. These include managing

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[18] Valuing People Now.

income and debts, understanding and maintaining tenancy, re-establishing contact with family and friends and engaging in leisure activities.

The IDVA service reported against a separate specialist range of outcomes. For this service as similar to the other DA services the most identified need is 'better managing stress and coping with a history of abuse. 'Identifying and managing personal and environmental risks' is also a common need. The IDVA also reports most specific outcomes such as being supported though the crown or magistrates courts.

Local Area Agreement alignment:

The support provided to this client group enables us to meet a range of indicators indirectly. Greater stability in life from secure accommodation could help with accessing employment. Many of the people entering domestic violence services have children who could benefit from support to access children's positive activities, or be brought out of poverty by their parents finding paid employment.

Alcohol can be a coping mechanism which could be addressed if supported to manage stress and cope with a history of abuse having the knock on effect of reducing alcohol related harm and hospital admissions. We will continue to develop these key links with the appropriate theme groups.

The following priorities were identified by providers as indicators which they were either working towards, or had the potential to work towards for this specific client group:

NI 2	Percentage of people who feel they belong to their neighbourhood
NI 8	Adult participation in sport
NI 17	Perceptions of anti social behaviour
NI 18	Adult reoffending rates for those under probation supervision
NI 20	Assault with injury crime rate
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NI 163	Working age population qualified to at least level 2 or higher
NI 175	Access to services and facilities by public transport, walking and cycling
LI 2	Children who have experienced bullying
LI 3	Successful new claims generated for pension credit, attendance allowance and disability living allowance (as a percentage of the population of pensionable age).

We will work with providers to ensure that additional alignment is achieved to the LAA, and that contracts can identify their link and value to Local priorities.

Strategic intent:

- Ensure that Supporting People provision is available to meet a targeted response to the needs of specific vulnerable groups including Gypsy and Traveller Communities; Rural Communities; Vulnerable Adults – drugs, alcohol, mental health, older people; Young Adults.
- Work in Partnership with the Domestic Abuse unit, ensuring a portfolio of provision is applied throughout the county (specifically looking at both prevention (including perpetrator programmes) and recovery/resettlement programmes).
- Work in conjunction with the WFADA in regard to a Safer Housing strategy, including a needs assessment of need and options within the county.
- Continue to work strategically with WFADA on improving practice through training, service standards and outcome / data monitoring with current provision within the Supporting People programme in Worcestershire.
- To work strategically with the Domestic Abuse Forum to ascertain the needs of the County and allocate resource to meet identified housing related needs.

Substance misuse

Worcestershire Context:

Supporting People seeks to work in conjunction with Worcestershire's Drug, Alcohol Action Teams, linking strategically to the Tackling Substance Misuse in Worcestershire: A Partnership Approach (2008-11) strategy and the Drug and Alcohol Action Team (DAAT Action Plan). This strategic alignment will ensure 5 locally agreed outcomes for Worcestershire DAAT are prioritised. These are:

- Reducing drug related deaths and ill health
- Reducing drug and alcohol related crime and disorder
- Reducing social and educational exclusion
- Improving access to drug and alcohol treatment and support
- Increasing positive outcomes from drug and alcohol treatment

The strategic priorities within Worcestershire are in line with indicator 1 of PSA 25, 'Reducing the Harm Caused by Drugs and Alcohol'. Other indicators within the PSA also impact upon Worcestershire's treatment plan and wider drug and alcohol strategy, including measures of public perception and rates of drug-related offending.

From a wider perspective, this treatment plan links to the following Public Service Agreements:

PSA 2: Improving the skills of the population

PSA 8: Maximising employment opportunities for all

PSA 16: Increase the proportion of socially excluded adults in settled accommodation and employment, education or training

PSA 18: Promoting better health and wellbeing for all

PSA 19: Ensuring better care for all

PSA 23: Making communities safer

Worcestershire DAAT remit is to work towards a balanced treatment system, enabling access to treatment for all. Supporting People has a strategic requirement to support clients to leave the system in a planned way, with access to the necessary wraparound services, relapse prevention and aftercare. The need for a broad range of treatment modalities is recognised, including access to abstinence based interventions and support to help clients maintain drug free lives.

The 2008-2011 DAAT strategy has identified the following housing needs which have assisted in aligning Supporting People's strategy intentions for 2010-13.

A snapshot survey of 752 clients in treatment conducted in April 2006 indicated that:

- 23% of clients (172) had a housing need (for instance: B&B, with friends or relatives, hostel, on street, refuge or temporary)
- If extrapolated to the whole client cohort, this indicates that 268 clients in treatment in April 2006 had a housing need
- 10% of clients reported that they had been evicted, and 4% more than once main causes for eviction were rent arrears, relationship breakdown, client's drug use and anti-social behaviour

These identified needs can be related to the feedback we have received from service users and the outcomes achieved from this client group. In addition to this, we have been able to pin down the specific outcome needs of service users. 84% of the new service users record drug problems as their primary need within 2008/09. 9% record alcohol problems as their primary need. Current service users are telling us that the majority of them accessing substance misuse services are doing so for drugs rather than alcohol. This does not mean alcohol should be considered a secondary problem however. This combination of problems begins to demonstrate the complexity of needs for this client group. Complex needs and mental health are a common thread between many secondary needs.

11% of all new service users within the SP programme had a registered substance misuse concern; providers for all client groups need therefore to be aware of their support needs (these tend to be associated with particular client groups, specifically single homeless and offenders as with mental health).

In terms of secondary, the most commonly identified need was to access and continue to engage with drug and alcohol services. It is perhaps inevitable in this client group that some people would fail in their outcomes; however it is positive that 96% did have success in 2008/09.

A significant number of service users were identified to need support in accessing health services. This need can be because users may have neglected access to health services, or because of the greater risks faced by substance misuses in relation to issues such as Viral Hepatitis.

An additional important category of commonly identified needs was economic well being. Almost two thirds of service users were identified to need help to maximise their income, and to manage debt and budget appropriately. Accessing appropriate housing was a need expressed in a number of service users. Many were supported to register with social housing organisations and/or registration for choice based lettings. Accessing suitable housing can be important to provide a stable environment so service users can better engage with the drug and alcohol services they are being supported by.

Local Area Agreement alignment:

The Worcestershire Local Area Agreement (LAA) contains the priority to 'reduce the harm cause by illegal drugs and alcohol'. This is an area that the substance misuse part of the Supporting People programme would aim to have a positive influence on. The specific indicator measured for this priority is the number of 'alcohol-harm related hospital admissions'.

The Supporting People programme cannot measure a direct effect on these numbers, however indirectly it encourages service users to stay engaged with specialist alcohol services that can help users get the problem under control and as a result reduce the need to be admitted to hospital on an alcohol related issue. Removing other stress factors such as homelessness and domestic violence from service users lives can also help people become less reliant on alcohol.

The is an indicator which Supporting People would not be able to provide evidence of their direct impact on the indicator however they can provide indirect evidence or more qualitative accounts of the work the services do.

The following priorities were identified by providers as indicators which they were either working towards, or had the potential to work towards for this specific client group:

NI 2   Percentage of people who feel they belong to their neighbourhood
NI 8   Adult participation in sport
NI 17   Perceptions of anti social behaviour
NI 18   Adult reoffending rates for those under probation supervision
NI 20   Assault with injury crime rate
NI 39   Alcohol – harm related hospital admissions
NI 112   Under 18 conception rate
NI 116   Proportion of children in poverty
NI 117   16-18 year olds who are not in education, employment or training (NEET)
NI 123   16+ Smoking prevalence
NI 142   Number of vulnerable people who are supported to maintain independent living
NI 146   Adults with learning disabilities in employment
NI 150   Adults in contact with secondary mental health services in employment
NI 152   Working age people on out of work benefits
NI 163   Working age population qualified to at least level 2 or higher
NI 175   Access to services and facilities by public transport, walking and cycling
LI 2   Children who have experienced bullying

LI 3   Successful new claims generated for pension credit, attendance allowance and disability living allowance (as a percentage of the population of pensionable age).

We will work with providers to ensure that additional alignment is achieved to the LAA, and that contracts can identify their link and value to Local priorities.

Strategic intent:

- The provision of Low-level and floating support for individuals with drugs and alcohol problems;
- Complementing low-level community interventions and alignment to the strategic direction of the Drug and Alcohol Action Team partnership
- Provision to address the demand profile within the County.

Single Homelessness
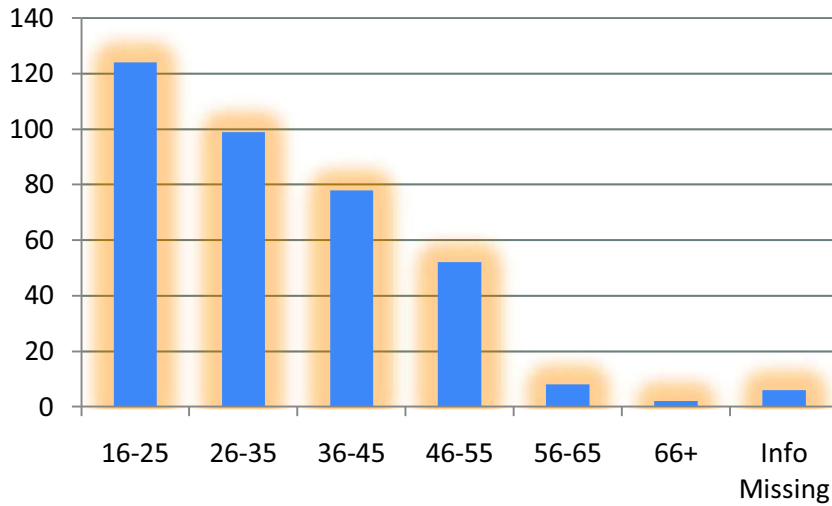
Worcestershire Context:

"The needs of single homeless people can be complex, as there are a multitude of housing and support needs. These can include offending behaviour, rough sleeping, mental health issues, old age, women and men having different support needs, domestic abuse, physical and sensory impairment and substance misuse issues. Adult Services tend to provide support and/or care if there is a diagnosed and an assessed critical to substantial level need. Some single homeless people will have low-level support needs, others a multitude of needs, which is where Supporting People funded services are particularly helpful." [19]

Supporting People plays a key strategic role with the District Councils in addressing homelessness. There are a large group of single homeless people (including substance users and offenders) who are more often than not, deemed to be non-priority, according to the Homelessness Act 2002, therefore there is no legal duty to house these groups. This element, key role and responsibility is being undertaken by Supporting People through investing in organisations primarily in the voluntary or third sector.

In a Worcestershire context, this is a client group which tends to be of a young age (as a person gets older they become less likely to be accessing single homeless services). From analysis over the last couple of years of Homeless services (supporting by a Supporting People strategic review 08) services are more likely to have to deal with secondary needs associated with younger people such as teenage pregnancy, rather than those associated with older people such as health and mobility issues.

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[19] Worcestershire's options appraisal of housing and support services for single homeless people'

Age of new service user – single homeless
Source: Client record data, 2008/09

Bar chart showing values by age group:
- 16-25: approximately 124
- 26-35: approximately 99
- 36-45: approximately 78
- 46-55: approximately 52
- 56-65: approximately 8
- 66+: approximately 2
- Info Missing: approximately 6

Alcohol problems and drug problems are the two most common secondary needs for people accessing single homeless services (with 18% and 17% of service users having these needs respectively in 2008/09).
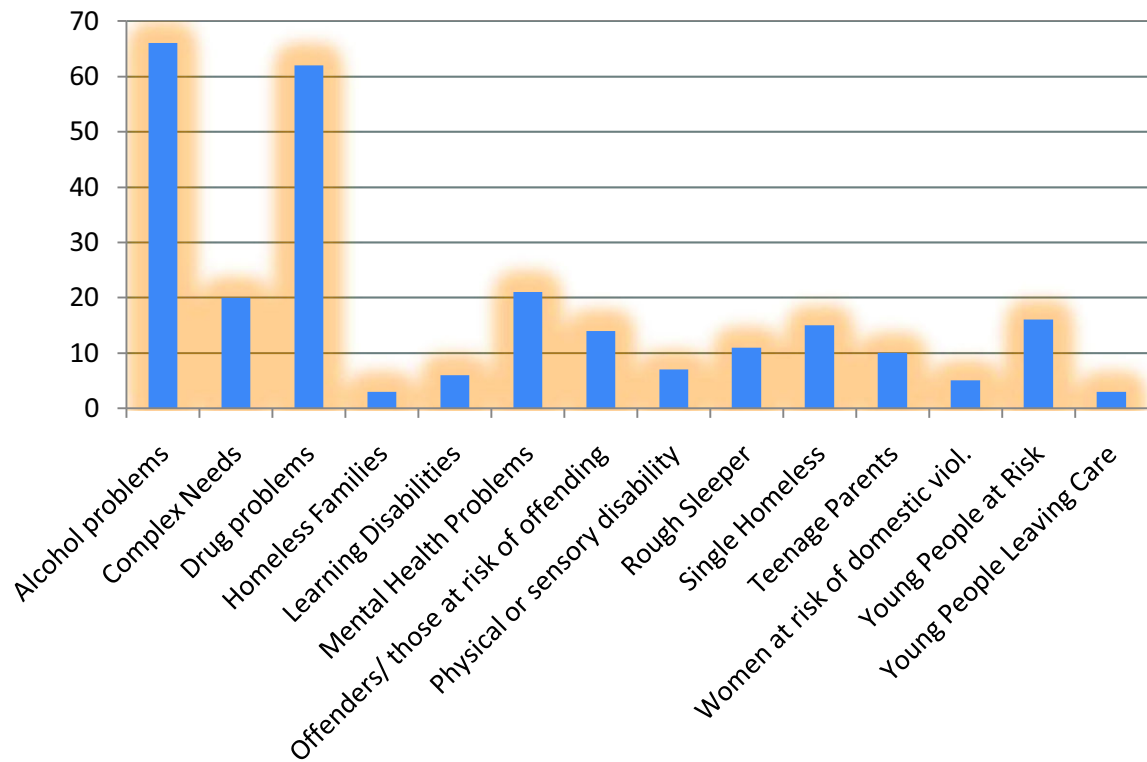
Recorded secondary needs of new users entering single homeless services
Source: Client record data, 2008/09

Unsurprisingly, economic need is the most commonly identified required outcome for people accessing single homeless services. 450 and 480 people were found to need support to maximise their income, and to budget, reduce debt and achieve appropriate expenditure in 2008/09 alone. Budgeting and reducing debt seems to be more difficult, than simply accessing the right benefits. Increased engagement and support with this client group in terms of improving income and budgeting are important towards maintaining a tenancy in the future.

373 people were identified as needing support to access a GP, dentist or primary healthcare service. This can be difficult to do if living in unstable accommodation or rough sleeping as many of the service users were prior to entry into the programme. 190 have managed to do this successfully with 138 still working towards it.

As recognised by the recording of needs, a fair number of service users in this client group have substance misuse problems. This is reflected in the 278 service users who were identified as needing support to access and continue to be engaged with drug and alcohol services in 2008/09. To continue to engage with this support can be difficult with some service users who seem to be more transient that in other client groups and just come in and out of services for a short time.

In addition, a significant number of people are asking for support regarding access to training and education (76 people managed to find employment with support from providers in 2008/09).

Local Area Agreement alignment:

Over a third of single homeless service users had a substance misuse problem with alcohol problems being the most common secondary need. This means that efforts to deal with these problems within single homeless services will be contributing towards the LAA target to reduce alcohol harm related hospital admissions.

Also, as with homeless families, stable accommodation and tenancy may provide the platform for service users to access employment and reduce the number of working age people on out-of-work benefits. We will continue to develop these links with the appropriate theme groups.

The following priorities were identified by providers as indicators which they were either working towards, or had the potential to work towards for this specific client group:

NI 2	Percentage of people who feel they belong to their neighbourhood
NI 8	Adult participation in sport
NI 17	Perceptions of anti social behaviour
NI 18	Adult reoffending rates for those under probation supervision
NI 20	Assault with injury crime rate
NI 39	Alcohol – harm related hospital admissions
NI 112	Under 18 conception rate
NI 116	Proportion of children in poverty
NI 117	16-18 year olds who are not in education, employment or training (NEET)
NI 123	16+ Smoking prevalence
NI 142	Number of vulnerable people who are supported to maintain independent living
NI 146	Adults with learning disabilities in employment
NI 150	Adults in contact with secondary mental health services in employment

NI 152	Working age people on out of work benefits
NI 163	Working age population qualified to at least level 2 or higher
NI 175	Access to services and facilities by public transport, walking and cycling
LI 2	Children who have experienced bullying
LI 3	Successful new claims generated for pension credit, attendance allowance and disability living allowance (as a percentage of the population of pensionable age).

We will work with providers to ensure that additional alignment is achieved to the LAA, and that contracts can identify their link and value to Local priorities.

Family Homelessness

Worcestershire Context:

There is a distinction between the needs of single homelessness and family homelessness, hence the separation in this strategy of the two client groups.

Analysis of recent trends of service users accessing Supporting People family homeless provision, there was an uneven split between male and female new service users (81% of the new service users were female in 2008/09).

