

# Council

Monday 28th March  
2011  
7.00 pm

Council Chamber  
Town Hall  
Redditch



[www.redditchbc.gov.uk](http://www.redditchbc.gov.uk)

# Access to Information - Your Rights

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The Local Government (Access to Information) Act 1985 widened the rights of press and public to attend Local Authority meetings and to see certain documents. Recently the Freedom of Information Act 2000, has further broadened these rights, and limited exemptions under the 1985 Act.

Your main rights are set out below:-

- Automatic right to attend all Council and Committee meetings unless the business would disclose confidential or “exempt” information.
- Automatic right to inspect agenda and public reports at least five days before the date of the meeting.
- Automatic right to inspect minutes of the Council and its Committees (or summaries of business undertaken in private) for up to six years following a meeting.
- Automatic right to inspect lists of background papers used in the preparation of public reports.
- Access, upon request, to the background papers on which reports are based for a period of up to four years from the date of the meeting.
- Access to a public register stating the names and addresses and electoral areas of all Councillors with details of the membership of all Committees etc.
- A reasonable number of copies of agenda and reports relating to items to be considered in public must be made available to the public attending meetings of the Council and its Committees etc.
- Access to a list specifying those powers which the Council has delegated to its Officers indicating also the titles of the Officers concerned.
- Access to a summary of the rights of the public to attend meetings of the Council and its Committees etc. and to inspect and copy documents.
- In addition, the public now has a right to be present when the Council determines “Key Decisions” unless the business would disclose confidential or “exempt” information.
- Unless otherwise stated, all items of business before the Executive Committee are Key Decisions.
- (Copies of Agenda Lists are published in advance of the meetings on the Council’s Website:  
[www.redditchbc.gov.uk](http://www.redditchbc.gov.uk)

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**If you have any queries on this Agenda or any of the decisions taken or wish to exercise any of the above rights of access to information, please contact  
Ivor Westmore  
Committee Support Services**

**Town Hall, Walter Stranz Square, Redditch, B98 8AH  
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# Welcome to today's meeting.

## Guidance for the Public

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### **Agenda Papers**

The **Agenda List** at the front of the Agenda summarises the issues to be discussed and is followed by the Officers' full supporting **Reports**.

### **Chair**

The Chair is responsible for the proper conduct of the meeting. Generally to one side of the Chair is the Committee Support Officer who gives advice on the proper conduct of the meeting and ensures that the debate and the decisions are properly recorded. On the Chair's other side are the relevant Council Officers. The Councillors ("Members") of the Committee occupy the remaining seats around the table.

### **Running Order**

Items will normally be taken in the order printed but, in particular circumstances, the Chair may agree to vary the order.

**Refreshments** : tea, coffee and water are normally available at meetings - please serve yourself.

### **Decisions**

Decisions at the meeting will be taken by the **Councillors** who are the democratically elected representatives. They are advised by **Officers** who are paid professionals and do not have a vote.

### **Members of the Public**

Members of the public may, by prior arrangement, speak at meetings of the Council or its Committees. Specific procedures exist for Appeals Hearings or for meetings involving Licence or Planning Applications. For further information on this point, please speak to the Committee Support Officer.

### **Special Arrangements**

If you have any particular needs, please contact the Committee Support Officer.

Infra-red devices for the hearing impaired are available on request at the meeting. Other facilities may require prior arrangement.

### **Further Information**

If you require any further information, please contact the Committee Support Officer (see foot of page opposite).

### **Fire/ Emergency instructions**

If the alarm is sounded, please leave the building by the nearest available exit – these are clearly indicated within all the Committee Rooms.

If you discover a fire, inform a member of staff or operate the nearest alarm call point (wall mounted red rectangular box). In the event of the fire alarm sounding, leave the building immediately following the fire exit signs. Officers have been appointed with responsibility to ensure that all visitors are escorted from the building.

**Do Not stop to collect personal belongings.**

**Do Not use lifts.**

**Do Not re-enter the building until told to do so.**

The emergency **Assembly Area** is on **Walter Stranz Square**.

# Declaration of Interests: Guidance for Councillors

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DO I HAVE A "PERSONAL INTEREST" ?

- Where the item relates or is likely to affect your **registered interests** (what you have declared on the formal Register of Interests)

**OR**

- Where a decision in relation to the item might reasonably be regarded as affecting **your own** well-being or financial position, or that of your **family**, or your **close associates** more than most other people affected by the issue,

you have a personal interest.

WHAT MUST I DO? **Declare the existence, and nature, of your interest and stay**

- The declaration must relate to specific business being decided - a general scattergun approach is not needed
- **Exception** - where interest arises only because of your membership of another **public body**, there is no need to declare unless you **speak** on the matter.
- You **can vote** on the matter.

IS IT A "PREJUDICIAL INTEREST" ?

In general only if:-

- It is a personal interest **and**
- The item affects your **financial position** (or conveys other benefits), or the position of your **family, close associates** or bodies through which you have a **registered interest** (or relates to the exercise of **regulatory functions** in relation to these groups)

**and**

- A member of public, with knowledge of the relevant facts, would reasonably believe the interest was likely to **prejudice** your judgement of the public interest.

WHAT MUST I DO? **Declare and Withdraw**

BUT you may make representations to the meeting before withdrawing, **if** the public have similar rights (such as the right to speak at Planning Committee).



# Council

28th March 2011

7.00 pm

Council Chamber Town Hall

## Agenda

### Membership:

Cllrs:	Kath Banks (Mayor)	Malcolm Hall
	Peter Anderson	Bill Hartnett
	Michael Braley	Nigel Hicks
	Andrew Brazier	Roger Hill
	Juliet Brunner	Gay Hopkins
	Michael Chalk	Robin King
	Simon Chalk	Wanda King
	Greg Chance	William Norton
	Anita Clayton	Jinny Pearce
	Brandon Clayton	Brenda Quinney
	Jack Cookson	Mark Shurmer
	Andrew Fry	Debbie Taylor
	Carole Gandy	Derek Taylor
	Adam Griffin	Diane Thomas

<b>1. Welcome</b>	<p>The Mayor will open the meeting and welcome all present.</p> <p>The Mayor's Chaplain, the Reverend Jo Musson, will lead the Council in prayer.</p>
<b>2. Apologies</b>	<p>To receive any apologies for absence on behalf of Council members.</p>
<b>3. Declarations of Interest</b>	<p>To invite Councillors to declare any interests they may have in items on the agenda.</p>
<b>4. Minutes</b> Chief Executive	<p>To confirm as a correct record the minutes of the meetings of the Council held on 7th and 21st February 2011.</p> <p><b>(Minutes circulated in Minute Book 8 - 2010/11)</b></p>
<b>5. Communications and Mayor's Announcements</b>	<p>To receive a report from the Mayor on civic matters which have arisen since the last meeting or events which may be occurring in the near future.</p> <p>To give notice of any variation to the items listed in the Forward Plan and/or items accepted as "Urgent Business".</p> <p>(No separate report / oral update)</p>

<p><b>6. Leader's Announcements</b></p>	<p>To receive a report from the Leader on matters considered to be of significance to the Council.</p> <p>(No separate report / oral update)</p>
<p><b>7. Notices of Motion – Bus Service Consultation Response</b></p> <p>Chief Executive</p>	<p>In consultation with the Mayor, an urgent cross-party Notice of Motion will be accepted for consideration at the meeting (to follow).</p> <p>Although a Notice of Motion would not normally be considered within a formal election period, it has been agreed exceptionally that, in order for the Borough Council to respond as a body, within the required timescales, to the current County Council consultation on Bus Services, a cross-party motion would be accepted.</p> <p>The results of the consultation process will be considered by the Overview and Scrutiny Committee on Wednesday 23<sup>rd</sup> March, and the Notice of Motion will be agreed and made available shortly after that.</p> <p>(Motion to follow)</p>
<p><b>8. Executive Committee</b></p> <p>(Pages 1 - 78)</p> <p>Chief Executive</p>	<p>A. To formally receive the minutes of the meeting of the Executive Committee held on <u>21st February 2011</u>.</p> <p>(All decisions here have previously been fully resolved. There are no outstanding recommendations or referrals which require the Council's consideration.)</p> <p><b>(Minutes circulated in Minute Book 8 – 2010/11)</b></p> <p>B. To receive the minutes and consider the recommendations and/or referrals from the following meeting of the Executive Committee:</p> <p><u>15th March 2011</u></p> <p>Matters requiring the Council's consideration include:</p> <ul style="list-style-type: none"><li>• Redditch Sustainable Community Strategy; and</li><li>• River Revetment Works – Old Forge Drive and Park Way.</li></ul> <p>(Reports and decisions attached)</p> <p><b>(Minutes circulated in Minute Book 8 – 2010/11)</b></p>

<p><b>9. Regulatory Committees</b> Chief Executive</p>	<p>To formally receive the minutes and/or consider the recommendations/ referrals arising from of the following meetings of the Council's Regulatory Committees:</p> <p>Planning Committee – 2nd February 2011 1st March 2011</p> <p><b>(Minutes circulated in Minute Book 8 – 2010/11)</b></p>
<p><b>10. Shared Services Board</b></p>	<p>To consider the minutes and recommendations arising from the meeting of the Shared Services Board held on 22nd March 2011.</p> <p>(Minutes to follow)</p>
<p><b>11. Overview and Scrutiny Committee - Annual Report</b></p>	<p>To consider the Annual Report of the Council's Overview and Scrutiny Committee.</p> <p>(Annual Report under separate cover)</p> <p><b>(No Specific Ward Relevance)</b></p>
<p><b>12. Urgent Business - Record of Decisions</b> Chief Executive</p>	<p>To note the following decision taken in accordance with Standing Order 36 since the last ordinary meeting of the Council:</p> <p><u>Housing Act 2004 Delegated authority to Officers to act.</u> (Executive Director - Planning, Regeneration, Regulatory &amp; Housing)</p> <p>All necessary approvals were sought to delegate to an officer of the Council authority to implement the provisions of the Housing Act 2004 as these functions were not transferred to the Worcestershire Regulatory Service and under the current scheme the Delegation is only to the Head of the Regulatory Service. It only recently came to light that as a result of the fact that the Private Sector Housing function was not transferred to the Worcestershire Regulatory Service and that the Head of Regulatory Service holds the delegation, no officer working within the Community Services / Private Sector Housing departments of the Council currently held delegated authority to implement the provisions of the Housing Act 2004, hence the need for urgency.</p> <p><b>It was therefore RESOLVED that</b></p> <p><b>the Scheme of Delegation to Officers be amended to authorise any of the following Officers to act under the provisions of the Housing Act 2004 and to authorise Officers to issue and refuse licences as appropriate :</b></p>

	<b>EXECUTIVE DIRECTOR - PLANNING, REGENERATION, REGULATORY &amp; HOUSING /HOUSING POLICY MANAGER /ENVIRONMENTAL HEALTH OFFICER / (AREA EHO)( Private Sector Housing)</b>
<b>13. Urgent Business - general (if any)</b>	<p>To consider any additional items exceptionally agreed by the Mayor as Urgent Business in accordance with the powers vested in her by virtue of Section 100(B)(4)(b) of the Local Government Act 1972.</p> <p>(This power should be exercised only in cases where there are genuinely special circumstances which require consideration of an item which has not previously been published on the Order of Business for the meeting and/or on the Leader's Forward Plan.)</p>
<b>14. Exclusion of the Public</b>	<p>Should it be necessary, in the opinion of the Chief Executive, to consider excluding the public from the meeting in relation to any items of business on the grounds that exempt information is likely to be divulged it may be necessary to move the following resolution:</p> <p><b>“that, under S.100 I of the Local Government Act 1972, as amended by the Local Government (Access to Information) (Variation) Order 2006, the public be excluded from the meeting for the following matter(s) on the rounds that it/they involve(s) the likely disclosure of exempt information as defined in the relevant paragraphs (to be specified) of Part 1 of Schedule 12 (A) of the said Act, as amended.”</b></p>

(Note: Anyone requiring copies of any previously circulated reports, or supplementary papers, should please contact Committee Services Officers in advance of the meeting.)



**REDDITCH BOROUGH COUNCIL**

**COUNCIL**

28th March 2011

**SUSTAINABLE COMMUNITY STRATEGY AND ACTION PLANS**

**RECOMMENDED that**

**the Redditch Partnership Sustainable Community Strategy 2011 – 2014 be adopted.**



REDDITCH BOROUGH COUNCIL**EXECUTIVE  
COMMITTEE**

15th March 2011

**SUSTAINABLE COMMUNITY STRATEGY AND ACTION PLANS**

Relevant Portfolio Holder	Cllr Carole Gandy, Portfolio Holder for Community Leadership & Partnerships
Relevant Head of Service	Hugh Bennett, Director of Policy, Performance and Partnerships
Key Decision	

**1. SUMMARY OF PROPOSALS**

The Executive Committee is requested to consider the Redditch Partnership Sustainable Community Strategy (SCS) and its four associated Action Plans.

**2. RECOMMENDATIONS**

**The Committee is asked to RECOMMEND that**

**subject to Member comments, the Sustainable Community Strategy be adopted.**

**3. BACKGROUND**

3.1 The Redditch Partnership is a non-statutory, multi-agency partnership, which operates within Redditch Borough. The Redditch Partnership brings together representatives of the public, private, community and voluntary sectors to deliver initiatives and services in a co-ordinated and effective manner.

3.2 The Redditch SCS is the key working document of Redditch Partnership. The SCS was agreed by the Redditch Partnership Management Board on 17th January 2011 and now requires adoption by all partners.

**4. KEY ISSUES**

4.1 The role of Redditch Borough Council and its partners is to provide a leadership role through identifying and conveying the needs and aspirations of local communities.

4.2 The SCS is intended to influence the delivery and budget plans of all members of the Redditch Partnership, in order to deliver on resident aspirations and embed partnership working within the Borough.

**REDDITCH BOROUGH COUNCIL**

**EXECUTIVE  
COMMITTEE**

15th March 2011

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4.3 The previous SCS focused on the key themes of the Worcestershire LAA (LAA). With the abolishment of the LAA and the recognition by Redditch Partnership Board that the Strategy needed to be more focused, the refreshed SCS has been structured around four new key priorities. These are:

- a) health inequalities;
- b) education attainment;
- c) the economy; and
- d) areas of deprivation.

4.4 These priorities were identified through the 2009 Comprehensive Area Assessment where Worcestershire was given a 'red flag' for differences in the quality of life for people in Redditch compared to the rest of Worcestershire. The priorities were further developed through consultation with residents, which took place at various events in Redditch during 2010.

**5. FINANCIAL IMPLICATIONS**

Ongoing funding is required to enable the Partnership to become an active delivery mechanism for the Council's community leadership responsibilities and the delivery of the SCS.

**6. LEGAL IMPLICATIONS**

The legislative framework is set out primarily in the Local Government Act 2000 updated by the Local Government and Public Involvement in Health Act 2007. The Local Government Act 2000 introduced a statutory requirement that all local authorities prepare a SCS. This should set out local strategic priorities for an area, the basis by which progress towards those priorities can be assessed and engage key local stakeholders in planning and delivery.

**7. POLICY IMPLICATIONS**

7.1 The SCS is the overarching plan for the Borough and should influence Redditch Borough Council's and other partner's strategies and plans. The SCS therefore has an important role in shaping both the Core Strategy and the Council Plan.