Sex of new service users – homeless families
Source: Client record data, 2008/09

3

37

168

■ Female

■ Male

■ Info Missing
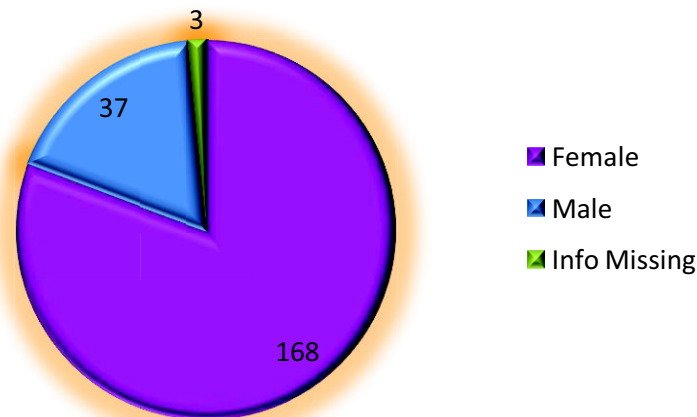
Of these new service users 66 of the households had children, 35 of these were single parent households (all of the single parent households had a female head of household). A total of 120 children were in Homeless Families support services. This is over a quarter of the children in the supporting people programme. 137 people who accessed homeless families support services were alone and no other people were recorded, 100 of these people were female.

As expected, mental health concerns are the most common need identified in this respect. Mental health issues account for 26% of the needs identified. This is an increasing trend too, an 11% increase of identified needs from 2007/08. Physical or Sensory Disabilities also is a significant need identified by 15% of service users which could also impact how providers deliver a service to some members of this client group based on current trends.

The most common outcome identified is the need to increase confidence. This fits in with other needs identified such as the need to develop and maintain family and social networks, and access social, leisure and cultural activities. Economic outcomes are identified in a lot of service users in this client group. These include maximising income including accessing the correct benefits, as well as budgeting, reducing debt and achieving appropriate expenditure. The high assessment of need in this area is important as it means it may be a major reason why users had to enter the programme in the first place. Being able to deliver specialist support in these areas may help the families to move on successfully in the future.

Accessing health services and maintaining physical health and hygiene including understanding the dangers of smoking were important identified outcomes for about half of the users in this client group. The Family Intervention Project has reported against the core and specialist SP outcomes already discussed by they also have a number of other outcomes which are specific to the work they do. These include identified outcomes such as supporting families to keep to the conditions of ABSOs, ABC's or other statutory conditions, or to help excluded children to get back into full time education.

Local Area Agreement alignment:

Support work with homeless families can help to meet a range of targets in the LAA for both the parents themselves, but also for their children or young people. Having a stable home and tenancy can be the first step towards other aspirations in life for homeless families. This often includes the aspiration to not live reliant on benefits and be able to access employment in order to support their family. This support helps to work towards the LAA target of reducing the working age population on out of work benefits. This indicator also links with another target of reducing the proportion of children in poverty which looks at children in families on out-of-work benefits. By being able to demonstrate the number of people who have managed to access employment following support you can demonstrate contribution towards these targets.

Support for homeless families can include helping parents to access groups specifically for their children such as homework clubs or play schemes. We also know that young people benefit from different experiences as well are working towards the LAA target to improve young people's participation in positive activities.

The following priorities were identified by providers as indicators which they were either working towards, or had the potential to work towards for this specific client group:

NI 2	Percentage of people who feel they belong to their neighbourhood
NI 8	Adult participation in sport
NI 17	Perceptions of anti social behaviour
NI 18	Adult reoffending rates for those under probation supervision
NI 20	Assault with injury crime rate
NI 39	Alcohol – harm related hospital admissions
NI 112	Under 18 conception rate
NI 116	Proportion of children in poverty
NI 117	16-18 year olds who are not in education, employment or training (NEET)
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NI 175	Access to services and facilities by public transport, walking and cycling
LI 2	Children who have experienced bullying
LI 3	Successful new claims generated for pension credit, attendance allowance and disability living allowance (as a percentage of the population of pensionable age).

We will work with providers to ensure that additional alignment is achieved to the LAA, and that contracts can identify their link and value to Local priorities.

Strategic intent:

- Ensure preventive agenda is extended throughout the County, including the introduction of a single service gateway and improved systems such as common monitoring and common assessment
- Crisis intervention: emergency access accommodation and street outreach, often dealing with high vulnerability and complex needs.
- Supported independent living: supported accommodation for single homeless people, offenders and substance miss-use.
- 'Preparation for independent living': floating support, which can be generic or specialist. Some focuses solely on crisis intervention work, some are specialist services and other floating support moves with the person through different types of accommodation.
- Ensure provision continues to complement housing strategies countywide.
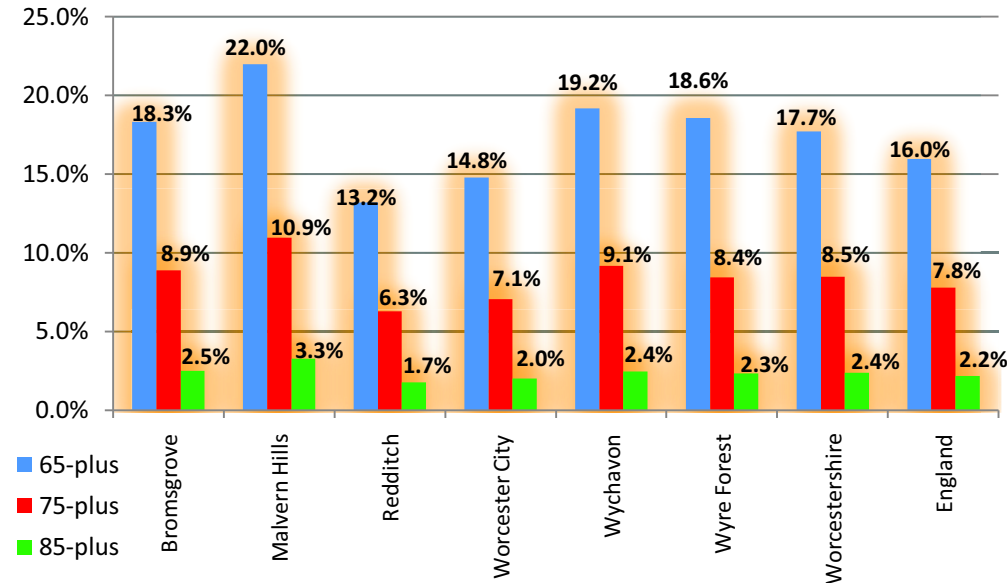
Worcestershire Context:

"There are substantial demographic changes taking place in the county." [20] The Older People housing and support needs research carried out in 2009 identified the changes required linked to the following trend:

- By 2031, those over 60 will increase by 52%
- Even more dramatic in terms of demands for care, those over 85 increase by 155%
- Growth is predicted to be the greatest in Wychavon and Malvern Hills
- People are living longer but along with increased life expectancy has gone longer periods of ill health in later years; 4.3 years for men and 5.9 years for women. This will often mean a need for some care.
- Those diagnosed with dementia will treble by 2025 leading to a requirement for more specialised provision available at home or in some alternative housing or care home setting.
- At over 80% of households in 55-74 age group levels of owner occupation are exceptionally high in Worcestershire. At the end of 2008, the average value of equity held was just over £180,000 but values are trending down.
- There are 745 households on local authority waiting lists, aged over 50 with a significant identified housing need; 1 in 5 of these are currently owner occupiers.
- The number of older people with learning disability, for whom there is currently little explicit provision, is projected to rise from 4732 to around 6050 by 2025; a 25% increase.

Supporting this we have gained an insight from Worcestershire's Research and Intelligence Unit into future population demands per District.   By mid-2007 estimates reveal Worcestershire has a population of around 555,400. 17.7% of Worcestershire's population, 98,300 people, are aged 65-plus. This compares to 16.0% aged 65-plus for England.. The difference is even more pronounced in the 75-plus age group, which is 8.5% in Worcestershire compared to a national average of 7.8%. Worcestershire has a slightly older age structure than is seen nationally.

**Figure 1: Proportion of population in 65+ age groups, Worcestershire and districts, 2007**

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[20] Research into the Housing and Support needs of older people within Worcestershire, 2009.

Source: Office for National Statistics, Mid-Year Estimates, 2007

Forecasts of the population change in the County up to the year 2026 suggest that the population of Worcestershire is set to increase by around 25,200, representing an increase of 4.6%. The largest increase is projected to be in the older age groups. Persons aged 65 and over have a projected increase of almost 60,000, or over 60%, in this 20-year period.

Figure 2: Percentage Projected Population Increase in Worcestershire, 2006-26
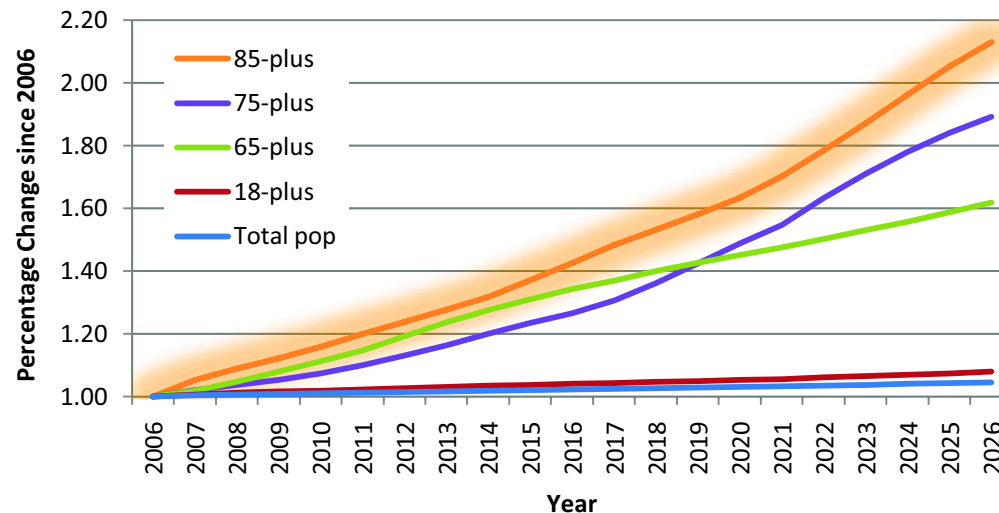
Source – WCC projections based on RSS Preferred Option and past trends

Within the 65-plus age group, the percentage increase that is forecast is higher among the older age groups. The 85-plus age group, for example, is projected to more than double over the 20 year period, from 12,600 in 2006 to around 26,600 in 2026.

The 85-plus age group is projected to at least double in all of the districts with the exception of Worcester City. This could have an impact on access to health services, especially in the more rural districts of Wychavon and Malvern Hills, which are particularly popular areas of residence among the older generation.

	Age Group	2009	2013	Total Increase
Bromsgrove	65-74	9,300	9,600	495
	75-84	6,100	6,200	
	85+	2,400	2,500	
Malvern Hills	65-74	8,900	9,300	543
	75-84	5,800	5,900	
	85+	2,600	2,700	
Redditch	65-74	6,100	6,500	462

	75-84	3,700	3,700	
	85+	1,400	1,500	
Worcester City	65-74	7,500	7,600	176
	75-84	4,800	4,800	
	85+	2,000	2,000	
Wychavon	65-74	12,800	13,200	739
	75-84	8,000	8,100	
	85+	3,100	3,300	
Wyre Forest	65-74	11,200	11,800	834
	75-84	6,100	6,200	
	85+	2,500	2,500	
Worcestershire	65-74	55,700	58,000	3250
	75-84	34,500	34,900	
	85+	14,000	14,500	
Total	**65+**	**104,200**	**107,400**	
Source: *Worcestershire projections based on RSS Preferred Option*				

The table above shows that there are predicted to be a further 3,200 people aged 65 and over by 2013. Wyre Forest and Wychavon have the highest increase in number of people aged 65-plus at 834 and 739 respectively.

This means that older people's service will have to deal with an increased number of people with physical, sensory and learning disabilities, and mental health problems, possibly requiring support services which can deal with more complex needs.

Local Area Agreement alignment:

The existing Local Area Agreement (2008-2011) supports the target to improve the number of vulnerable people who are supported to maintain an independent living. This indicator information is taken directly from Supporting People lead role in the management and delivery of NI 142. We can demonstrate that due to the high numbers of older people in receipt of Supporting People's services they are likely to be able to have a significant impact on this target. By offering older people even small amounts of support in the form of a call alarm or help to access adaptations or remove trip hazards from their home our investment is assisting older people to enjoy independent living rather than possibly having to move to residential care if that support was not there. (Which also adds further public sector costs, and often is not the preferred option for the service user.)

While this indicator includes all client groups in the Supporting People programme, costs suggest that the older people client group require minimum spend to get a significant reward in terms of maintaining independent living and meeting the target.

In addition to this, another indicator specifically applicable and one which we will look to enhance our development towards is access to successful new claims generated for pension credit, attendance allowance and disability living allowance as a percentage of population of pensionable age. The aim of this indicator is to reduce levels of inequality within the community by providing extra benefits to those who need them.

We will seek to align our programme to meet the tackling fuel poverty indicator. We currently provide support to service users in receiving advice on what fuel poverty related benefits and payments are available to them, we need to enhance our reporting mechanism to identify the level of this support in meeting this indicator set.

The following priorities were identified by providers as indicators which they were either working towards, or had the potential to work towards for this specific client group:

NI 2	Percentage of people who feel they belong to their neighbourhood
NI 8	Adult participation in sport
NI 17	Perceptions of anti social behaviour
NI 20	Assault with injury crime rate
NI 39	Alcohol – harm related hospital admissions
NI 123	16+ Smoking prevalence
NI 142	Number of vulnerable people who are supported to maintain independent living
NI 175	Access to services and facilities by public transport, walking and cycling
LI 3	Successful new claims generated for pension credit, attendance allowance and disability living allowance (as a percentage of the population of pensionable age).

We will work with providers to ensure that additional alignment is achieved to the LAA, and that contracts can identify their link and value to Local priorities.

Strategic intent:
- Early intervention services for older people with mental health needs
- Low-level preventative housing related intervention as provided by home improvement agencies, community alarms and assistive technology.

- Provision of a countywide floating support that meets the needs of the most vulnerable (irrespective of their tenure)
- To provide low level support where appropriate within existing and new extra care provision
- To ensure that housing related support provision also identifies opportunities to embrace social inclusion activities for this client group, either as a mechanism to identify housing related concerns for people who not currently engaged, or to sustain networks for communities.
- Please also refer to Learning Disability, Physical Disability and Sensory Impairment, in addition to Mental Health commissioning intentions for this client group.

Strategic intent within this client group will also link into 3 other client groups (these being) – Learning Disabilities, Mental health and Physical and Sensory Disabilities.

Young People at risk

Worcestershire Context:

Working in partnership with Children Services, Supporting People carried out an extensive strategic review of young peoples housing and support need within the County. The aim was to evaluate the current housing and support options available for young people in Worcestershire. This appraisal complimented the work undertaken for the 'Children and Young People's Plan' and the 'Worcestershire Homelessness Strategy'. Services within the County have evolved over time, mainly on a district by district basis. This review however, has embedded an opportunity to enhance joint working, and the commissioning of services in line with current and future needs. This strategy seeks to drive this forward, easing the transition from Children Services to that of Adult and Community Services, especially as a result of the Southwark Judgement.

The review and our analysis of existing provision and outcomes achieved identifies that the age group 16 to 25 year olds can be complex, as it is a transitional time from childhood to adulthood. The variation in needs of a 16 year old as opposed to a 25-year olds can vary greatly, and this is something that provision will need to accommodate. Some young people will have low-level support needs, which is where Supporting People funded services are particularly helpful. There is also some focus on more complex needs. In essence people in need of low level support, for example people who need support to sustain independence and enabled to be able to do things for themselves.

Within this client group the identified primary need was recorded as 'single homeless', with a secondary need covering a varied list from alcohol and drug problems, learning disabilities, mental health, offenders and young people leaving care.

All of the top five most common support needs identified for young people fit into the category of economic and financial issues. From accessing trends with this client group, it would seem that young people at risk require a lot of support in this area, possibly because they have not yet had the life experience to have gained these skills yet.

The most common support need for this client group is to maximise income including accessing the correct benefits. Following directly on from the need to maximise income is the need to budget appropriately with the money that is coming in and try to reduce any debt they may have built up. Key outcomes of housing related support.

As a more long term aspiration outcomes from simply sorting out their current finances is the aim to eventually not be reliant on benefits. To do this support to access education, training and employment is critical, and where Supporting People enabled 138

people (in 2008/09) to access training or education. As a result of this all are considering greater prospects in terms of gaining employment.   Taking this further, 338 people were identified as needing support to access career and employment opportunities and 139 have already been successful in this goal and managed to enter employment. These outcomes are key, and very relevant to macro factors which may make getting employment difficult under 'normal' circumstanced for young people at risk – let alone in the period of recession.

Soft skills (such as esteem and self confidence) have also been critical in enabling some of the more long term outcomes to be achieved (such as employment and training), in addition to establishing social and community networks, and developing a relationship with neighbours. Current provision is proving that if a person is confident they will feel more able to tackle other problems or difficulties in their lives.