**REDDITCH BOROUGH COUNCIL****EXECUTIVE  
COMMITTEE****15th March 2011**

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- 7.2 If the SCS is endorsed, Redditch Borough Council will commit to working within the framework of Redditch Partnership to deliver shared objectives. Although endorsing the SCS does not commit to any specific delivery target or future policy development, endorsement of the Strategy may be cited in future reports recommending policy changes.

**8. COUNCIL OBJECTIVES**

Enterprising Communities - an enterprising community will be one which is consistent with the four priorities of the SCS, i.e improved health, improved educational attainment, the economy and the regeneration of Winyates and Church Hill. The SCS and the Economic Action Plan provides a structure and a series of interventions to ensure effective action is taken to contribute to this Council priority.

**9. RISK MANAGEMENT, INCLUDING HEALTH & SAFETY CONSIDERATIONS**

The Council cannot deliver the aspirations of its residents working on its own, Partnership working is crucial to improve health, economic success, attainment and regeneration.

**10. CUSTOMER IMPLICATIONS**

None directly but community engagement underpins the SCS.

**11. EQUALITIES AND DIVERSITY IMPLICATIONS**

The SCS and its Action Plans provide a structure and series of interventions to help address issues of inequalities across the Borough, particularly around health, attainment and regeneration.

**12. VALUE FOR MONEY IMPLICATIONS, PROCUREMENT AND ASSET MANAGEMENT**

The SCS and its Action Plans encourages partners to work together effectively, drawing on resources and expertise of a wide range of partners, avoiding duplication and therefore providing better value for money for the people of Redditch.

**REDDITCH BOROUGH COUNCIL****EXECUTIVE  
COMMITTEE**15th March 2011

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**13. CLIMATE CHANGE, CARBON IMPLICATIONS AND BIODIVERSITY**

The SCS has focused on four priorities; however, other partnership working does occur such as the Climate Change Officer who works with Act on Energy.

**14. HUMAN RESOURCES IMPLICATIONS**

None identified.

**15. GOVERNANCE/PERFORMANCE MANAGEMENT IMPLICATIONS**

The Redditch Partnership Board will oversee the implementation of the SCS and will monitor progress of projects contained within the four Actions Plans at each meeting. Redditch Overview and Scrutiny Committee has also requested to monitor the progress of the Strategy and actions plans at regular intervals.

**16. COMMUNITY SAFETY IMPLICATIONS INCLUDING SECTION 17 OF CRIME AND DISORDER ACT 1998**

The SCS identified four priorities, but other partnership working does go on. The Police attend the Partnership Board and are a key partner in the Community Safety Partnership.

**17. HEALTH INEQUALITIES IMPLICATIONS**

Health Inequalities is a key priority for this SCS. The Health Inequalities Action Plan in particular sets out key interventions designed to address levels of smoking, healthy lifestyles and levels of alcohol consumption in the Borough.

**18. LESSONS LEARNT**

- 18.1 The previous SCS contained approximately 41 priorities. Redditch Partnership Board has acknowledged that there were too many priorities to effectively deliver on. Therefore, with the refreshed version of the Strategy the Partnership has been careful to focus on the most pressing four priorities.

**REDDITCH BOROUGH COUNCIL****EXECUTIVE  
COMMITTEE****15th March 2011**

- 18.2 The previous SCS also did not include any actions plans. The Partnership Board has produced four Action Plans for each priority to be read in conjunction with the SCS. These specify what additional activity (above and beyond what individual partners are delivering in their own work plans) are being undertaken to address the four priority areas. These Action Plans not only make it clear to all partners what activity is taking place, but also provides a mechanism for performance management and to increase the accountability of the Partnership.
- 18.3 A dedicated Officer has now been in post to service the Partnership for over 12 months. This has enabled the Partnership to develop the SCS and the four Actions Plans and will enable projects that form part of the four Action Plans to be successfully progressed, developed and monitored.

**19. COMMUNITY AND STAKEHOLDER ENGAGEMENT**

Consultation has taken place with the community to inform this refreshed version of the SCS. A Partnership event was held in January 2010 in the Kingfisher Shopping Centre where residents were asked what their priorities for Redditch were. Additional consultation was undertaken at the Morton Stanley Festival in August 2010 which asked residents questions more specifically about the emerging themes of health, education and the economy.

**20. OTHERS CONSULTED ON THE REPORT**

Portfolio Holder(s)	Yes – Redditch Partnership Board
Chief Executive	Yes – Redditch Partnership Board
Executive Director (S151 Officer)	Yes - CMT
Executive Director – Leisure, Environment and Community Services	Yes – Redditch Partnership Board
Executive Director – Planning & Regeneration, Regulatory and Housing Services	Yes - CMT

**REDDITCH BOROUGH COUNCIL****EXECUTIVE  
COMMITTEE**

15th March 2011

Director of Policy, Performance and Partnerships	Yes – Redditch Partnership Board
Head of Service	N/A
Head of Resources	Yes - CMT
Head of Legal, Equalities & Democratic Services	Yes - CMT
Corporate Procurement Team	No

**21. WARDS AFFECTED**

All.

**22. APPENDICES**

Appendix 1 – Redditch Sustainable Community Strategy;  
 Appendix 2 – (Appendix A) Redditch Partnership Structure;  
 Appendix 3 – (Appendix B) Health Action Plan;  
 Appendix 4 – (Appendix C) Education Action Plan;  
 Appendix 5 – (Appendix D) Economic action Plan;  
 Appendix 6 – (Appendix E) Areas of Highest Need Action Plan.

**23. BACKGROUND PAPERS**

None identified.

**AUTHOR OF REPORT**

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 Tel: 01527 64252 ext: 3237



**REDDITCH  
SUSTAINABLE  
COMMUNITY  
STRATEGY  
2011-2014**

**January 2011**

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## **1. Foreword by the Chair of Redditch Partnership**

- 1.1 Redditch Borough is a great place to live. Our residents value the greenery of the town, the trees, our Green Flag awarded parks, the excellent retail facilities, good transport links, a strong manufacturing base (21% of our economy, compared to 12% nationally) and the range of recreational facilities on offer such as the Palace Theatre, Arrow Valley Country Park, Forge Mill Museum and soon the new Abbey Stadium.
- 1.2 Although Redditch is generally a good place to live there are significant health inequalities in the Borough and between different wards and lower levels of educational attainment than the rest of Worcestershire. We have five small areas in the top 20% most deprived in England; two of which are in the top 10%. Since becoming Leader of the Council and Chair of the Redditch Partnership, I have also become aware of a trend reflected in education, with a significant proportion of parents choosing to send their children across the border to other authorities for their education. I am also conscious that the number of VAT registrations i.e. new business start ups, is comparatively low. Such trends are worrying for all of us.
- 1.3 Fundamentally, the Sustainable Community Strategy set out on the following pages is concerned with catching these trends and reversing them by creating the right conditions for business growth, developing schools in the Borough that parents want their children educated in, regenerating areas like Winyates and Church Hill and improving the health of our residents. Redditch Partnership's four priorities are:-
- economic development;
  - improving health;
  - educational attainment; and
  - regeneration of the areas of highest need.
- 1.4 These are the four issues we want to focus on. This is not to say that other important work on, for example, community safety and climate change will not continue, just that the Redditch Partnership will focus on these four priorities.
- 1.5 Tackling these four priorities is not going to be easy. These issues are generational and are not subject to quick fixes or the latest initiative. Also, the Council cannot tackle these issues on its own. We must work in partnership with a sustained long term focus. I believe this Sustainable Community Strategy will give us this. I hope you find it useful and I look forward to reporting progress to you each year.