Local Area Agreement alignment:

The Worcestershire Local Area Agreement (LAA) specifically uses an indicator which Supporting People will be able to contribute towards. The indicator is the number of '16 to 18 year olds who are not in education, employment or training.' The SP programme will seek to contribute to this target by supporting young people in their services to access employment or education and training as displayed through the outcomes data. This element of information will be asked for from appropriate providers.

The following priorities were identified by providers as indicators which they were either working towards, or had the potential to work towards for this specific client group:

NI 2	Percentage of people who feel they belong to their neighbourhood
NI 8	Adult participation in sport
NI 17	Perceptions of anti social behaviour
NI 18	Adult reoffending rates for those under probation supervision
NI 20	Assault with injury crime rate
NI 39	Alcohol – harm related hospital admissions
NI 112	Under 18 conception rate
NI 116	Proportion of children in poverty
NI 117	16-18 year olds who are not in education, employment or training (NEET)
NI 123	16+ Smoking prevalence
NI 142	Number of vulnerable people who are supported to maintain independent living
NI 146	Adults with learning disabilities in employment
NI 150	Adults in contact with secondary mental health services in employment

NI 152   Working age people on out of work benefits
NI 163   Working age population qualified to at least level 2 or higher
NI 175   Access to services and facilities by public transport, walking and cycling
LI 2   Children who have experienced bullying

We will work with providers to ensure that additional alignment is achieved to the LAA, and that contracts can identify their link and value to Local priorities.

Strategic intent:

Our strategic intent, supported from the joint strategic review, will contribute to these specific measures and to the three work streams set by central government, which are:

- Preventative work: early prevention and advice, mediation, home visiting, school based work and assessment and local authority advice in housing.
- Accommodation and support: supported lodgings, nightstops, emergency accommodation (hostels), forms of move on from hostels and floating support.
- Person-specific services: complex needs and high vulnerability, health, learning and work, BME young people, tackling anti social behaviour and offenders and offending.
- To carry out a strategic needs analysis of provision within the South of the County. Recommendations will provide the structure for provision and commissioning intent hereafter.

We seek to ensure that there is a greater range of housing options and support (embraced within the freedom and flexibility of funding governance), which contributes to the prevention of homelessness and repeat homelessness. This includes specific issues within mainstream housing and support including substance misuse issues, youth offending behaviour, learning disabilities and difficulties including Asperser's Syndrome, minority ethnic groups particularly unaccompanied asylum seekers, teenage parents and young people who are pregnant and young victims and survivors of domestic abuse.

Eligibility

The Worcestershire Supporting People Partnership is committed to a programme that promotes independence through services that are high quality, strategically planned, cost effective and complement existing support and care packages. Services will:

- Have fair and equitable access;
- Are targeted at those in need;
- Are capable of delivering independent living through the provision of housing-related support;
- Provide value for money; and
- Complement other health and social care services.

One means of ensuring this is through the use of eligibility criteria. Eligibility is an issue that has caused significant problems for the Supporting People programme nationally since the inception of the programme. Worcestershire continues to adopt outcome focused eligibility criteria that are clear, transparent and consistent and underpin our vision for Supporting People in Worcestershire while allowing us to direct resources strategically.

Our starting point is that assumption that Supporting People is not the unique pathway to independent living and nor should it be seen as a discrete programme whose clients needs are likely to be met entirely from within this programme. Worcestershire County Council assumes that:

- For some individuals, Supporting People is the only intervention that is required to maximise independent living;
- For other individuals, independent living can be maximised through the provision of social care services; and
- For others, Supporting People is merely one part of an overall care and support package that maximises independent living.

Complementing this, an overarching single assessment process should end uncertainty and ensure vulnerable people have complete support packages. The eligibility model outlined below focuses on outcomes of, rather than approaches to, support. As well as removing distractions that could impede the scheme, this approach allows Supporting People to harness the experience and knowledge of individual providers who, in turn, benefit from increased flexibility and it emphasises the overall aim of maximised independent living.

Defining who is eligible to receive support

Worcestershire continues to propose to introduce needs-based eligibility criteria to manage access to services. We are proposing:

- That all individuals should be assessed using a common framework to determine the nature of their presenting need;
- That following assessment, an individual's presenting need will be defined in line with clear eligibility definitions;

That an individual will be deemed eligible for Supporting People services when:

- They have been assessed as being at risk of losing their ability to reach or maintain independent living, or they have been assessed as not currently being able to reach or maintain independent living; and
- The provision of low level support focused around sustaining accommodation would prevent or delay loss of independence, or enable individuals to gain independence.

Worcestershire wants to target people in the low, moderate and substantial categories since it is these people who can be helped to live independently. Supporting people facing these difficulties can prevent or delay their conditions worsening. With support, a client who has been assessed as at moderate risk can over time move to the low risk category, or a client whose position has been deteriorating can be stabilised.

As was stressed at the beginning of this section, Supporting People is neither a unique nor a solo route to independent living and, as such, will share the responsibility for funding support with other services. Given the focus of the programme, Supporting People would expect to fund less of people's support as they move to increasingly serious risk categories and overall increased need.

As a person's condition becomes increasingly critical and the scope for independent living lessens, the potential for Supporting People funding falls. To make this system work fairly and ensure each client has a holistic support package in place it is vital that all users undergo a single assessment and that all assessments follow an identical process.

Defining what services are eligible under Supporting People
Choices also have to be made in a transparent and strategic manner about which services are eligible for funding in line with the programme's vision for Worcestershire. Supporting People aims to maximise the level of independent living therefore services will be judged on how well they achieve this outcome. This approach avoids the trap of concentrating too much on how independence is realised, instead considering what is really accomplished.

Furthermore, to monitor an outcome based model it is clearly vital that these are gathered and monitored and assessed internally to measure the extent to which outcomes are being achieved and how far a client 'travelled'. With this in mind, Supporting People

will only fund support that outcomes, both short term and longer term, have been agreed in partnership with the client and are regularly reviewed. We will therefore continue with:

- Contract specifications based on outcome (and relevant outcomes as deemed strategically important);
- Providers to develop method statements, setting outputs that will be delivered to achieve outcomes specified in the contracts;
- To monitor this, we will carry out contract spot checks where necessary to ensure these fundamental conditions are being upheld.

Value for money criteria
Linked to measured outcomes, how services represent value for money will be judged on outcomes and price. Prices will be used in place of costs because this again focuses the attention on *what* is achieved instead of *how* it is achieved, allowing providers to use their unique experience and knowledge to decide the method to realise outcomes with each client. Only services capable of providing services within set price boundaries will be eligible for funding.

Commissioning statement and Investment Plan (2010/11)

The strategic aim of Supporting People in Worcestershire is to commission housing related support services that, in coordination with partners including housing, health and social care services, promote or assist vulnerable individuals to sustain their accommodation. This is achieved through the delivery of low level support that, increase the individual's choices for independent living and complement existing services. Through funding Supporting People services, Worcestershire Supporting People Partnership aims to achieve a series of outcomes for service users. These outcomes meet the objectives of the programme as outlined above, and also contribute to the objectives of a number of local, regional and national strategies (including the Local Area Agreement). In Worcestershire, the key objectives that Supporting People contributes to are:

- Making our neighbourhoods safer (addressing crime, community safety and anti-social behaviour);
- Addressing homelessness (preventing homelessness, in particular repeat homelessness and supporting women at risk of domestic violence);
- Tackling substance misuse (alcohol and drugs); and
- Providing support that enables people who are vulnerable through age, disability or life experience to maintain independence.

These objectives have been identified through a strategy mapping exercise, which examined a range of strategies and policies published by Worcestershire County Council and its partners. This mapping exercise has also been supplemented by support from the County's Research and Intelligence Department in respect to mapping across outcomes from existing contracts to the expected and prioritised outcomes focused within the Local Area Agreement framework. As a consequence one of the principle aims of the annual plan is to ensure that all Supporting People contracts add significant value to local priorities.

This document is the three-year strategy for the Supporting People programme. It offers a direction of travel for next three years based on current strategic priorities. This element of the strategy embeds an action plan which will be a fluid document identifying priorities for spend. This is an evolving time for Supporting People: the formal integration in the Local Area Agreement, the development of Choice and Control, and the general vulnerability of national and local funding allocations as a result of the economic situation within the Country. As a result of this we make the commitment to systematically review these intentions and

commissioning statements on an annual basis to ensure that it meets local strategic aims and objectives, and reflects current national, regional and local policy making.

Worcestershire's vision

We have been successful as a commissioning partnership (spanning two tier authorities, Probation and the Primary Care Trust) to identify significant cost savings for a range of public bodies as a result of prudent and strategic commissioning activity. In the current climate of vulnerable and expected depreciating funding streams this strategy seeks to enhance the opportunity to secure further cost savings linked to local needs. Our programme has gathered a considerable body of evidence demonstrating that when Supporting People funded activities are targeted and focused in an appropriate manner, significant benefits to the individual, their families and the community can be yielded. It is the intention in Worcestershire to ensure that the Supporting People programme funds and provides the most appropriate housing related support services for the county, in order to maximise the benefits produced.

Worcestershire County Council, the administering authority for the Worcestershire Supporting People programme, remains as an "Excellent" authority. A key aim for the county will be to maintain this status and ensure continual improvement of services, ensuring that Supporting People can play an instrumental part in the supporting agendas (such as the Local Area Agreement, and the Comprehensive Area Assessment (C.A.A.). Effective use of the Supporting People programme will serve to contribute to this.

The Worcestershire Supporting People Partnership is committed to developing and delivering services that offer the highest standards of equality and diversity, including:

- Equal treatment regardless of race, gender, age, disability, sexual orientation, religion or belief
- Working to eliminate unlawful discrimination
- Promoting equal opportunities
- Promoting community cohesion, including good relations between people from different racial groups
- Facilitating reasonable access to interpretation or support on request
- Responding to the needs of all eligible groups and working to engage all eligible sections of the community

Pace of Change

The findings set out within this document suggest that a moderate level of change is required to the current programme. This is due to:

- Changes in the level of Supporting People programme and administrative grant funding available;

- The alignment of outcomes to meet the Local Area Agreement Priorities;
- Expected depreciating levels of national funding in the near future;
- Current gaps in provision;
- Knowledge from recent strategic reviews and the learning from best practice;

The commissioning process will drive change in the Supporting People programme. The recently established commissioning sub group and the Commissioning Body will lead this ensuring strategic fit, value for money and safeguarding expectation.

This strategy will continue to commission services regardless of tenure. The programme will only provide tenure specific support when either intensive support is required in the short term or when tenure-based support meets the wider aspirations of service users. In the move towards non-tenure specific housing related support, a mix of service types will be provided dependent on service users needs and aspirations.

Current and future anticipated spend

The Supporting People programme is funded by a grant from the Department for Communities and Local Government, this is a national allocation which is administered by equivalent democratic institutions. It is anticipated that the national allocation is distributed to administering authorities via the Local Strategic Partnership – forming part of the Area Based Grant from 2010/11. Removal of ring fence budgets obviously poses many risks for the programme, in addition to many opportunities. It is widely acknowledged that funding levels within the public sector will be at challenging levels for years to come, and also acknowledged that the vulnerability of our client groups will see increasing levels. It is clear that Worcestershire face some extremely difficult financial challenges within the Supporting People programme over the lifetime of the three-year Supporting People strategy.

Commissioning priorities

Within the context of change and striving to ensure that the Supporting People programme is strategically relevant, supporting statutory and non-statutory services in meeting the needs of local people, a series of commissioning priorities have been developed to shape and drive change in the Supporting People programme for future years. This investment will initially be pump primed by non recurrent funding. Recurrent investment will remain static until the SPCB is more informed of the budget allocations post 2010/11, and once the reviewing process has identified potential reinvestment.

Overarching commissioning priorities
A series of over arching key commissioning priorities have been identified that should be applied to all services commissioned by Worcestershire Supporting People:

- **Changing the face of service provision:** move from existing models of service provision (for example, group living) to services that supply a range of different support models that meet the needs and aspirations of users;
- **Improving access to good quality housing and support;**
- **Improving access for owner occupiers:** that enable people to remain independent within their homes;
- **Increasing access to services:** that are more flexible and able to respond to a wider range of needs. Where appropriate, access to services to also be considered geographically, on a cross authority basis;
- **Meeting the housing related support needs of black and minority ethnic groups:** across Worcestershire the number of individuals from BME communities is relatively low, therefore the need for BME specific Supporting People services is anticipated to be low. Currently the Supporting People programme has achieved limited success in accessing individuals from BME groups. A priority is to initially generate evidence to increase knowledge of the housing related support needs of the BME community across the county. Findings can be incorporated into future commissioning strategies to ensure that services commissioned are capable of incorporating the needs of BME users;
- **Encouraging the formulation of accommodation and support strategies across all client groups:** to enable services to focus on their needs and link with the strategic priorities of partners;
- **Linking the Supporting People programme to housing capital programmes to facilitate new development;**
- **Reducing and eliminating risks to the programme:** risk exists across the programme.

The service review programme will be tailored to identify risks, ensure that funds are released and change is agreed within the right pace. In combination with commissioning and the procurement programme, risks will be effectively managed in the future.

Investment Plan 2010/2011:
Client Group: Older People

Investment	Spend Allocation	Timeframe
Community Floating Support programme Investment to ensure that all 6 Districts are able to demonstrate and provide a countywide floating support provision.	**£25,000 per district per annum (thus, £450,000 over 3 years)**	**2010/2013**
Social Inclusion for the non engaged programme Investment seeking to identify unmet needs of vulnerable service users who require access to services but have not engaged (due to lack of social contact, rural locations etc). The programme will pilot social isolation projects through the Districts and signpost and support people to services that would otherwise be unknown.	**£75,000 per District**	**2010/2013**
Rural and flood risk home improvement support programme Grant funded from DCLG'S handy person programme, which Worcestershire was successful in being allocated for.	**£310,000**	**2010/2011**
Home Improvement Agency Investment within the new Countywide HIA to provide assistance to people who have so far not had their needs, specifically seeking to involve the	**£300,000**	**2010/2013**

Housing Liaison Project.		

Outcome:
- Early intervention services for older people (particularly with mental health needs).
- Low-level preventative housing related intervention as provided by home improvement agencies, community alarms and assistive technology.
- Provision of a countywide floating support that meets the needs of the most vulnerable (irrespective of their tenure)
- To provide low level support where appropriate within existing and new models of housing support provision.
- To identify the additional outcomes that may be achieved through social inclusion activity, for instance volunteering.   (Either as a mechanism to identify housing related concerns for people who not currently engaged, or to sustain networks for communities.)
- Please also refer to Learning Disability, Physical Disability and Sensory Impairment, in addition to Mental Health commissioning intentions for this client group.

Variation on spend
Investment will be supported by non recurrent budget, for 2010/11.

Contracts will be reviewed within the next 12 months, and reviews scheduled strategically over the period of this strategy. The review will look into strategic fit and benchmark / value for money within contracts. We anticipate a depreciating budget (in line with other public funding) post 2010/11, and seek to enable a balance between service provision and opportunity. We will also develop a strategy to ensure future provision can be realigned to fed into the recommendations of the Older Person Housing Strategy 2009 (this will involve consultation), once aware of financial settlement.

Investment Plan 2010/2011:
Client Group: Younger People at risk, and teenage parents

Investment	Spend Allocation	Timeframe
South Worcestershire Review Investment to identify the needs of South Worcestershire Housing provision for young people at risk– identifying best practice, current practice and need, service user expectation and outcomes, along with recommendations.	**£40,000 for the review**	**April - August**
Mentoring and life coaching Support Programme Investment in a pilot programme of mentoring and life coaching support for vulnerable young people at risk. To improve and sustain move on rates, and to empower previous service users to volunteer. (This could cut across a range of client groups – Offending, Domestic Abuse, Substance Misuse, Teenage Parents.)	**£225,000**	**2010/2013**
Rent Guarantee Deposit Schemes Investment in Rent Deposit Scheme in the North of the County to meet need, and proposed to meet need in the South post review. Recycled investment to provide a sustainable approach to schemes.	**£140,000**	**2010/11**
Complex Need support project Investment in a pilot programme of	**£225,000**	**2010/13**

support for vulnerable young people who have complex needs (including Asperser's Syndrome, dyspraxia etc).		
South Worcestershire Review Implementation programme Umbrella of projects implementing recommendations of the review.	**£200,000**	**2010/13**

Outcome:
- Preventative work: early prevention and advice, mediation, home visiting, school based work and assessment and local authority advice in housing.
- Accommodation and support: supported lodgings, nightstops, emergency accommodation (hostels), forms of move on from hostels and floating support.
- Person-specific services: complex needs and high vulnerability, health, learning and work, BME young people, tackling anti social behaviour and offenders and offending, identifying opportunities for contribution to positive activities agenda (for instance, volunteering)
- Provision of a greater range of housing options and support (embraced within the freedom and flexibility of funding governance), which contributes to the prevention of homelessness and repeat homelessness. This includes specific issues within mainstream housing and support including substance misuse issues, youth offending behaviour, learning disabilities and difficulties including Asperser's syndrome, dyspraxia, minority ethnic groups particularly unaccompanied asylum seekers, teenage parents and young people who are pregnant and young victims and survivors of domestic abuse, and care leavers.