**Carole Gandy**

**Chair of the Redditch Partnership and Leader of the Council**

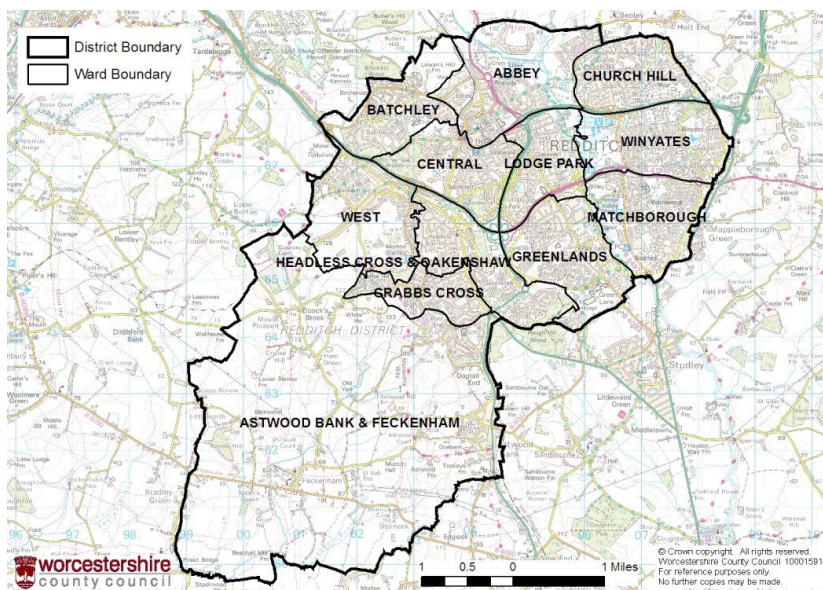
## 2. Introduction

- 2.1 The Redditch Sustainable Community Strategy establishes the overall strategic direction and long-term vision for the Borough of Redditch. It contributes to meeting the social, economic and environmental needs of the area, helping to improve the lives of local people, both now and in the future.
- 2.2 The Redditch Sustainable Community Strategy sets out the priorities of the Redditch Partnership for the next three years. It provides the evidence to explain why these priorities have been chosen, and the measures by which success will be judged. Finally, it outlines some of the specific actions already planned to deliver these priorities. These actions are just a start. Redditch Partnership will develop and build on these over the next three years, responding to new ideas and developing innovative solutions to meet our overall vision.

## 3. About Redditch

- 3.1 Redditch is situated in the north east of Worcestershire and lies 15 miles south of the West Midlands conurbation. The Borough covers a total of 54 square kilometres, and is comprised of several communities focused around district centres. The Borough is made up of two distinct areas; the urban area in the north of the Borough, which is inhabited by more than 90% of the total population, and a rural area in the south consisting of the villages Astwood Bank and Feckenham.
- 3.2 There are good transport links within the Borough, including a strong network of dual carriageways and A-roads that connect Redditch to areas such as Birmingham, Bromsgrove and Evesham and the town is also only a short distance from the M42.

**Map of Redditch, showing Borough council wards**



Source: *Worcestershire County Council*

## **Redditch New Town**

- 3.3 Redditch was designated a New Town in 1964 and since then the population has increased dramatically from 32,000 to around 78,813 (2001 census). Housing developments such as Church Hill, Matchborough, Winyates, Lodge Park and Woodrow were created to accommodate the large numbers of people in need of housing from an industrially expanding Birmingham.

## **Population Structure**

- 3.4 The current population of the Borough is approximately 78,813. There is a fairly even split between male and female inhabitants, with 49.4% males and 50.6% females.
- 3.5 As a result of its designation as a New Town in 1964, Redditch attracted a large number of young families. Compared to other areas of Worcestershire, the Borough has a higher proportion of young people aged 0-17 (22.4% compared to 20.8% in the County), and a smaller proportion of individuals aged 65 or over (14.1% compared to 18.7% in the County).
- 3.6 Redditch District has the largest proportion of ethnic minority groups of Worcestershire's six districts. Of Redditch residents, approximately 92% are of White British or White Irish origin. Of the remaining 8% of the population, the ethnic groups with the largest population sizes are Asian or Asian British Pakistani (2.3%) and White Other (1.3%) which includes those of Eastern European origin. Across the County, the proportion of residents of Asian or Asian British Pakistani origin is highest in Redditch District and is more than double the County average proportions (0.9%).
- 3.7 The population of Redditch is projected to increase by about 1,500 for the period 2007-11, and by about 7,000 for 2007-26. In the future, the over-65's are projected to rise by about 7,500, with a smaller projected increase of around 1,000 for the 17 and under age group. There is a predicted drop in the working age population, with the highest expected reduction being the 9.9% anticipated reduction in the 20-29 year group. Redditch is experiencing a negative net migration unlike Worcestershire as a whole. The numbers are relatively small, with a net migration of approximately 250 people a year; nevertheless it is concerning that people appear to be leaving the Borough.

## **Amenities and Facilities**

- 3.8 Redditch benefits from a wide range of amenities and facilities for all ages. Health care facilities are good and include a hospital (the Alexandra Hospital) with its own Accident and Emergency Unit. There is a large indoor covered shopping Centre (The Kingfisher Centre) that also incorporates a seven-screen cinema.

Redditch is considered to be a very green town which boasts three large parks with green flag status and many other additional open spaces. There is the well-utilised (and recently refurbished) Edwardian “Palace Theatre” and also a museum (Forge Mill Needle Museum) dedicated to showcasing the town’s history of needle making.

- 3.9 Redditch Borough Council owns, operates and maintains a number of community centres in various communities in the town. Redditch Borough Council’s Sports and Leisure Services also offer a wide range of sports facilities which include 4 sports centres, 2 swimming pools, a golf course, athletics track and various football pitches.
- 3.10 Redditch has a good road system that is mainly free from congestion. There is easy access to the M42 and other major towns and cities in the region. There is a train line, which runs a half-hourly service to Birmingham and then onto Lichfield. Industry in Redditch is mainly dominated by light manufacturing and service industries. Housing provision in Redditch is good with a vast amount of choice of size, type and style of accommodation. Redditch also offers a high proportion of affordable housing.
- 3.11 There is a three-tier education system with first, middle and high schools. Schools operate in a pyramid system with four pyramids – 3 in specific geographical locations and 1 that takes pupils of the Roman Catholic faith. There is also a very well regarded further education college (North East Worcestershire NEW College), which caters for a wide range of vocational and academic courses and has recently opened a new facility to enable residents to take university level courses in the town.

#### **4. Current Issues in the Borough and Evidence for Priorities**

- 4.1 In 2009, the then Government’s performance assessment regime, the Comprehensive Area Assessment (CAA) gave Worcestershire a ‘red flag’. This red flag was given specifically for the differences in the quality of life for people living in Redditch compared to people living in the rest of Worcestershire. The CAA report highlighted a number of issues where inequalities existed for people living in Redditch. These included:
- lower life expectancy;
  - high levels of smoking;
  - poorer GCSE exam results;
  - more people reliant on benefits; and
  - more families on a low income.
- 4.2 It was recognised that a number of existing interventions were in place to deal with these issues, but that work was not being adequately co-ordinated to efficiently deal with these problems in the long term. Redditch

Partnership recognises that it needs to take a lead role in co-ordinating work and plans to address these issues if they are going to get better. From the report, Redditch Partnership was able to identify the three key areas of health inequalities, education and the economy that it needed to prioritise in order to start to improve the quality of life for people in Redditch. This formed the basis of the evidence base for the priorities, along with community consultation.