Teenage parents
- Provision of short-term transitional services to make the move to independent living
- Floating support and coordinating services, enabling access to health and well being support through to training, education, employment and benefits support.
- Development of move on support functions, for instance life coaching / mentoring to aid and support transitions.

Variation on spend
Investment will be supported by non recurrent budget, for 2010/11.

Contracts will be reviewed within the next 12 months, and reviews scheduled strategically over the period of this strategy. The review will look into strategic fit and benchmark / value for money within contracts. We anticipate a depreciating

budget (in line with other public funding) post 2010/11, and seek to enable a balance between service provision and opportunity. We will also seek to update the commissioning priorities as a result of the South Worcestershire Housing review**.**

Investment Plan 2010/2011:
Client Group: Substance Misuse

Investment	Spend Allocation	Timeframe
Care and Cluster programme Investment in a pilot project to provide accommodation and support packages (aided by a mentor support pathway to secure move on and sustain positive community links)	£240,000	2010/13
Care Farm Housing Support Programme Investment in a pilot project to provide care farm intervention for chaotic lifestyles, and aid and enhance independent housing related living skills; whilst providing specialist support to reduce the risk of misuse.	£100,000	2010/13
Wychavon Dept Health project (Alcohol support programme) Floating and accommodation based support for alcohol misuse in Wychavon, targeting unmet need and supporting investment from Dpt. Health.	£225,000	2010/2013

Outcome:
- The provision of Low-level and floating support for individuals with drugs and alcohol problems;
- Complementing low-level community interventions and alignment to the strategic direction of the Drug and Alcohol Action Team partnership
- Provision to address the demand profile within the County, and remains equitable.
- Development of move on support functions, for instance life coaching / mentoring to aid and support transitions.

Variation on spend

Investment will be supported by non recurrent budget, for 2010/11.

Contracts will be reviewed within the next 12 months, and reviews scheduled strategically over the period of this strategy. The review will look into strategic fit and benchmark / value for money within contracts. We anticipate a depreciating budget (in line with other public funding) post 2010/11, and seek to enable a balance between service provision and opportunity. We will also seek to update the commissioning priorities as a result of the forthcoming work plan for the Drug and Alcohol Action Team.

Investment Plan 2010/2011:
Client Group: Ex-Offenders

Investment	Spend Allocation	Timeframe
Mentoring and life coaching Support Programme Investment in a pilot programme of mentoring and life coaching support for ex offenders. To improve and sustain move on rates, and to empower previous service users to volunteer, improve access to employment and training opportunities. (This could cut across a range of client groups –young people at risk, Domestic Abuse, Substance Misuse, Teenage Parents.)	£150,000	2010/2013

Outcome:
- Ensure that provision of effective offending behaviour support programmes (housing related needs) aimed at the low / medium and high risk offenders, within the community, are implemented effectively to reduce and stop further offending based on research and intelligence in terms of need per district.
- Ensure housing related provision supports offenders in accessing training and employment opportunities, as this is identified as a very effective mechanism in helping previously unemployed offenders live crime-free lives
- Ensure that we have a mixed economy of both low, medium and high risk offenders within the current portfolio of provision.
- Development of move on support functions, for instance life coaching / mentoring to aid and support transitions.

Variation on spend
Investment will be supported by non recurrent budget, for 2010/11.

Contracts will be reviewed within the next 12 months, and reviews scheduled strategically over the period of this strategy. The review will look into strategic fit and benchmark / value for money within contracts. We anticipate a depreciating budget (in line with other public funding) post 2010/11, and seek to enable a balance between service provision and

opportunity. We will also develop a strategy to ensure future provision can be realigned to fed into the recommendations of the Older Person Housing Strategy 2009 (this will involve consultation), once aware of financial settlement.

Investment Plan 2010/2011:
Client Group: Domestic Abuse

Investment	Spend Allocation	Timeframe
Needs analysis programme Investment in a needs analysis programme – bringing together key statistics throughout partner agencies and developing a needs led approach to planning of key services. This will identify gaps, opportunities for joint working, identify funding sources and plan and develop a joint work plan between SP and Domestic Abuse	£60,000	2010/2012
South Worcestershire Review Implementation programme Umbrella of projects implementing recommendations of the review.	£100,000	2010/13
Perpetrator Programme Countywide perpetrator preventative programme to be established throughout the county, working in partnership with the Forum Against Domestic Abuse.	£250,000	2010/2013

Outcome:
- Ensure that Supporting People provision is available to meet a targeted response to the needs of specific vulnerable groups including Gypsy and Traveller Communities; Rural Communities; Vulnerable Adults – drugs, alcohol, mental health, older people; Young Adults.
- Work in Partnership with the Domestic Abuse unit, ensuring a portfolio of provision is applied throughout the county (specifically looking at both prevention (including perpetrator programmes) and recovery/resettlement programmes).
- Work in conjunction with the WFADA in regard to a Safer Housing strategy, including a needs assessment of need

- and options within the county.
- Continue to work strategically with WFADA on improving practice through training, service standards and outcome / data monitoring with current provision within the Supporting People programme in Worcestershire.
- To work strategically with the Domestic Abuse Forum to ascertain the needs of the County and allocate resource to meet identified housing related needs.
- Development of move on support functions, for instance life coaching / mentoring to aid and support transitions.

Variation on spend

Investment will be supported by non recurrent budget, for 2010/11.

Contracts will be reviewed within the next 12 months, and reviews scheduled strategically over the period of this strategy. The review will look into strategic fit and benchmark / value for money within contracts. We anticipate a depreciating budget (in line with other public funding) post 2010/11, and seek to enable a balance between service provision and opportunity. We will also develop a strategy to ensure future provision can be realigned to fed into the recommendations of the Older Person Housing Strategy 2009 (this will involve consultation), once aware of financial settlement.

Investment Plan 2010/2011:
Client Group: Homeless – single and family

Investment	Spend Allocation	Timeframe
Referral Gateway project Development and integration of a gateway referral mechanism for the allocation and identification of resource within the county.	**£60,000 (recurrent)**	**2010/2013**
Countywide Floating Homeless Support Provision Investment in a pilot project to identify and supply a service to homelessness / rough sleeping throughout the county – signposting and facilitating, and reducing the flow of service users to Worcester City.	**£225,000**	**2010/13**
Extended provision of a Night Assessment Centre In addition to recurrent funding already established and allocated, to pilot the outcomes achieved by increasing opening hours of the NAC for periods of unexpected / harsh cold/wet conditions, and to support the end to rough sleeping agenda.	**£75,000**	**2010/2013**
Move On Project (MOP) Move on protocol project for Worcestershire	**30,000**	**2010/2013**
Outcome: Ensure preventive agenda is extended throughout the County, including the introduction of a single service gateway and improved systems such as common monitoring and common assessment		

- Crisis intervention: emergency access accommodation and street outreach, often dealing with high vulnerability and complex needs.
- Supported independent living: supported accommodation for single homeless people, offenders and substance mis-users.
- 'Preparation for independent living': floating support, which can be generic or specialist. Some focuses solely on crisis intervention work, some are specialist services and other floating support moves with the person through different types of accommodation.
- Ensure provision continues to complement housing strategies countywide, and remains equitable based on need.
- Development of move on support functions, for instance life coaching / mentoring to aid and support transitions.

Variation on spend

Investment will be supported by non recurrent budget, for 2010/11.

Contracts will be reviewed within the next 12 months, and reviews scheduled strategically over the period of this strategy. The review will look into strategic fit and benchmark / value for money within contracts. We anticipate a depreciating budget (in line with other public funding) post 2010/11, and seek to enable a balance between service provision and opportunity. We will also develop a strategy to ensure future provision can be realigned to fed into the recommendations of the Older Person Housing Strategy 2009 (this will involve consultation), once aware of financial settlement.

Investment Plan 2010/2011:
Client Group: Physical Disability and Visual Impairment

Investment	Spend Allocation	Timeframe
Strategic Review of Need Investment in a strategic Review to identify commissioning priorities and joint commissioning opportunities.	**£25,000**	**April - August**
Implementation programme Programme of projects enabling the recommendations of the review to be implemented.	**£100,000**	**2010/2013**

Outcome:
- To undertake a strategic needs analysis of physical disability and sensory impairment provision within Worcestershire. Working in partnership with key stakeholders (policy makers, physical disability and sensory impairment commissioners, providers and service users) the review will provide a strategic framework for commissioning intentions for Worcestershire's Supporting People programme seeking to add value to existing provision, create a real life account for gaps in provision, identify opportunities for joint commissioning and create alignment to Local Area Agreement priorities (current and potential).
- To ensure that existing provision and any newly commissioned provision is enabling people to access supported housing and low level housing related support, in addition to identifying social inclusion activity.

Variation on spend

Investment will be supported by non recurrent budget, for 2010/11.

Contracts will be reviewed within the next 12 months, and reviews scheduled strategically over the period of this strategy. The review will look into strategic fit and benchmark / value for money within contracts. We anticipate a depreciating budget (in line with other public funding) post 2010/11, and seek to enable a balance between service provision and opportunity. We will also develop a strategy to ensure future provision can be realigned to fed into the recommendations of the Older Person Housing Strategy 2009 (this will involve consultation), once aware of financial settlement.

Investment Plan 2010/2011:
Client Group: Mental Health

Investment	Spend Allocation	Timeframe
Strategic Review of Need Investment in a strategic Review to identify commissioning priorities and joint commissioning opportunities.	**£40,000**	**April - August**
Implementation programme Programme of projects enabling the recommendations of the review to be implemented.	**£100,000**	**2010/2013**

Outcome:
- To undertake a strategic needs analysis of mental health provision within Worcestershire. The review will provide a strategic framework for commissioning intentions for Worcestershire's Supporting People programme seeking to add value to existing provision, create a real life account for gaps in provision, identify opportunities for joint commissioning and create alignment to Local Area Agreement priorities (current and potential).
- Within existing provision, increase the awareness of mental health issues and capacity build to assist programmes in identifying early someone's mental health deterioration.
- Within existing provision, support the drive for an equitable provision of mental health support programmes providing community based support, opportunities for training, education, employment, housing and support to develop networks (inclusion activities) and assist move on.
- Within existing provision, support the drive for equitable provision of support for people with a mental health illness to return to their home or supported living arrangement at the earliest opportunity that their condition allows. This provision should include a coordination of multi agency support in regard to health, housing and social care agreed with patients and their carers.
- Ensure appropriate choice is developed within Supporting People initiatives to aid recovery, increase social integration, enable maintenance of social networks and provide opportunities for increased independence, including return to appropriate employment.
- Within existing mental health provision, ensure move on is a priority, to ensure independent living opportunities and throughout.

Variation on spend

Investment will be supported by non recurrent budget, for 2010/11.

Contracts will be reviewed within the next 12 months, and reviews scheduled strategically over the period of this strategy. The review will look into strategic fit and benchmark / value for money within contracts. We anticipate a depreciating budget (in line with other public funding) post 2010/11, and seek to enable a balance between service provision and opportunity. We will also develop a strategy to ensure future provision can be realigned to fed into the recommendations of the Older Person Housing Strategy 2009 (this will involve consultation), once aware of financial settlement.

Investment Plan 2010/2011:
Client Group: Learning Disability

Investment	Spend Allocation	Timeframe
Strategic Review of Need Investment in a strategic Review to identify commissioning priorities and joint commissioning opportunities.	**£20,000**	**April - August**
Implementation programme Programme of projects enabling the recommendations of the review to be implemented.	**£100,000**	**2010/2013**

Outcome:
- Provision should seek to enhance greater choice and control, the use of community-based activities, with greater opportunities to integrate with increased accessibility, an emphasis on leisure, work and learning opportunities regardless of disability and, importantly, a desire to ensure that social contact with friends is maintained.
- Ensure that provision identifies the needs of carers, in addition to the service user.
- Ensure that programmes within our portfolio achieve multi faceted outcomes, and that provision works alongside each other with the adaptability to meet choice and control expectations.

Variation on spend
Investment will be supported by non recurrent budget, for 2010/11.

Contracts will be reviewed within the next 12 months, and reviews scheduled strategically over the period of this strategy. The review will look into strategic fit and benchmark / value for money within contracts. We anticipate a depreciating budget (in line with other public funding) post 2010/11, and seek to enable a balance between service provision and opportunity. We will also develop a strategy to ensure future provision can be realigned to fed into the recommendations of the Older Person Housing Strategy 2009 (this will involve consultation), once aware of financial settlement.

Investment Plan 2010/2011:
Client Group: Gypsy and Travellers

Investment	Spend Allocation	Timeframe
Strategic Review of Need Investment in a strategic Review to identify commissioning priorities and joint commissioning opportunities.	**£30,000**	**June - October**

Outcome:
- To carry out a strategic review of the Gypsy and Traveller community within Worcestershire (and neighbouring authorities where appropriate) to ascertain the housing related support needs of this client group. The recommendations of this review will provide support for investment decisions to be made within the lifetime of this strategy.
- Within existing provision, ensure that Gypsies and Travellers are recognised within the diversity and training of providers;
- Work strategically with Children Services and stakeholders where appropriate to support families in existing provision seeking support, specifically around education or access, and also health (families who travel may not have a regular doctor). Providers will be expected to work closely with Health Visitor's/practitioners about specialist health support available to this community.
- Identify the needs of older communities specifically in terms of adaptations and health.

Variation on spend

Investment will be supported by non recurrent budget, for 2010/11.

Contracts will be reviewed within the next 12 months, and reviews scheduled strategically over the period of this strategy. The review will look into strategic fit and benchmark / value for money within contracts. We anticipate a depreciating budget (in line with other public funding) post 2010/11, and seek to enable a balance between service provision and opportunity. We will also develop a strategy to ensure future provision can be realigned to fed into the recommendations of the Older Person Housing Strategy 2009 (this will involve consultation), once aware of financial settlement.

Current supply profile

The total number of Supporting People funded household units (hereafter, HHUs) in Worcestershire is
Average: 12,043
Maximum: 15,572

‣ 126 services with 60 providers;
‣ 27 accommodation based services
‣ 73 floating support services
‣ 24 Call Alarm services
‣ 2 HIA[21]

In terms of our progress from the previous Supporting People Strategy (2005-2010) there has been a move from accommodation based services to more floating support, outreach and resettlement. This has enabled the Supporting People team to commission a more flexible supply of support to people that are in need, and moving away from being able to access the support on the caveat of where you live / your tenure.

Client Group	Number of Services	Max Number Supported
Domestic Violence	4	351
Generic	12	1197
Homeless Families	5	193
Learning Disabilities	12	252
Mental Health	11	254
Offenders	3	127
Older People	47	11918
Physical or sensory	5	289

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[21] As at December, 2009

disabilities		
Single Homeless	12	348
Substance Misuse	2	90
Teenage Parents	1	7
Young People at Risk	12	546

The following split of household units between client groups (as identified below) is:

- 77% of the available household units are for older people.
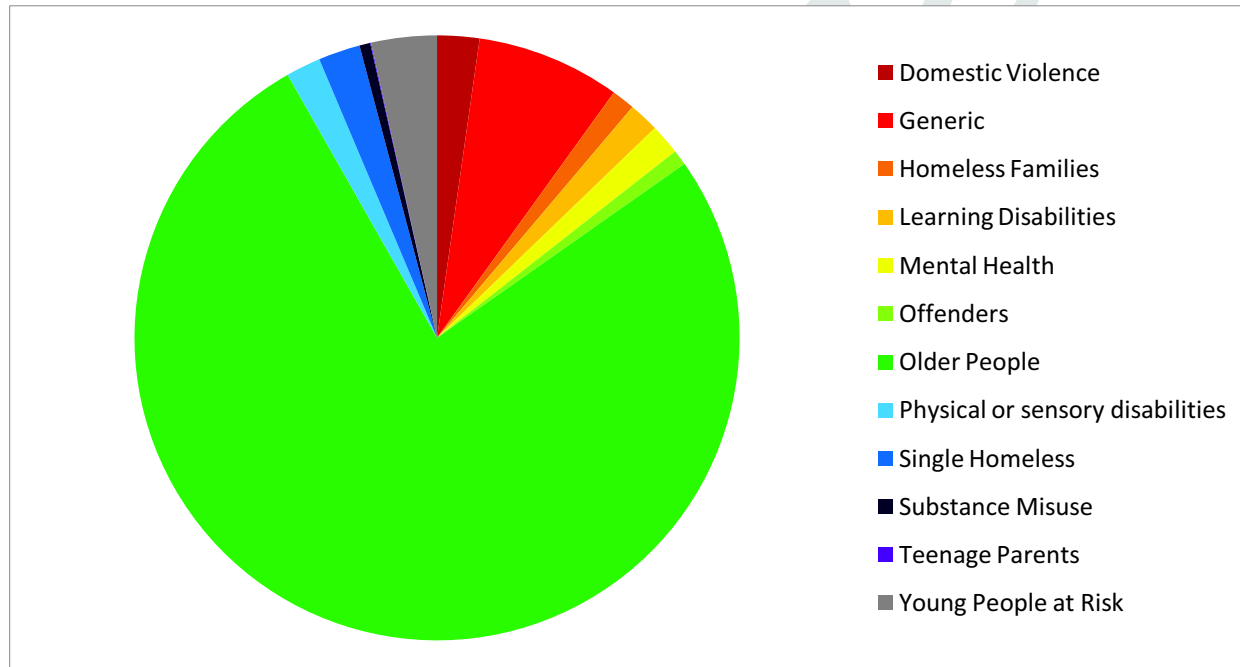
Current resource profile

Range of unit costs per week is from £6.06 for older people's services to £87.95 for teenage parents.