## **Health Inequalities**

- 4.3 In broad terms the health of people in Redditch is similar to the England average; however, there are significant differences in health and well being between Redditch and Worcestershire across a broad range of measures. The reasons for this are complex, but can be broadly summarised as: inequalities in opportunity – for example poverty, employment, education and family; inequalities in lifestyle choices including smoking, physical activity, alcohol and sexual activity; and inequalities in accessing services.
- 4.4 The CAA illustrated several health related areas where Redditch was falling behind the rest of the County. Life expectancy has been identified as an issue with people in Redditch living shorter lives than the rest of the County. The most recent life expectancy figures are 77.6 years for males and for females 81.5 both of which are below the England and County average.
- 4.5 Nationally, alcohol abuse has been flagged as an issue and Redditch is no different. The CAA illustrated the fact that alcohol had been found to be a problem in the town. Alcohol abuse has an effect on levels of crime and anti-social behaviour especially focussed on the town centre at night. Furthermore, alcohol abuse has become more prevalent in children and younger people in the town. Approximately 19.3% of people in Redditch are considered to be “binge drinkers” and there are approximately 1,629 hospital stays per year for alcohol related harm. Both of these figures have risen since the publication of the 2009 Health Profile.
- 4.6 Levels of smoking have also been identified as an issue of concern for Redditch. The prevalence of adults who smoke is estimated at 22% which is just below the England average of 22.2% and the worst in the County. This figure has improved in 2010, but there is still work to be done to reduce this further. Each year approximately 102 people in Redditch die from smoking related illnesses.
- 4.7 It was noted by the CAA report that generally, across the County, the number of people who were classed as obese had been rising. According to the 2010 Health Profile, 29.9% of adults in Redditch are classed as obese. This is significantly worse than the England average and has also worsened since 2009 where the figure was 28.5%. Furthermore, the percentage of adults classed as healthy eaters has decreased since 2009 from 24.3% to 21.7% and is now significantly worse than the England average.

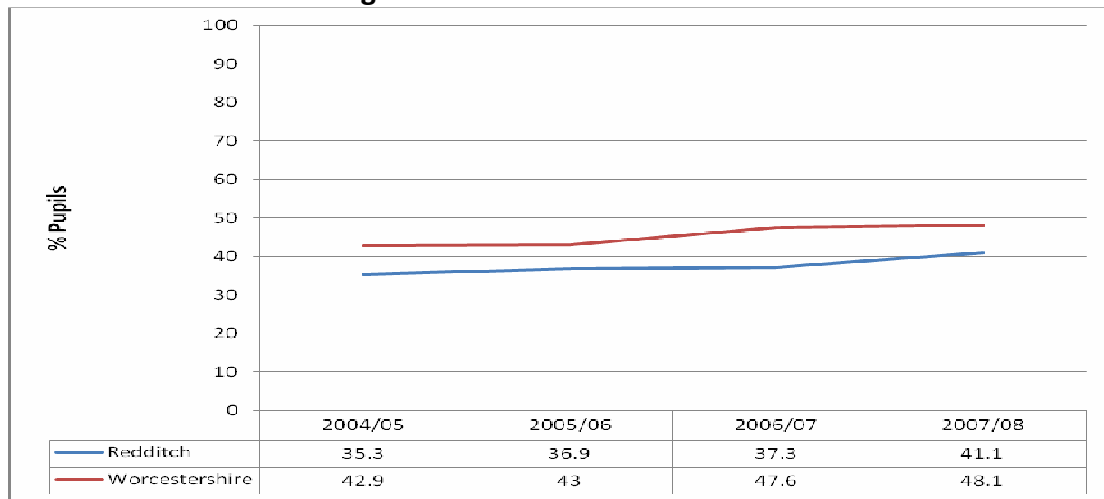
4.8 In addition to these areas of concern, of the 14 areas of Worcestershire identified as being health “hotspots”, with the worst overall health outcomes in the County, 4 are in Redditch. These hotspots are Abbey, Batchley and Central Wards, Churchill, Greenlands and Winyates.

**Educational Attainment**

4.9 The CAA report highlighted the specific issue of inequality relating to educational attainment. It was noted that Redditch has a high number of schools where children are achieving less than the national average, and below average in the County.

4.10 Educational performance of pupils in Redditch has been recognised as an issue over many years. The table below demonstrates that Redditch has consistently fallen behind Worcestershire in the percentage of pupils achieving 5 or more GCSEs at grades A\* to C. Data from 2009 and 2010 shows that while average results are getting better in Redditch, they are still behind those of the County as a whole.

**% of 16 Year Olds Achieving 5 or More GCSEs at Grade A\* to C**



Source: FTI Area Profiles

4.11 It has been suggested through the CAA process that “to improve attainment throughout the County it has to help children and young people in Redditch increase their potential and improve results”. Redditch Partnership recognises that its role in addressing this issue is twofold. Firstly, it can help to support schools in driving up educational performance and attainment of pupils. Secondly, it can take a more direct approach in tackling the wider issues that contribute to children not reaching their potential and help to raise children and young people’s aspirations.

**Economy**

4.12 The CAA process highlighted a number of areas of concern relating specifically to the economy of Redditch and how Redditch compares to the rest of Worcestershire. In particular it was highlighted that Redditch had low income levels and more people out of work and taking up benefits.



- 4.13 Job losses for people living in Redditch have increased the most and recent statistics from the Office for National Statistics show that more people are out of work with the overall unemployment level in Redditch at 8.7%. This is 0.6% lower than the regional average, but 0.8% higher than the national average. The gap between the unemployment level for Redditch and Worcestershire is 4.2% with Worcestershire's unemployment level at 4.5% (as at March 2010). There has been an increase in the number of people claiming benefits in Redditch. The number of people claiming key out of work benefits in May 2010 was 12.7% which is 0.3% below the national average. This is 2.7% higher than the number of people claiming across Worcestershire.
- 4.14 The proportion of individuals employed in manufacturing industry is considerably higher at 25.1% than the rest of the County. Redditch has fewer individuals employed in distribution, hotels and restaurants compared to other areas in Worcestershire. The number of VAT registrations has fluctuated over time, but generally has been consistently lower than the County and national average since 2000.
- 4.15 All of these issues have previously been recognised by partners and work has been on-going to address them. Redditch Borough Council's Economic Development Unit has worked with partners to produce an Economic Strategy for the Borough. The Sustainable Community Strategy and the Economic Action Plan further emphasises the need to tackle issues such as unemployment especially in the current economic climate, with the aim of building on existing projects and partnership working.

#### **Areas of Highest Need**

- 4.16 The Indices of Deprivation were produced in 2007 by the Department for Communities and Local Government (DCLG). The Indices are a measure of deprivation for every Super Output Area and local authority area in England. It combines a number of indicators across seven domains (Income, Employment, Health deprivation and disability, Education, skills and training deprivation, Barriers to Housing and Services, Living Environment deprivation and Crime) into a single deprivation score and rank for each area.
- 4.17 From the district level summary (where 1 is the most deprived) of the average deprivation score, Redditch is ranked 131<sup>st</sup> out of 354 areas nationally. This is the most deprived area in Worcestershire and compares to Wyre Forest with a ranking of 154. Therefore Redditch is in the top 40% most deprived districts. This is a slight deterioration from 2004 when it was ranked 146<sup>th</sup>.