Most client groups unit costs per week are between £58 and £73. All services are commissioned with the principle that the meet national/regional benchmarking expectations. The difference in cost is reflective of the type of support being offered.

Client Group	Cost per unit per week
Domestic Violence	£65.83
Generic	£15.23
Homeless Families	£71.94
Learning Disabilities	£64.60
Mental Health	£71.57
Offenders	£66.28
Older People	£6.06
Physical or sensory disabilities	£58.64
Single Homeless	£72.98
Substance Misuse	£64.37
Teenage Parents	£87.95
Young People at Risk	£69.55
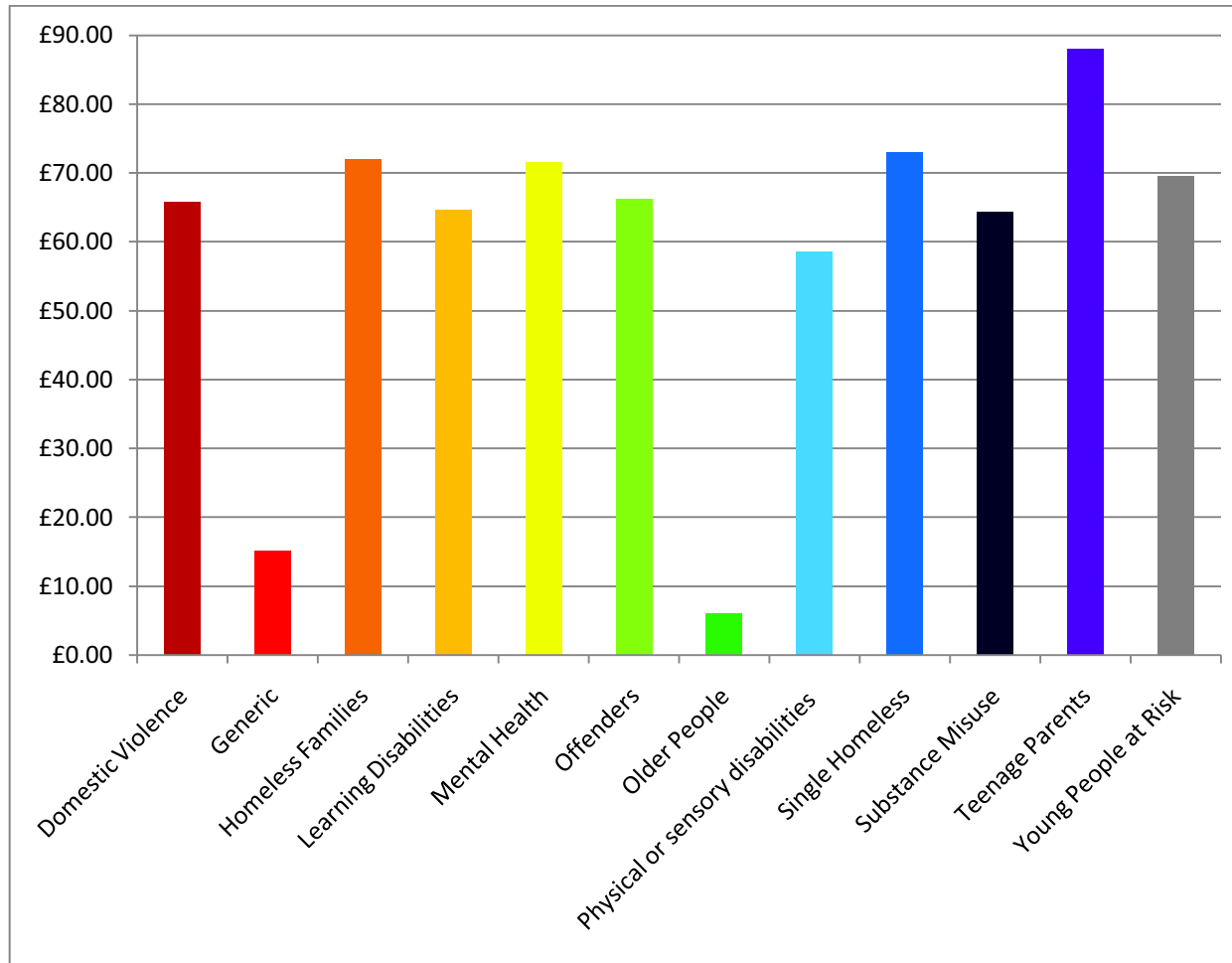
Average/weekly unit cost per client group 2009/10

The chart below shows that while older people account for 77% of HHU's, because the unit cost is low the spending on older peoples services is just 28% of the total. This is representative of the support packages required by the specific client groups and the options available to meet the identified need.
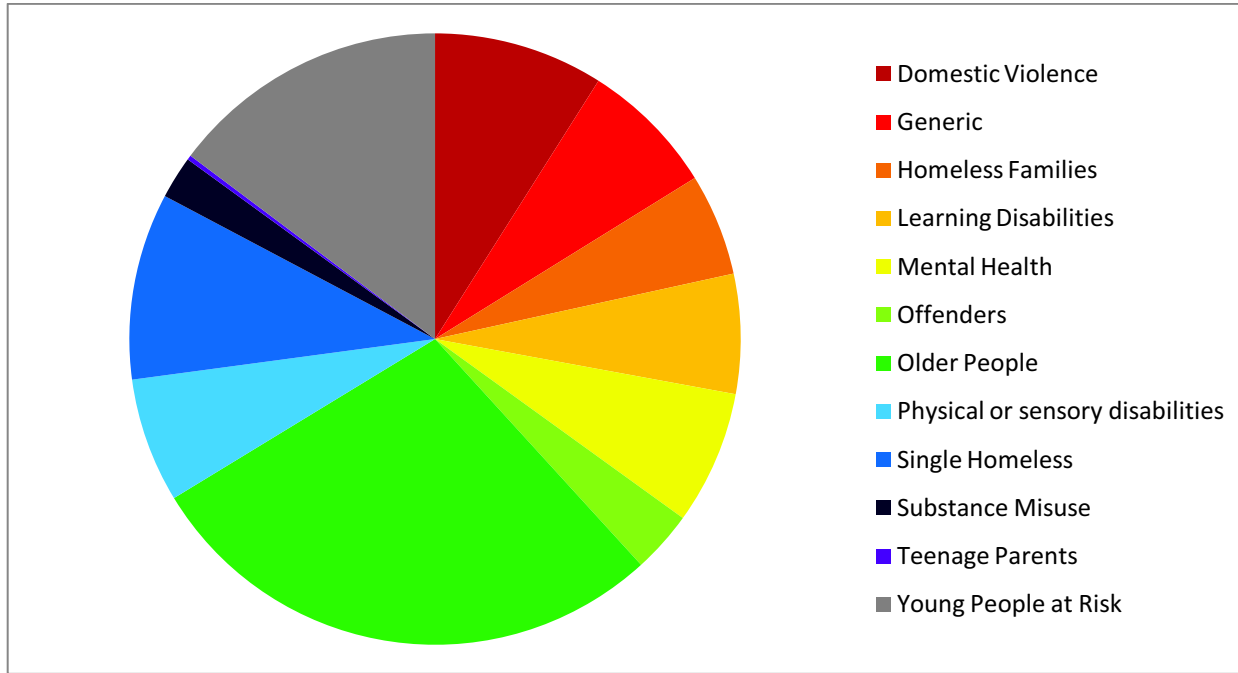
Figure Proportion of spending per client group 2003-04

Legend:
- Domestic Violence
- Generic
- Homeless Families
- Learning Disabilities
- Mental Health
- Offenders
- Older People
- Physical or sensory disabilities
- Single Homeless
- Substance Misuse
- Teenage Parents
- Young People at Risk

What's been achieved since the last strategy?

Between 2003/04 at start or previous strategy and 2009/10 at start of new strategy

Average Weekly Unit Cost:

|	Average weekly unit cost	
	2003/04	2009/10
Learning Disabilities	£255	£78
Mental Health	£150	£72
Older People	£19	£6(*)
Other Services	£122	£40
Phys. and Sens. Disabilities	£240	£59
Young People	£150	£70

(* Older People provision also includes call alarms at a lower unit rate than face to face support, hence the disproportionate weekly cost.)
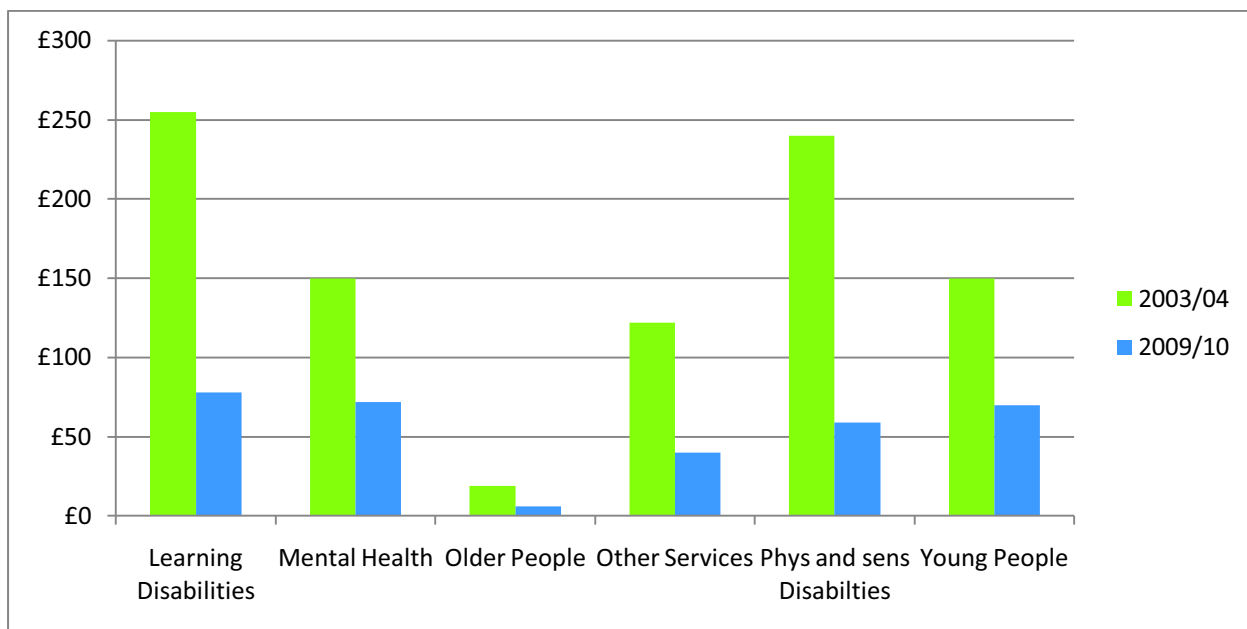
Average Weekly Unit cost – 2003/04 and 2009/10.

Comparing Proportion of funding

	2003/04	2009/10
Learning Disabilities	20%	6%
Mental Health	13%	7%
Older People	35%	28%
Other Services	17%	37%
Phys. or Sens. Disabilities	7%	7%
Young People	8%	15%
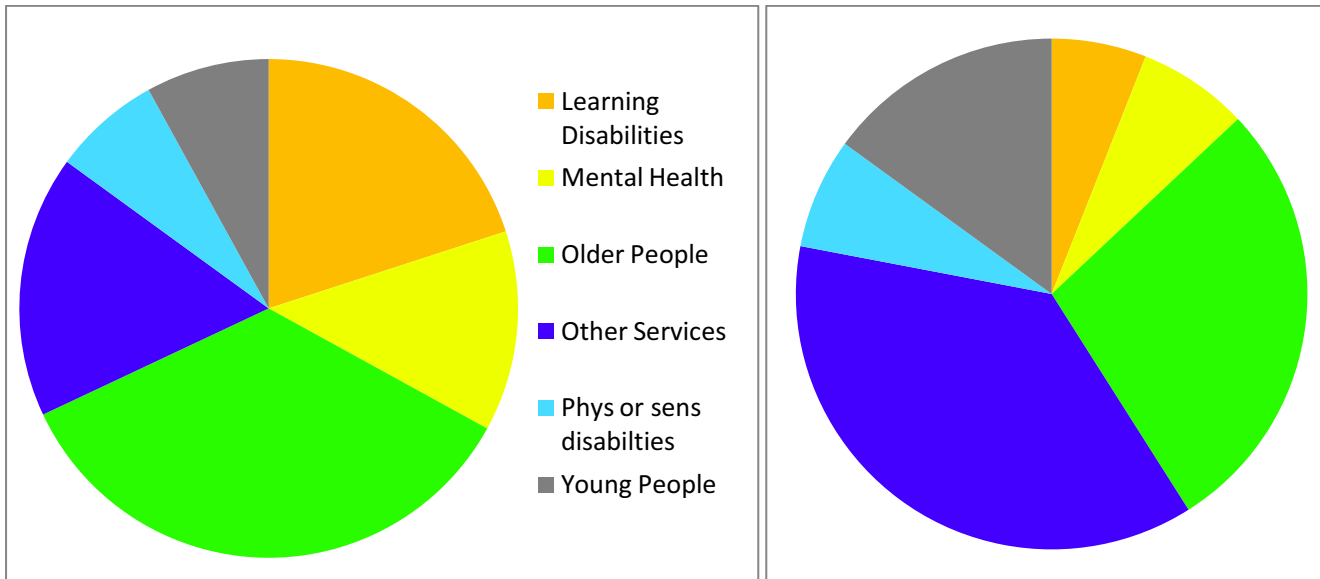
Proportion of spend – 2003/04 on the left and 2009/10 on the right.

Proportions spent on LD, MH and OP have gone down, with that spent on 'other' increasing. It is envisaged that this portfolio will remain largely the same; and revisitied once we are aware of funding allocations in the future.
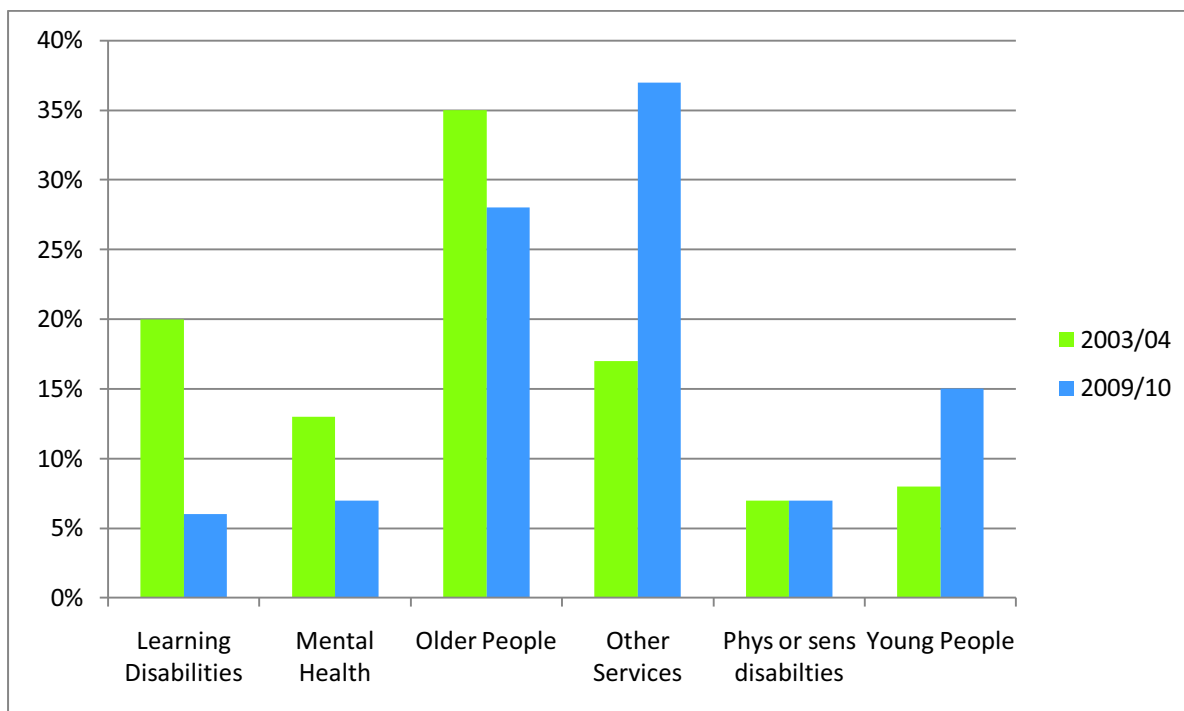
Proportion of overall SP spending.

Proportion spent on 'other' client groups has more than doubled to be the biggest spend.

Other details for comparison listed in the previous strategy

	2003/04	2009/10
Average HHUS	8473	12046
Number of Contracts	120	127
Number of Providers	97	60
Accommodation Services	225	27
Floating Support (and other)	51	100

There are 3573 more place available with a similar number of services, however there is an obvious shift from accommodation based to floating support type services.