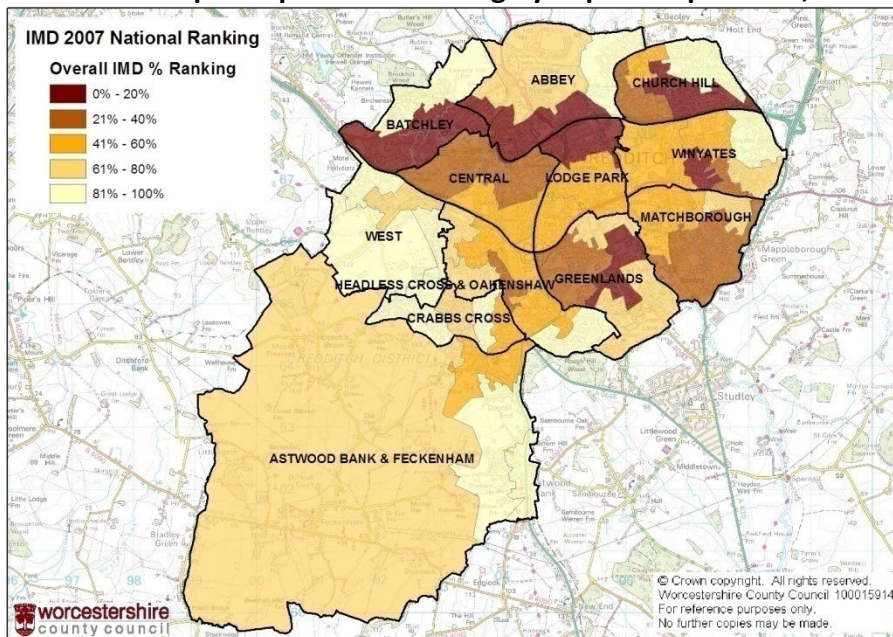
The most deprived areas in Redditch are listed in the table below.

**Top Five Deprived Super Output Areas in Redditch**

Area Description	Deprivation in England	Ward
Winyates Housing Estate (Ipsley C.E. Middle School)	Top 10%	Winyates
Church Hill YMCA Area	Top 10%	Church Hill
St Thomas More First School	Top 20%	Greenlands
Batchley	Top 20%	Batchley
Between Woodrow North and Woodrow South Roads	Top 20%	Greenlands

4.18 The area of Winyates housing estate around Ipsley Middle School is the most deprived area in Redditch, being the sixth most deprived area in the County. Being in the top 40% masks more serious deprivation in a small number of Super Output Areas.

**Index of Multiple Deprivation ranking by Super Output Area, Redditch, 2007**



Source: Department for Communities and Local Government

4.19 Based on this evidence, Redditch Partnership decided to focus its Areas of Highest Need project (funded through Local Area Agreement monies) on Winyates Centre and the immediate surrounding area. This project combines a security project on social housing in the Winyates Centre to improve the quality of the physical environment for residents living in that area, in addition to community engagement and building social capital.

- 4.20 Additionally, the Partnership wishes to facilitate and co-ordinate social regeneration and community engagement in another deprived area of Redditch – Church Hill Centre and the surrounding Church Hill housing estate. Redditch Borough Council is project managing physical regeneration of the Church Hill Centre to improve the physical fabric of the area; rejuvenate existing amenities and to bring in further services to the area. Redditch Partnership believes that this presents an excellent opportunity to holistically regenerate the area both physically and socially and will be looking for opportunities to work in partnership to deliver social and community focussed projects in the area as the physical regeneration progresses.

## **5. What you Told Us...Public Consultation**

- 5.1 During the course of 2010, Redditch Partnership has undertaken several consultation exercises with the residents of Redditch. The aim of consulting with local people was to:
- ensure that the Sustainable Community Strategy captures the priorities of local people;
  - to find out what factors impact on local people the most; and
  - to raise awareness of the Sustainable Community Strategy and Redditch Partnership.
- 5.2 In January, Redditch Partnership hosted the “We Are Redditch” event. This was a week long event held in a vacant unit in the Kingfisher Shopping Centre where partners were able to showcase the work they were undertaking in partnership and to provide an opportunity to talk to the public about Redditch. The aim of the consultation exercise was to try to capture information from Redditch residents about what they liked and disliked about Redditch, what could be improved, and what they perceived to be the priorities for the town.

The top two priority areas identified were:

1. education; and
2. the economy and jobs;

- 5.3 With regards to education people commented that:
- the standard of education in Redditch schools needed to be raised;
  - the number of schools needed to be increased; and
  - increased numbers of further education and vocational opportunities should be made available.
- 5.4 With regards to the economy of Redditch, people felt that:
- more jobs needed to be made available, in particular, for young people;
  - increased investment was needed to bring more businesses to the town; and
  - Greater diversity of jobs, especially for those with higher qualifications.

- 5.5 Residents did acknowledge good aspects of Redditch including Redditch's good parks and green spaces; the Kingfisher Shopping Centre and general shopping amenities in the town; and the efficient road system; however other issues perceived as problems included:
- the lack of a diverse retail offer in the town centre;
  - the level of anti-social behaviour in the town centre at night;
  - the lack of community spirit in the town;
  - public transport both within the town and to other areas; and
  - the need for more activities for children / teenagers including "good youth clubs, free bowling, cheap activities" and also "more summer clubs for kids during the summer holidays" and "children's play areas".
- 5.6 During the summer of 2010 further consultation work was undertaken which focussed on the emerging priority areas for Redditch Partnership of health, education and the economy. Specific questions were asked of these issues to people attending the Morton Stanley Festival.

#### Health

- 5.7 A fair number of people spoken to were satisfied with the healthcare they were receiving in Redditch and did not think there were any major health issues in the town. Remaining respondents felt that there were the following problems:
- obesity in all age groups;
  - alcohol misuse;
  - smoking;
  - access to healthcare especially with regards to accessing appointments either with their GP or at the hospital;
  - lack of exercise and physical activity;
  - promotion of healthy eating with very few healthy eating options in the town; and
  - lack of health education.

#### Education

- 5.8 Generally people interviewed were satisfied with education in Redditch; however, a number of comments were made regarding:
- inconsistency with standards of schools across the town;
  - disruptive pupil behaviour;
  - poor discipline;
  - poor teaching;
  - lack of funding; and
  - class sizes being too large.

Some suggestions were made as to how education could be improved in Redditch including:

- Increased parental involvement in the school system;
- Communication between parents and schools;
- Better access to schools and teachers; and
- Supportive parents – it was noted that parents needed to take more responsibility for supporting their children through school and with their education.

### Economy

5.9 The majority of people interviewed felt that more work needed to be undertaken to improve the economy in Redditch. Some of the issues highlighted included:

- Shortage of jobs;
- Diversity of jobs;
- The need to increase the number of apprenticeships;
- Increase number of work experience and volunteering opportunities;
- Incentives and promote Redditch to businesses;
- Better facilities and services in the town; and
- Jobs with better pay structures.

## **6. Vision**

6.1 The Redditch Sustainable Community Strategy is built around a shared vision for the Borough. It is envisaged that by 2026:

***‘Redditch will be successful and vibrant with communities that have access to good job opportunities, good education, good health and are communities that people will be proud to live and work in’.***

### **What Redditch Will Look Like in the Future...**

6.2 The town already has a reputation for being a very green place to live including three parks with green flag awards. We want the Borough to continue to be renowned for its green spaces and quality environment and look for further opportunities to enhance these assets of the town. We want the Borough to always be clean and tidy with civic spaces that residents can be proud of. We will strive to do our bit to help tackle climate change by continuing to look at ways of cutting energy consumption, increasing recycling and looking at ways of reducing CO2 emissions from buildings and different modes of travel.

6.3 Redditch will be a great place to do business. It will be an area where companies will want to invest and new businesses start up. The employment rate will be high with a diverse range of jobs available across a range of industries and commercial sectors. We will look to support the development

of the town centre economy and to maintain and improve on the public and private transport linkages into and out of the town that the Borough depends on for economic prosperity.

- 6.4 We want our residents to be fit and healthy so that they live longer with good health and to ensure that there is less health inequality between the different communities in the Borough. The Borough will have high quality sports facilities, more focused sports development work, particularly, in the communities that have health inequalities. We will more actively promote healthy lifestyles to individuals and employers in Redditch, in particular, eating the right food, stopping smoking and drinking less alcohol. We will also use our licensing powers to support this and our planning powers, so that the physical layout of the Borough encourages residents to walk, cycle, use the stairs, rather than the lift and to generally be more active.
- 6.5 Redditch will be a place where young people are valued and respected. The schools in Redditch will be considered a good standard where people will want to send their children to be educated. Redditch will provide excellent activities, facilities and amenities for young people that will help to inspire and enthuse Redditch's youth to raise their aspirations and ambitions.
- 6.6 Redditch will continue to provide a diverse offer of housing options both in the rented, private and social housing sectors. There will a sustained effort to provide good quality social and affordable housing for people who in the current climate are unable to get onto the property ladder. Housing in Redditch has long been recognised as one of the attractions for people to move to the town and provides families with a good choice of property to live in.
- 6.7 Redditch will continue to be a safe place to live. Work will be undertaken by partners to make sure crime and anti-social behaviour remains low and that the perception of the town centre is improved, in particular, the night time economy will make it a safe and enjoyable place to visit for all.
- 6.8 Finally, the five Super Output Areas in the top 20% of most deprived areas in England will have been physically and socially regenerated.

## 7. Priorities of Redditch Partnership

7.1 From the evidence and information detailed on the previous pages, Redditch Partnership has deemed that the priorities for Redditch are:

<b>Priority One</b>	Health Inequalities	Focus is on three issues: smoking, alcohol; and obesity / health lifestyles.
<b>Priority Two</b>	Education attainment and raising aspirations of young people.	Focus is on three issues: improving literacy and numeracy; raising aspirations; and improve statistical levels of attainment.
<b>Priority Three</b>	The economy of Redditch with a focus on providing a larger and more diverse job offer.	Focus is on three broad issues: promotion of Redditch as a business location; jobs and worklessness; and fostering economic ambition in young people.
<b>Priority Four</b>	Areas of deprivation with an initial focus on Winyates and Church Hill.	Winyates project focuses on: enhanced security measures for residential areas in Centre; and community engagement in the area.

## 8. How Redditch Partnership Will Deliver this Vision and Priorities

8.1 Redditch Partnership brings together representatives from public, private, community and voluntary agencies to work together to deliver the long-term vision for Redditch. The work of Redditch Partnership is overseen by the Partnership Board of senior representatives of member organisations. Membership of the Board is reviewed annually by Redditch Partnership to ensure representation from across public, private, voluntary and community sectors is fit for purpose. Membership of the Board is as follows:

- Redditch Borough Council – Councillors and Officers
- Worcestershire County Council – Councillor and Officers
- West Mercia Constabulary
- Worcestershire Primary Care Trust
- Bromsgrove and Redditch Network (BARN)
- North East Worcestershire (NEW) College
- Hereford & Worcester Fire and Rescue
- Business Community Representative (Federation of Small Businesses)

- Hereford & Worcestershire Chamber of Commerce
- Redditch Community Safety Partnership Chair
- Redditch Community Forum
- Kingfisher Shopping Centre

8.2 Sitting underneath the Management Board are a number of Theme / Sub Groups which reflect the priorities:

- Health and Well Being Group;
- Local Children's Partnership;
- North Worcestershire Economic Development Unit (under development) and the Town Centre Forum; and
- Areas of Highest Need (Winyates) Multi Agency Partnership (under development).

8.3 Other groups which form part of the Partnership structure include the Community Safety Partnership and the Community Forum. (See Appendix A). The Partnership Board provides the strategic direction and oversees the Sustainable Community Strategy while the theme groups are the delivery arm of the Partnership.

8.4 Redditch Partnership is committed to expanding the role of voluntary and community organisations, as well as the business community, in delivering services and improving the quality of life for everyone who lives or works in Redditch. This will be achieved by:

- VCS and Business representation on the Partnership Board; and
- Contributions to and representation on existing theme groups or networks.

## **9. Monitoring and Managing Performance**

9.1 Appendices B-E contain action plans for the four priorities. The Redditch Partnership Board will monitor the progress to achieving the priorities of the Redditch Sustainable Community Strategy at its bi-monthly meetings. Theme and Task Groups established to deliver on these Action Plans will provide reports at these meetings.

9.2 The Action Plans are to be considered 'live' documents and the Partnership Board will be able to assess them to identify where further work is needed and take action to adapt them to any changes in need and circumstances which may arise in the future.

9.3 Members of Redditch Partnership may submit items for consideration by the Partnership Board in order to shape the work required to deliver the Redditch Sustainable Community Strategy. The actions listed here are just the start and Redditch Partnership must develop and build on these over the



next three years, responding to new ideas and developing innovative solutions to meet the Vision it has set out for Redditch. The yearly meeting of Redditch Partnership will formally review overall progress towards achieving the vision and also hold the Partnership Board to account.



## Appendix A - Structure of Redditch Partnership

### Redditch Partnership

- 'Informed stakeholders', including Parish Councils, Community Groups, Networks, agencies.
- One meeting/year.
- Interaction with the Partnership Board is threefold: a) receive information on progress; b) be consulted on issues for the area; and c) ensure local accountability.



### Redditch Partnership Board

- Provides the governance of Redditch Partnership.
- Responsible for producing and delivering the Sustainable Community Strategy.
- Meets approximately six times a year to monitor and report progress on delivery of the Sustainable Community Strategy priorities.
- Link to Worcestershire Partnership via the Chair.
- Accountable to members of Redditch Partnership.



### LSP Theme / Sub Groups

- In place to liaise and deliver on specific priorities of the Sustainable Community Strategy.
- Can advise on current work to ensure that there is no duplication of effort, and that best use is made of available resources.
- Groups include:

**Local Children's Partnership**  
**Town Centre Partnership**  
**Areas of Highest Need Multi-Agency Partnership**

**Health & Well Being Theme Group**  
**Community Safety Partnership**  
**Community Forum**

**Appendix A - Health Action Plan**

<b>Redditch Partnership Issue 1:</b>	Obesity										
<b>Key Deliverable:</b>	Reduce obesity levels in Redditch										
<b>Top Three Key Issues:</b>	<ul style="list-style-type: none"> <li>Over abundance of takeaways in the town.</li> <li>Volume of food being consumed and overweight being seen 'as the norm'.</li> <li>Lack of positive activities.</li> </ul>										
<b>Key Actions to Tackle Key Issues:</b>	<p><b>Project</b></p> <p>1. Winyates Healthy Eating Project (A two phase project. Phase one – production of a cookbook. Phase Two – involves using the cookbook as a tool for community led healthy eating initiatives)</p>	<p><b>Key Actions</b></p> <p>Phase One:</p> <ul style="list-style-type: none"> <li>Secure funding for the project</li> <li>Establishing a Steering Group</li> <li>Establish links with local schools, community groups and traders</li> <li>Production of cookbook</li> <li>Event to launch cookbook.</li> </ul>	<p><b>Completion Date</b></p> <p>All by March 2011</p>	<p><b>Lead Partner (s)</b></p> <p>RBC - Liz Williams / Helen Broughton</p> <p>Worcestershire PCT - Debbie Baker-Price</p>	<p><b>Resources</b></p> <p>To be confirmed</p>	<p><b>Measures of Success</b></p> <p>The effective engagement of schools and community groups including intergeneration work between Arrow Vale High School and Ipsley Middle school.</p>	<p><b>Progress to date</b></p> <p>Project outline has been agreed. Potential partners have been identified.</p>				



		<ul style="list-style-type: none"> <li>Establish a Steering Group</li> <li>Identify a "healthy business award" pilot scheme</li> <li>Promotion and recruitment of businesses for the scheme.</li> <li>Hold an Awards Ceremony.</li> </ul>	<p>April 2011</p> <p>November 2011</p>	<p>RBC - Helen Broughton Worcestershire PCT - Debbie Baker-Price FSB - Des Sutton</p>	<p>Number of companies that sign up for the award.</p> <p>Number of referrals to Health Trainers Services.</p>	
4. Active Winyates – Urban Tracks project		<ul style="list-style-type: none"> <li>Establish a series of routes (of varying levels of difficulty) for walking and cycling around the Winyates area.</li> <li>Design educational /recreational activities and community projects around the routes for local schools and the community to participate in.</li> </ul>	<p>December 2011</p>	<p>RBC- Liz Williams / Richard Potter WCC</p>	<p>Health Improvement Fund / additional WCC monies.</p> <p>Increased numbers of adults taking part in sport / physical exercise</p> <p>Increased number of young people taking part in positive activities</p>	