Key Points of comparison:
- The average weekly unit cost for all client groups has fallen by at least 50% between 2003/04 and 2009/10, as a result of value for money activity and contract development

- The proportion of spending on Learning Disabilities, Mental Health and Older People has gone down while there has been a corresponding increase in 'other' services which includes more short term, chaotic client groups such as single homeless, substance misuse, offenders, homeless families, generic, teenage parents and domestic violence. – shift in focus away from just providing longer-term services.

- The average number of service users which can be supported has gone up 42% from 2003/04 to 12046 HHU's in 2009/10.

- There is obvious evidence of a change from predominantly accommodation based services to more floating support services.

Spread across Worcestershire, and by District

District of Delivery	Number of HHU's available	Expected number available based on district population
Countywide	2700	-
Bromsgrove	1624	2142
Malvern Hills	387	1726
Redditch	2834	1846
Worcester City	2536	2173
Wychavon	1789	2709
Wyre Forest	3706	2280
Total Number of District Specific services - 12876		

These figures are representative of the identified need at a District level, illustrating that Redditch, Worcester City and Wyre Forest have a differing demographic to that of Wychavon, Malvern and Bromsgrove. Though, acknowledging that need is presentable within all 6 Districts to a significant degree. Continual needs analysis of need, linking into specifically commissioned pieces of strategic needs work and the data held within the Local Area Agreement framework will support our commissioning intentions.

District Report – Bromsgrove
(captured in the financial year 2008/09)

Service provision

16 services were district specific to Bromsgrove (this includes services which may be district specific to 2 or 3 districts). These services can support an average of 1180 people at any one time. District specific services represent 7 of the client groups.

Client Group	Number of district specific services	Number of countywide support services
Domestic Abuse		3
Generic		1
Homeless Families	1	2
Learning Disabilities		3
Mental Health	2	4
Offenders	1	2
Older People	8	3
Physical or Sensory Disabilities	1	2
Single Homeless	1	1
Substance Misuse		1
Teenage Parents		
Young People at Risk	2	2
Total	**16**	**24**

Table 1. Supporting People services in Bromsgrove, 2008/09 by client group.

Service user demand

Service user demand can be assessed using the client record data which records which local authority district a user was living in prior to entry into a service. As previously mentioned in the discussion of the client record data this gives an under estimate of new service users in the older peoples client group as in 2008/09 sheltered housing accommodation were not required to submit the client record data for new clients. These people may be a significant proportion of new service users in some districts.

A total of 1855 new service users submitted client record data across the county in 2008/09. 157 (8%) of these recorded their previous location as being within the district of Bromsgrove.

Based on the population of Bromsgrove it is calculated that 17% of service users in the Worcestershire Supporting People Programme should be coming from Bromsgrove. This estimate does not take into account that a number of users were entering from outside the district so the real expected percentage of service users would be slightly lower.

Client Group	Number of new users	As a percentage of total new users for the client group	Difference from expected 17%
Domestic Abuse	34	7%	- 10%
Generic	3	6%	- 11%
Homeless Families	8	4%	- 13%
Learning Disabilities	1	7%	- 10%
Mental Health	16	12%	- 5%
Offenders	19	25%	+ 8%
Older People	0	0%	- 17%
Physical or Sensory Disabilities	2	6%	- 11%
Single Homeless	20	5%	- 12%
Substance Misuse	5	4%	- 13%
Teenage Parents	0	0%	- 17%
Young People at Risk	49	15%	-2%
Total	**157**	**8%**	**- 9%**

Table 2. Actual and expected new service users from Bromsgrove, 2008/09 per client group.

The data in table 2 shows that overall 9% fewer service users are entering the programme than would be expected if based solely on population of the district. Some client groups show a much larger difference.

Valuable future analysis could include looking at the characteristics of the district to see how these affect the demand for services to help investigate better any gaps in service provision which need to be filled.

63% of new service users coming from Bromsgrove actually received the support at the same address. This would be floating support that may be either district specific or countywide. About half of the new users who received the service at another address were entering accommodation based services for offenders, young people or domestic violence. Some others accessing floating support services may have moved on from accommodation based services from supported housing or women's refuge.

Distribution of service users within district

The map below uses client record data submitted when a new service user enters the programme. It shows a hotspot analysis of the postcode the new user was living in prior to entry into the service. Red areas show large numbers of new service users coming from this area. Also plotted are the areas with a rank in the top 30% most deprived areas in 2007.
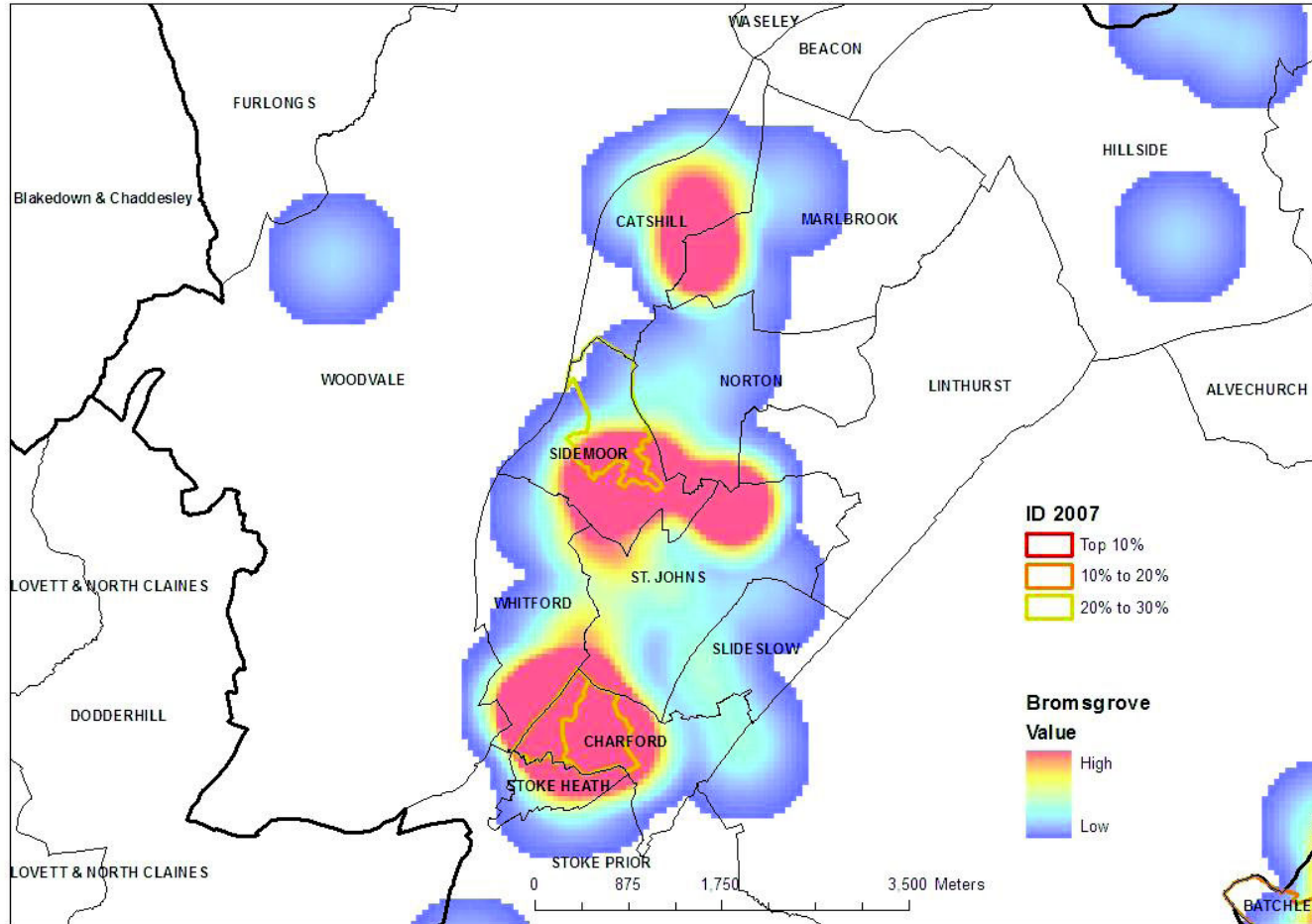
Map 3. Hotspot analysis of postcode of new service users, 2008/09 and top 30% rank of
Indices of Deprivation, 2007.
Source: Client Record Data, 2008/09 and IMD 2007

There are three main hotspots which appear on the map. The first in Charford contains the most new service users and corresponds with 2 areas in the top 30% most deprived the hotspot over Sidemoor also coincides to a certain extent with a deprived area. The third hotspot over Catshill does not have a corresponding deprived area. This shows that it is not just

deprivation which has an impact on whether residents are likely to need a Supporting People service. A number of the wards in Bromsgrove, particularly the rural ones have very little demand for services.

The demand information could be used possibly to inform where new services should be located but also where information about services needs to be displayed and available. In higher demand areas extra effort could be made to make sure GPs are aware of services and information about them can be found in local community centres or shops.

Service provision

18 services were district specific to Malvern Hills (this includes services which may be district specific to 2 or 3 districts). These services can support an average of 352 people at any one time. District specific services represent 5 of the client groups.

Client Group	Number of district specific services	Number of countywide support services
Domestic Abuse		3
Generic		1
Homeless Families		2
Learning Disabilities	1	3
Mental Health	2	4
Offenders		2
Older People	7	3
Physical or Sensory Disabilities		2
Single Homeless	1	1
Substance Misuse		1
Teenage Parents		
Young People at Risk	2	2
Total	13	24

Table 1. Supporting People services in Malvern Hills, 2008/09 by client group.

Service user demand

Service user demand can be assessed using the client record data which records which local authority district a user was living in prior to entry into a service. As previously mentioned in the discussion of the client record data this gives an under estimate of new service users in the older peoples client group as in 2008/09 sheltered housing accommodation were not required to submit the client record data for new clients. These people may be a significant proportion of new service users in some districts.

A total of 1855 new service users submitted client record data across the county in 2008/09. 143 (8%) of these recorded their previous location as being within the district of Malvern Hills.

Based on the population of Malvern Hills it is calculated that 13% of service users in the Worcestershire Supporting People Programme should be coming from Malvern Hills. This estimate does not take into account that a number of users were entering from outside the district so the real expected percentage of service users would be slightly lower.

Client Group	Number of new users	As a percentage of total new users for the client group	Difference from expected 13%
Domestic Abuse	39	8%	- 5%
Generic	3	8%	- 5%
Homeless Families	1	0%	- 13%
Learning Disabilities	0	0%	- 13%
Mental Health	14	10%	- 3%
Offenders	3	4%	- 9%
Older People	5	8%	- 5%
Physical or Sensory Disabilities	4	12%	- 1%
Single Homeless	50	14%	+ 1%
Substance Misuse	5	4%	- 9%
Teenage Parents	0	0%	- 13%
Young People at Risk	19	6%	- 7%
Total	**143**	**8%**	**- 5%**

Table 2. Actual and expected new service users from Malvern Hills, 2008/09 per client group.

The data in table 2 shows that overall 5% fewer service users are entering the programme than would be expected if based solely on population of the district. Some client groups show a much larger difference.

Valuable future analysis could include looking at the characteristics of the district to see how these affect the demand for services to help investigate better any gaps in service provision which need to be filled.

Distribution of service users within district

The postcode of where a new service user was living prior to entry into a service is recorded. These can be mapped and an analysis done to show where the concentrations of new service users or hotspots are. Map 3 shows these hotspots.

A number of the wards in Malvern Hills District, particularly the rural ones have very little demand for services and so the hotspot analysis is focused on Malvern town itself. Also mapped are those areas which have been ranked in the top 30% in the country for the indices of deprivation.
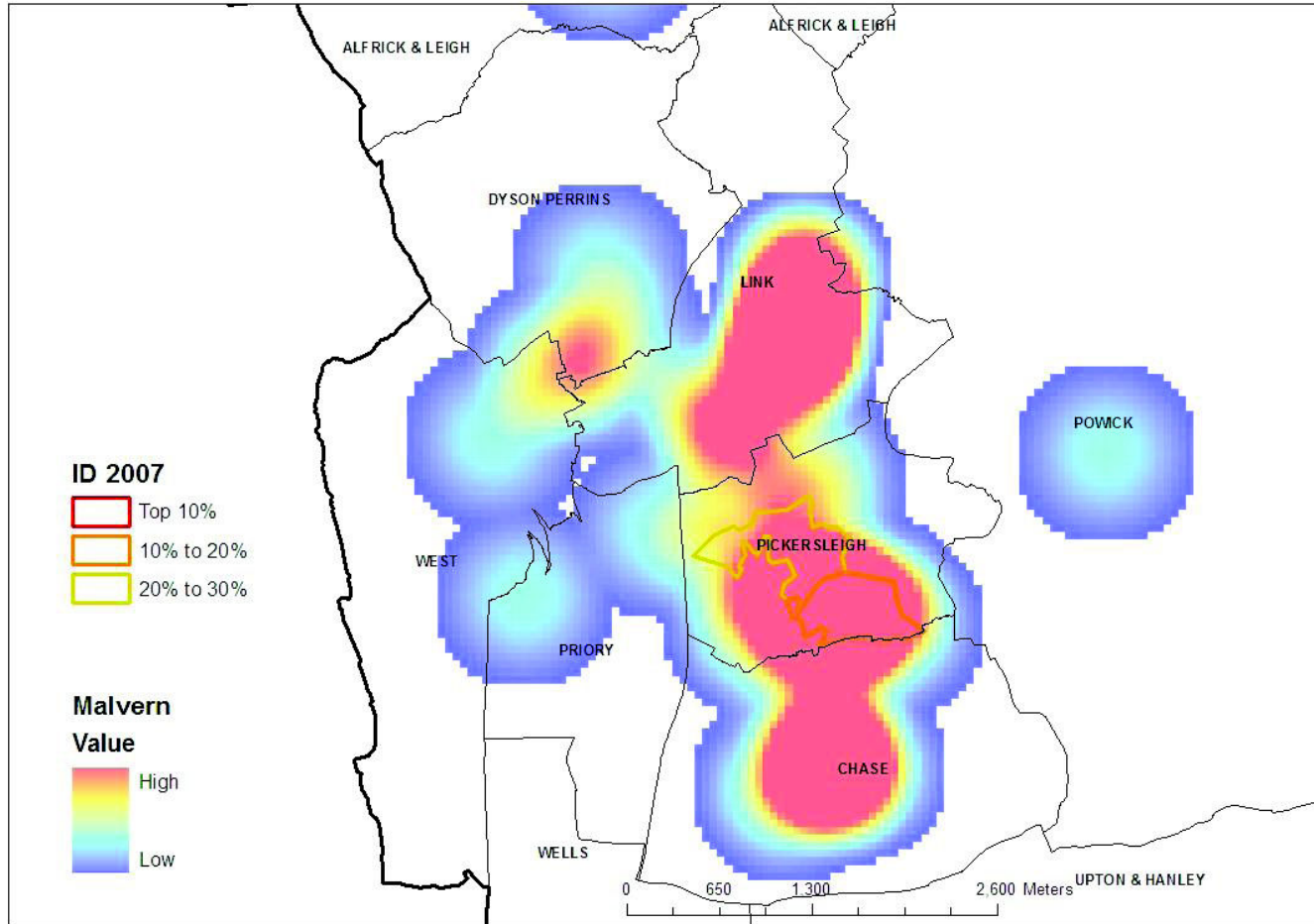
Map 3. Hotspot analysis of postcode of new service users, 2008/09 and top 30% rank of
Indices of Deprivation, 2007.
Source: Client Record Data, 2008/09 and IMD 2007

The two areas of deprivation within Pickersleigh ward in Malvern correspond with a hotspot and the highest number of new service users. There are further hotspots in the Link and Chase wards which do not have a corresponding deprivation area. This shows that while deprivation may be a factor in where new service users come from, it is not the only thing important.

The demand information could be used possibly to inform where new services should be located but also where information about services needs to be displayed and available. In higher demand areas extra effort could be made to make sure GPs are aware of services and information about them can be found in local community centres or shops.

Service provision

17 services were district specific to Redditch (this includes services which may be district specific to 2 or 3 districts). These services can support an average of 4308 people at any one time. District specific services represent 6 of the client groups.

Client Group	Number of district specific services	Number of countywide support services
Domestic Abuse		3
Generic		1
Homeless Families	1	2
Learning Disabilities	1	3
Mental Health		4
Offenders	1	2
Older People	9	3
Physical or Sensory Disabilities	1	2
Single Homeless		1
Substance Misuse		1
Teenage Parents		
Young People at Risk	4	2
Total	**17**	**24**

Table 1. Supporting People services in Redditch, 2008/09 by client group.

Service user demand

Service user demand can be assessed using the client record data which records which local authority district a user was living in prior to entry into a service. As previously mentioned in the discussion of the client record data this gives an under estimate of new service users in the older peoples client group as in 2008/09 sheltered housing accommodation were not required to submit the client record data for new clients. These people may be a significant proportion of new service users in some districts.

A total of 1855 new service users submitted client record data across the county in 2008/09. 257 (14%) of these recorded their previous location as being within the district of Redditch.

Based on the population of Redditch it is calculated that 14% of service users in the Worcestershire Supporting People Programme should be coming from Redditch. This estimate does not take into account that a number of users were entering from outside the district so the real expected percentage of service users would be slightly lower.

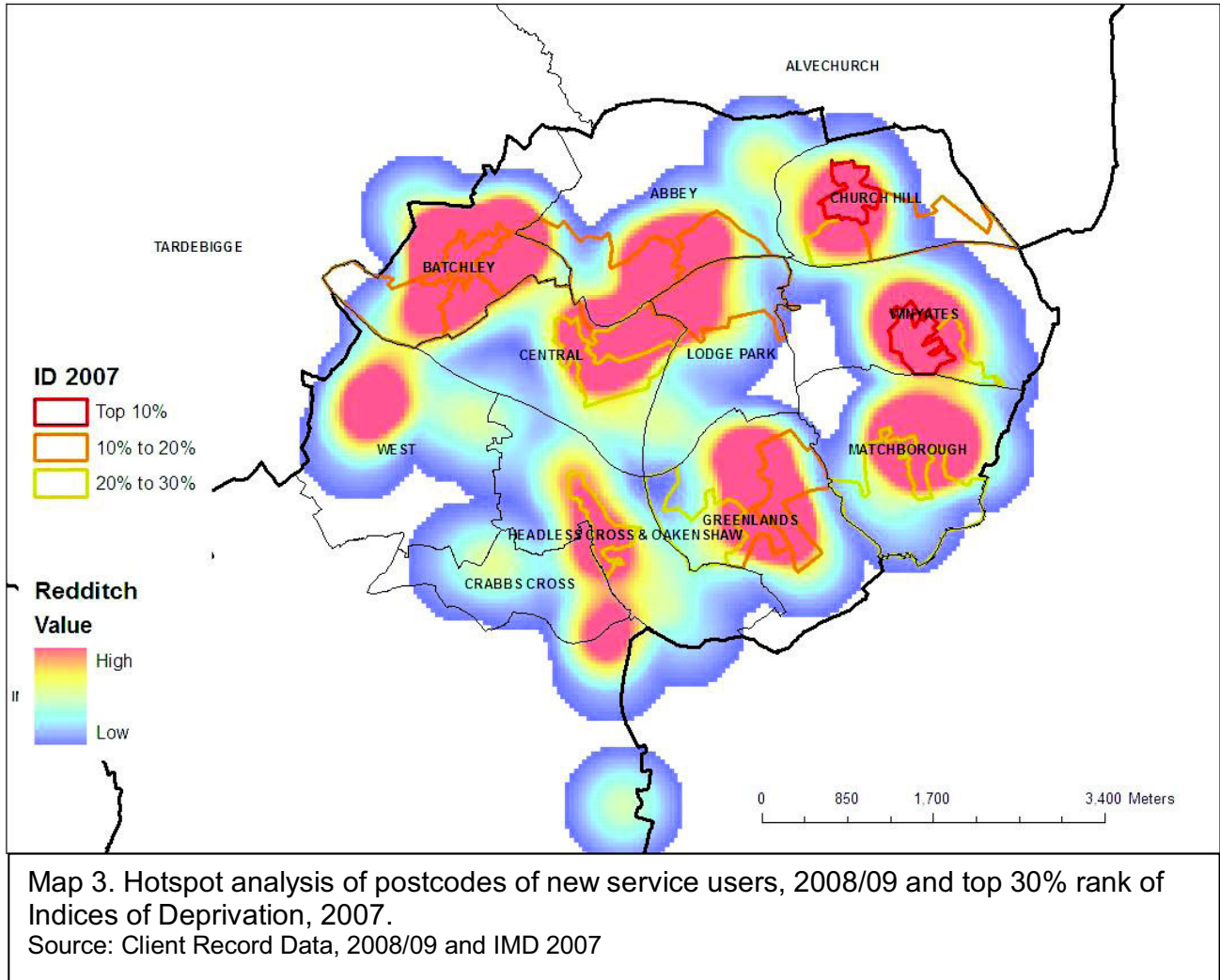| Client Group	Number of new users	As a percentage of total new users for the client group	Difference from expected 14%
Domestic Abuse	66	14%	0%
Generic	5	10%	- 4%
Homeless Families	22	11%	- 3%
Learning Disabilities	0	0%	-14%
Mental Health	17	13%	- 1%
Offenders	12	16%	+ 2%
Older People	0	0%	- 14%
Physical or Sensory Disabilities	6	18%	+ 4%
Single Homeless	0	0%	- 14%
Substance Misuse	18	16%	+ 2%
Teenage Parents	0	0%	-14%
Young People at Risk	111	34%	+ 20%
Total	**257**	**14%**	**0%**

Table 2. Actual and expected new service users from Redditch, 2008/09 per client group.

The data in table 2 shows that overall exactly the same percentage of service users are entering the programme as would be expected if based solely on population of the district. However if you look down at the breakdown of this figure between the different client groups you see a very large variation. The majority of client groups have fewer service users entering from Redditch than would be expected based on population numbers. 4 client groups have no new service users from Redditch. However in the young people at risk client group Redditch is actually over represented with 20% more new service users than expected. Most of these people are entering one of the four the district specific services in Redditch.

Valuable future analysis could include looking at the characteristics of the district to see how these affect the demand for services to help investigate better any gaps in service provision which need to be filled.

Distribution of service users within district

The postcode of where a new service user was living prior to entry into a service is recorded. These can be mapped and an analysis done to show where the concentrations of new service users or hotspots are. Map 3 shows these hotspots. Also mapped are those areas which have been ranked in the top 30% in the country for the indices of deprivation. The map below seems to show a fairly strong correlation between the hotspots and these areas of deprivation. This seems to show that a person is more likely to enter a Supporting People service if they come from a more deprived area.

Map 3. Hotspot analysis of postcodes of new service users, 2008/09 and top 30% rank of Indices of Deprivation, 2007.
Source: Client Record Data, 2008/09 and IMD 2007

The demand information could be used possibly to inform where new services should be located but also where information about services needs to be displayed and available. In higher demand areas extra effort could be made to make sure GPs are aware of services and information about them can be found in local community centres or shops.

Service provision

36 services were district specific to Worcester City (this includes services which may be district specific to 2 or 3 districts). These services can support an average of 2976 people at any one time. District specific services represent 9 of the client groups.

Client Group	Number of district specific services	Number of countywide support services
Domestic Abuse		3
Generic		1
Homeless Families	2	2
Learning Disabilities	1	3
Mental Health	1	4
Offenders		2
Older People	10	3
Physical or Sensory Disabilities	1	2
Single Homeless	6	1
Substance Misuse	1	1
Teenage Parents	1	
Young People at Risk	2	2
Total	**25**	**24**

Table 1. **Supporting People services in Worcester City, 2008/09 by client group.**

Service user demand

Service user demand can be assessed using the client record data which records which local authority district a user was living in prior to entry into a service. As previously mentioned in the discussion of the client record data this gives an under estimate of new service users in the older peoples client group as in 2008/09 sheltered housing accommodation were not required to submit the client record data for new clients. These people may be a significant proportion of new service users in some districts.

A total of 1855 new service users submitted client record data across the county in 2008/09. 621 (33%) of these recorded their previous location as being within the district of Worcester City.

Based on the population of Worcester City it is calculated that 17% of service users in the Worcestershire Supporting People Programme should be coming from Worcester City.

Client Group	Number of new users	As a percentage of total new users for the client group	Difference from expected 17%
Domestic Abuse	161	35%	+ 18%
Generic	15	31%	+ 14%
Homeless Families	90	43%	+ 26%
Learning Disabilities	11	79%	+ 62%
Mental Health	72	54%	+ 37%
Offenders	24	31%	+ 14%
Older People	46	75%	+ 58%
Physical or Sensory Disabilities	1	3%	- 14%
Single Homeless	95	26%	+ 9%
Substance Misuse	42	36%	+ 19%
Teenage Parents	7	100%	+ 83%
Young People at Risk	57	17%	0%
Total	**621**	**33%**	**+ 16%**

Table 2. **Actual and expected new service users from Worcester City, 2008/09 per client group.**

The data in table 2 shows that overall 16% more service users are entering the programme than would be expected if based solely on population of the district. All client groups apart from physical and sensory disabilities are over-represented by new users coming from Worcester City.

Clearly the distribution of new service users is not evenly split between districts by population. Valuable future analysis could include looking at the characteristics of the district to see how these affect the demand for services to help investigate better any gaps in service provision which need to be filled.

Just 58% of new service users coming from Worcester City entering services remained in the same accommodation. Many of those who did stay at the same address were already in fairly stable accommodation such as owner occupied, or private, housing association or local authority rental. Those who moved were more likely to have been in unstable accommodation, rough sleeping, bed and breakfast or living with friends. About half of these people then moved into accommodation based services.

Distribution of service users within district

The postcode of new service users when they enter the Supporting People programme is recorded with the client record data. This information has been mapped and a hotspot analysis undertaken which shows the areas from which a high concentration of new service users have come. Also mapped are those areas which have been ranked in the top 30% in the country for the indices of deprivation.
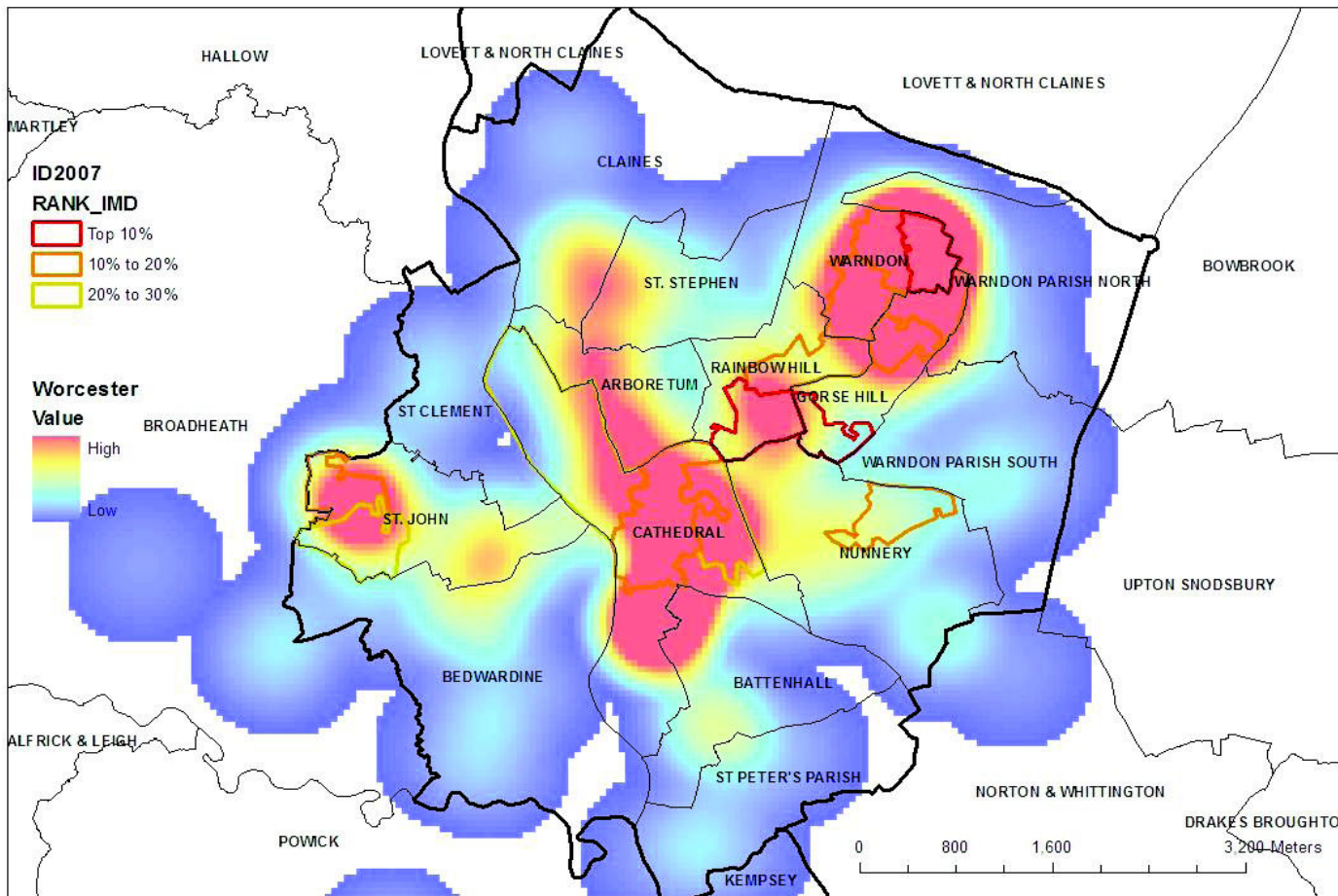
Map 3. Hotspot analysis of postcode of new service users, 2008/09 and top 30% rank of Indices of Deprivation, 2007.
Source: Client Record Data, 2008/09 and IMD 2007

The map seems to show a fairly strong correlation between the hotspots and these areas of deprivation. This is particularly pronounced around Warndon and Rainbow Hill and Gorse Hill which have areas in the top 10% of ranks of deprived areas corresponding to hotspots of new service users. The area in St Johns Ward with a concentration of new service users also correlates well to the two areas of top 30% and top 20% of deprivation within this ward.

The demand information could be used possibly to inform where new services should be located but also where information about services needs to be displayed and available. In higher demand areas extra effort could be made to make sure GPs are aware of services and information about them can be found in local community centres or shops.

Service provision

18 services were district specific to Wychavon (this includes services which may be district specific to 2 or 3 districts). These services can support an average of 1514 people at any one time. District specific services represent 7 of the client groups.

Client Group	Number of district specific services	Number of countywide support services
Domestic Abuse		3
Generic	1	1
Homeless Families	1	2
Learning Disabilities	5	3
Mental Health	1	4
Offenders		2
Older People	7	3
Physical or Sensory Disabilities		2
Single Homeless	1	1
Substance Misuse		1
Teenage Parents		
Young People at Risk	2	2
Total	18	24

Table 1. Supporting People services in Wychavon, 2008/09 by client group.

Service user demand

Service user demand can be assessed using the client record data which records which local authority district a user was living in prior to entry into a service. As previously mentioned in the discussion of the client record data this gives an under estimate of new

service users in the older peoples client group as in 2008/09 sheltered housing accommodation were not required to submit the client record data for new clients. These people may be a significant proportion of new service users in some districts.

A total of 1855 new service users submitted client record data across the county in 2008/09. 127 (7%) of these recorded their previous location as being within the district of Wychavon.

Based on the population of Wychavon it is calculated that 21% of service users in the Worcestershire Supporting People Programme should be coming from Wychavon. This estimate does not take into account that a number of users were entering from outside the district so the real expected percentage of service users would be slightly lower.

Client Group	Number of new users	As a percentage of total new users for the client group	Difference from expected 21%
Domestic Abuse	32	7%	- 14%
Generic	5	10%	- 11%
Homeless Families	42	20%	- 1%
Learning Disabilities	1	7%	- 14%
Mental Health	1	1%	- 20%
Offenders	2	3%	- 18%
Older People	7	11%	- 10%
Physical or Sensory Disabilities	0	0%	- 21%
Single Homeless	1	0%	- 21%
Substance Misuse	18	16%	- 5%
Teenage Parents	0	0%	- 21%
Young People at Risk	18	5%	-16%
Total	**127**	**7%**	**- 14%**

Table 2. Actual and expected new service users from Wychavon, 2008/09 per client group.
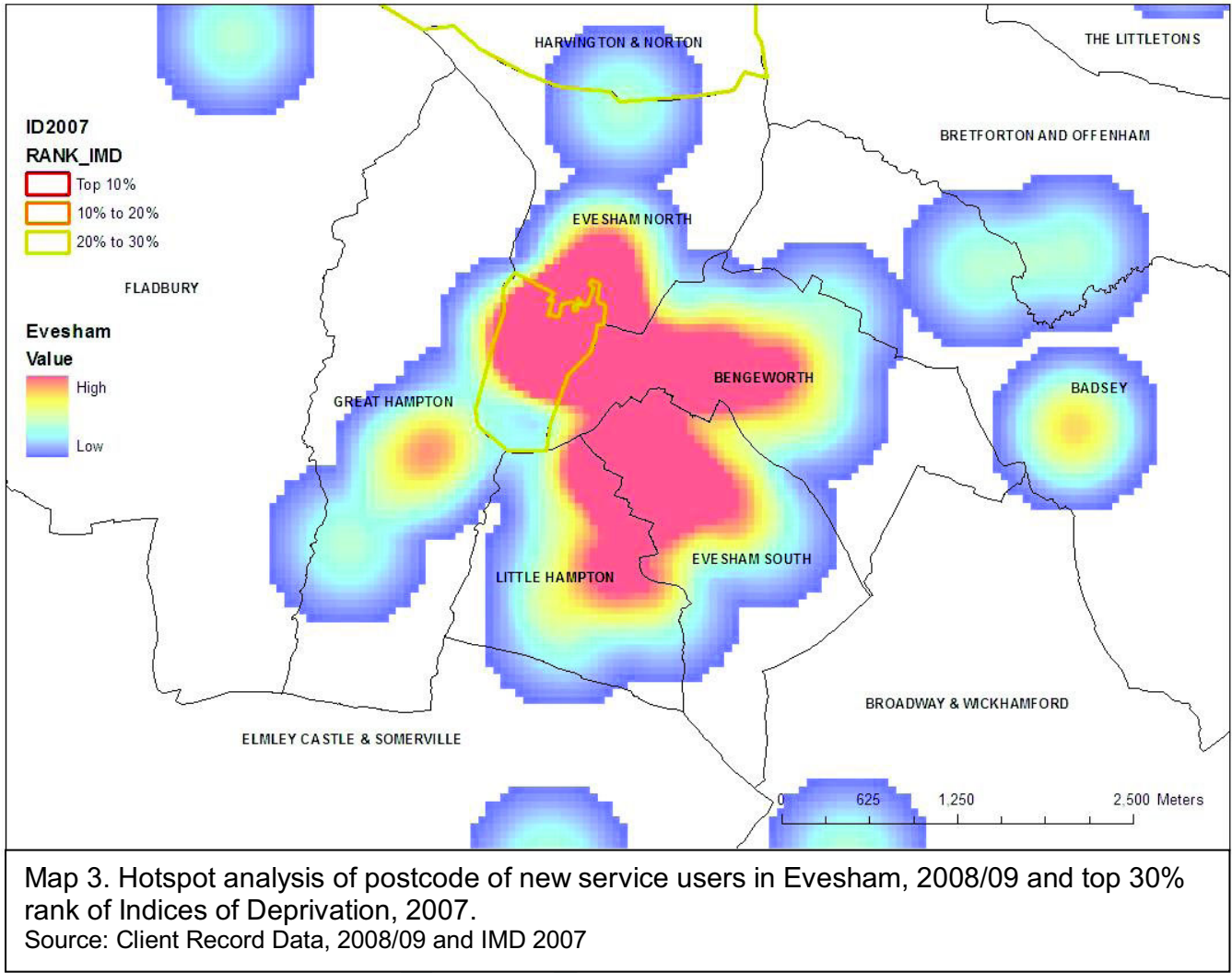
The data in table 2 shows that overall 14% fewer service users are entering the programme than would be expected if based solely on population of the district. All client groups are under-represented based on their population. The only client group to come anywhere near the expected proportion of new service users is homeless families. Even other client groups which have district specific services are under-represented.
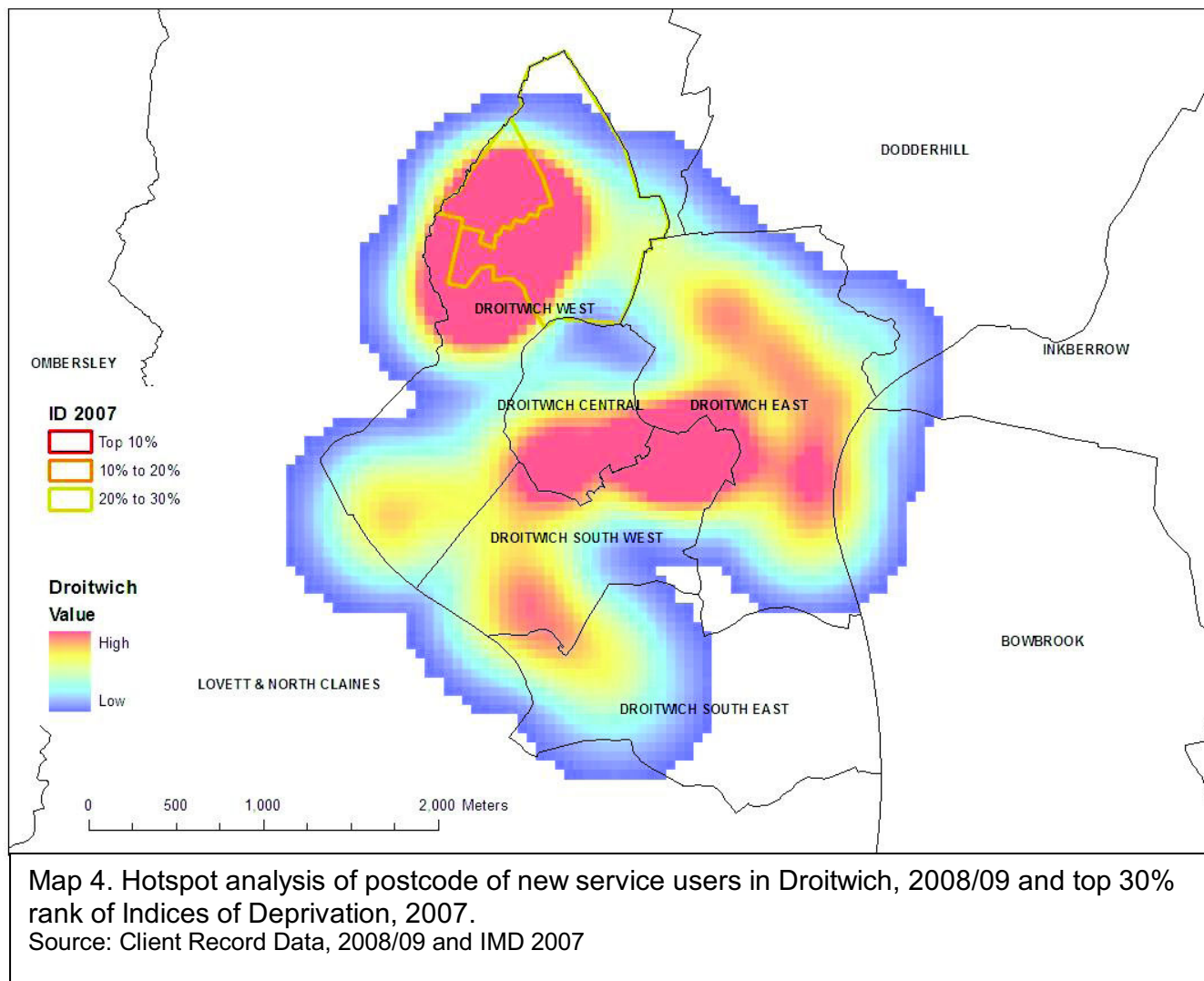
Valuable future analysis could include looking at the characteristics of the district to see how these affect the demand for services to help investigate better any gaps in service provision which need to be filled.

Distribution of service users within district

Analysis of the distribution of new service users within the district shows that they are clustered in the towns as might be expected. An analysis has been done to show where the service users are coming from in both Evesham and Droitwich. Map 3 looks at Evesham and map 4 looks at Droitwich

Map 3. Hotspot analysis of postcode of new service users in Evesham, 2008/09 and top 30% rank of Indices of Deprivation, 2007.
Source: Client Record Data, 2008/09 and IMD 2007

There is only one top 30% area of deprivation recorded for Evesham this correlates with some of the hotpsot of new users over Evesham North Ward. However, there are further hotspots which extend over Bengeworth and Evesham South which do not have the corresponding deprivation ranks.

Map 4. Hotspot analysis of postcode of new service users in Droitwich, 2008/09 and top 30% rank of Indices of Deprivation, 2007.
Source: Client Record Data, 2008/09 and IMD 2007

Droitwich West has two areas in the top 30% most deprived areas these correspond with the large hotspot of new service users in this area. There is also a hotspot in the centre of Droitwich covering parts of the central, south west and east wards but no

corresponding deprivation in these areas. A number of the wards in Wychavon, particularly the rural ones have very little demand for services.

The results for Evesham and Droitwich show that it is not just deprivation which will mean a person will need to access the Supporting People services. This effect is more pronounced in these towns possibly because of their smaller populations and smaller numbers of service users.

The demand information could be used possibly to inform where new services should be located but also where information about services needs to be displayed and available. In higher demand areas extra effort could be made to make sure GPs are aware of services and information about them can be found in local community centres or shops.

District Report – Wyre Forest

(captured in the financial year 2008/09)

Service provision

17 services were district specific to Wyre Forest (this includes services which may be district specific to 2 or 3 districts). These services can support an average of 5215 people at any one time. District specific services represent 5 of the client groups.

Client Group	Number of district specific services	Number of countywide support services
Domestic Abuse		3
Generic		1
Homeless Families		2
Learning Disabilities	2	3
Mental Health	2	4
Offenders		2
Older People	11	3
Physical or Sensory Disabilities	1	2
Single Homeless	1	1
Substance Misuse		1
Teenage Parents		
Young People at Risk		2
Total	**17**	**24**

Table 1. Supporting People services in Wyre Forest, 2008/09 by client group.

Service user demand

Service user demand can be assessed using the client record data which records which local authority district a user was living in prior to entry into a service. As previously mentioned in the discussion of the client record data this gives an under estimate of new service users in the older peoples client group as in 2008/09 sheltered housing accommodation were not required to submit the client record data for new clients. These people may be a significant proportion of new service users in some districts.

A total of 1855 new service users submitted client record data across the county in 2008/09. 264 (14%) of these recorded their previous location as being within the district of Wyre Forest.

Based on the population of Wyre Forest it is calculated that 18% of service users in the Worcestershire Supporting People Programme should be coming from Wyre Forest. This estimate does not take into account that a number of users were entering from outside the district so the real expected percentage of service users would be slightly lower.

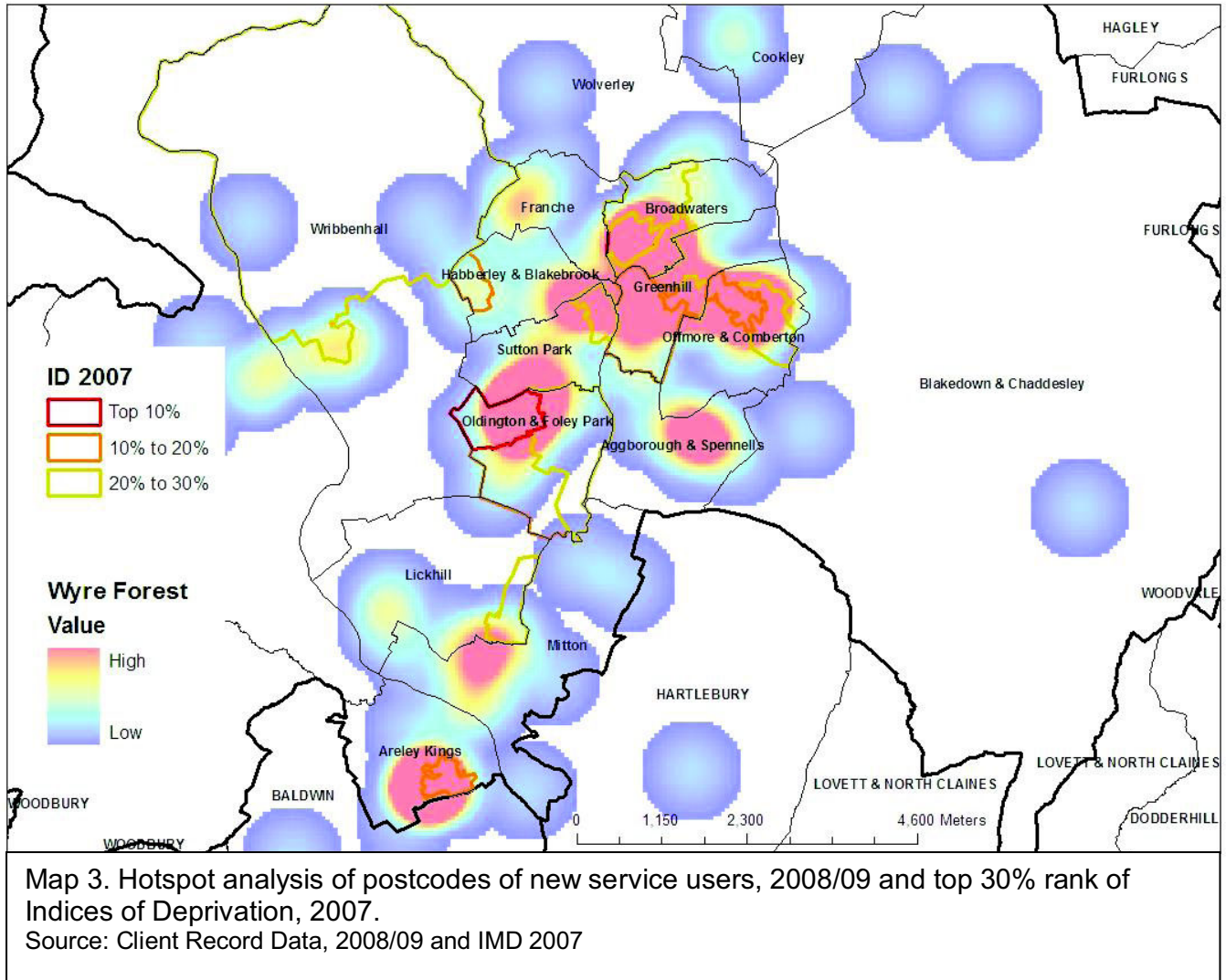| Client Group	Number of new users	As a percentage of total new users for the client group	Difference from expected 18%
Domestic Abuse	59	13%	- 5%
Generic	12	24%	+ 6%
Homeless Families	45	22%	+ 4%
Learning Disabilities	0	0%	- 18%
Mental Health	13	10%	- 8%
Offenders	8	10%	- 8%
Older People	3	5%	- 13%
Physical or Sensory Disabilities	19	58%	+ 40%
Single Homeless	16	4%	- 14%
Substance Misuse	28	24%	+ 6%
Teenage Parents	0	0%	- 18%
Young People at Risk	61	18%	0%
Total	**264**	**14%**	**- 4%**

Table 2. Actual and expected new service users from Wyre Forest, 2008/09 per client group.

The data in table 2 shows that overall 4% fewer service users are entering the programme than would be expected if based solely on population of the district. Within this there is a large variation between client groups, for example, 40% of physical and sensory disabilities new service users come from the Wyre Forest, but no new users from the learning disabilities client group do.

Valuable future analysis could include looking at the characteristics of the district to see how these affect the demand for services to help investigate better any gaps in service provision which need to be filled.

Distribution of service users within district

The postcode of where a new service user was living prior to entry into a service is recorded. These can be mapped and an analysis done to show where the concentrations of new service users or hotspots are. Map 3 shows these hotspots. Also mapped are those areas which have been ranked in the top 30% in the country for the indices of deprivation.

Map 3. Hotspot analysis of postcodes of new service users, 2008/09 and top 30% rank of Indices of Deprivation, 2007.
Source: Client Record Data, 2008/09 and IMD 2007

The map seems to show a fairly strong correlation between the hotspots and these areas of deprivation. Hotspots correspond well with the top 20% most deprived areas in Arley Kings, Oldington & Foley Park, Offmore & Comberton and Greenhill. This seems to

show that a person is more likely to enter a Supporting People service if they come from a more deprived area. However, deprivation is apparently not the only important factor as the top 30% deprived areas in Wribbenhall and Habberley & Blakebrook do not have associated hotspots. Also, there is a hotspot in Aggborough & Spennells which does not have a deprived area.

The demand information could be used possibly to inform where new services should be located but also where information about services needs to be displayed and available. In higher demand areas extra effort could be made to make sure GPs are aware of services and information about them can be found in local community centres or shops.

Proposed budget allocation (recurrent) for 2010/11

By service	2010/11 £
Older People	5,553,557
Learning Disabilities	805,349
Mental Health	947,515
Other	4,014,765
Physical Disabilities	828,980
Young People	1,886,633
Non recurrent	616,201
Total	**14,653,000**
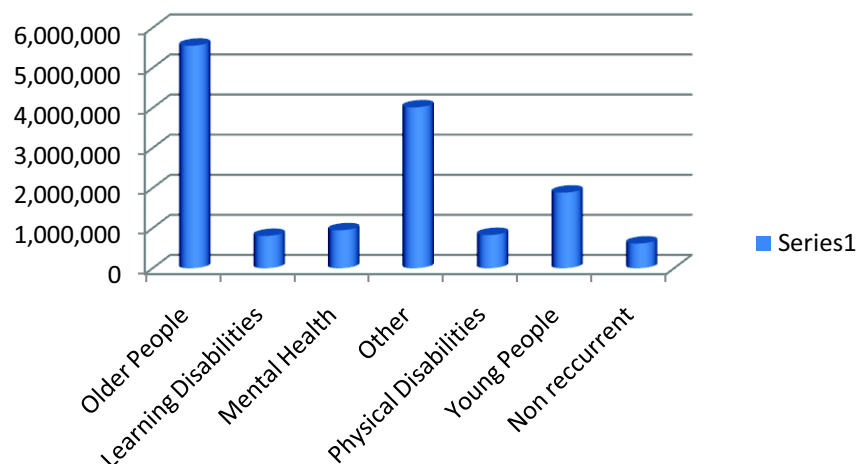
By district	
Non recurrent	616,201
Bromsgrove	573,234
Countywide	4,696,613
Malvern Hills	221,796
Redditch	1,493,803
Various	1,416,628
Worcester	2,271,287
Wychavon	1,266,994
Wyre Forest	2,096,444
Total	**14,653,000**