	<p>5. To target Winyates, an area of deprivation, with a diverse range of sports and leisure opportunities.</p>	<ul style="list-style-type: none"> <li>• Undertake a needs assessment (mapping and consultation processes to include the voluntary sector).</li> <li>• Produce a project proposal based on the Needs Assessment for discussion at strategic level.</li> </ul>	<p>December 2011</p>	<p>RBC -Sue Hanley / Leisure Services / Liz Williams</p>	<p>To be identified</p>	<p>N/A</p>	
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Redditch Partnership Issue 2: Key Deliverable: Top Three Key Issues:	Smoking Reduce smoking levels in Redditch. <ul style="list-style-type: none"> <li>Social Pressure</li> <li>Self worth</li> <li>Role models</li> </ul>									
Key Actions to Tackle Key Issues:	Project	Key Actions	Completion Date	Lead Partner (s)	Resources	Measures of Success	Progress to date			
	1. Encourage employers and the voluntary sector to signpost to stop smoking services.	<ul style="list-style-type: none"> <li>To explore the possibility of running a campaign in the FSB Voice magazine.</li> <li>To establish and promote a stop smoking league table for businesses.</li> <li>To arrange a presentation evening for the smoking league table winners.</li> </ul>	March 2011  To be confirmed	FSB - Des Sutton RBC - Helen Broughton Worcestershire PCT - Debbie Baker-Price	To be confirmed	Numbers of businesses that sign up.  Number of smokers that quit.  Number of partners / spouses that quit.				
	2. To encourage partners to support the 2011 Stop	<ul style="list-style-type: none"> <li>To provide local partners with campaign materials and to provide signposting</li> </ul>	March 2011	RBC - Helen Broughton	Use existing Department of Health material	Number of partners promoting				



Smoking Campaign, "Time to Quit".	training (utilised from the 'Smoke Free' website). <ul style="list-style-type: none"> <li>Information to be circulated to the LSP Board on national health campaigns.</li> </ul>	On-going	Worcestershire PCT - Debbie Baker-Price	national events	
3. GPs Activity Referral	<ul style="list-style-type: none"> <li>Target GPs in Health Hotspots to promote the re-launch of the Activity Referral Scheme.</li> </ul>		RBC – Shireen Budleri Worcestershire PCT - Debbie Baker-Price /	Increased number of referrals from GPs in deprived areas	

<b>Redditch Partnership Issue 3:</b>	Alcohol Misuse				
<b>Key Deliverable:</b>	Reduce levels of alcohol misuse in Redditch				
<b>Top Three Key Issues:</b>	<ul style="list-style-type: none"> <li>It's not "don't drink" – it's the message and the support that is the key.</li> </ul>				

Key Actions to Tackle Key Issues:	Project	Key Actions	Completion Date	Lead Partner (s)	Resources	Measures of Success	Progress to date
	<ul style="list-style-type: none"> <li>Alcohol is used to mask the real underlying issues.</li> <li>Alcohol is viewed as less of a priority to other health issues.</li> </ul>						
	1. Increase awareness of sensible drinking	<ul style="list-style-type: none"> <li>To make sure Department of Health information about sensible drinking is accessible to partners.</li> <li>Provide brief intervention training to members of the public – pilot this project in Winyates.</li> <li>Raise awareness of existing services of alcohol misuse.</li> <li>Work with local employers to raise awareness of sensible drinking and existing services for tackling alcohol related issues.</li> </ul>	April 2011	RBC - Angie Heighway / Helen Broughton  DAAT - Kate Ray	Department of Health existing resources.	Number of leaflets handed out  Number of people trained	
			September 2011			Number of leaflets handed out.	
			On-going				
			On-going				

**Appendix B - Health Action Plan**

Redditch Partnership Issue 1:	Obesity											
Key Deliverable:	Reduce obesity levels in Redditch											
Top Three Key Issues:	<ul style="list-style-type: none"> <li>Over abundance of takeaways in the town.</li> <li>Volume of food being consumed and overweight being seen 'as the norm'.</li> <li>Lack of positive activities.</li> </ul>											
Key Actions to Tackle Key Issues:	Project	Key Actions	Completion Date	Lead Partner (s)	Resources	Measures of Success	Progress to date					
	1. Winyates Healthy Eating Project (A two phase project. Phase one – production of a cookbook. Phase Two – involves using the cookbook as a tool for community led healthy eating initiatives)	Phase One: <ul style="list-style-type: none"> <li>Secure funding for the project</li> <li>Establishing a Steering Group</li> <li>Establish links with local schools, community groups and traders</li> <li>Production of cookbook</li> <li>Event to launch cookbook.</li> </ul>	All by March 2011	RBC - Liz Williams / Helen Broughton  Worcestershire PCT - Debbie Baker-Price	To be confirmed	The effective engagement of schools and community groups including intergeneration work between Arrow Vale High School and Ipsley Middle school.	Project outline has been agreed. Potential partners have been identified.					



			<ul style="list-style-type: none"> <li>Establish a Steering Group</li> <li>Identify a "healthy business award" pilot scheme</li> <li>Promotion and recruitment of businesses for the scheme.</li> <li>Hold an Awards Ceremony.</li> </ul>	<p>April 2011</p> <p>November 2011</p>	<p>RBC - Helen Broughton Worcestershire PCT - Debbie Baker-Price FSB - Des Sutton</p>	<p>Number of companies that sign up for the award.</p> <p>Number of referrals to Health Trainers Services.</p>	
	4. Active Winyates – Urban Tracks project		<ul style="list-style-type: none"> <li>Establish a series of routes (of varying levels of difficulty) for walking and cycling around the Winyates area.</li> <li>Design educational /recreational activities and community projects around the routes for local schools and the community to participate in.</li> </ul>	<p>December 2011</p>	<p>RBC- Liz Williams / Richard Potter WCC</p>	<p>Health Improvement Fund / additional WCC monies.</p> <p>Increased numbers of adults taking part in sport / physical exercise</p> <p>Increased number of young people taking part in positive activities</p>	

	<p>5. To target Winyates, an area of deprivation, with a diverse range of sports and leisure opportunities.</p>	<ul style="list-style-type: none"> <li>• Undertake a needs assessment (mapping and consultation processes to include the voluntary sector).</li> <li>• Produce a project proposal based on the Needs Assessment for discussion at strategic level.</li> </ul>	<p>December 2011</p>	<p>RBC -Sue Hanley / Leisure Services / Liz Williams</p>	<p>To be identified</p>	<p>N/A</p>	
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	2. To encourage partners to support the 2011 Stop Smoking Campaign, "Time to Quit".	<ul style="list-style-type: none"> <li>To provide local partners with campaign materials and to provide signposting training (utilised from the 'Smoke Free' website).</li> <li>Information to be circulated to the LSP Board on national health campaigns.</li> </ul>	March 2011  On-going	RBC - Helen Broughton Worcestershire PCT - Debbie Baker-Price	Use existing Department of Health material	Number of partners promoting national events	
3. GPs Activity Referral		<ul style="list-style-type: none"> <li>Target GPs in Health Hotspots to promote the re-launch of the Activity Referral Scheme.</li> </ul>		RBC – Shireen Budieri  Worcestershire PCT - Debbie Baker-Price /	Use existing Worcestershire PCT resources	Increased number of referrals from GPs in deprived areas	



<b>Redditch Partnership Issue 3:</b>	Alcohol Misuse											
<b>Key Deliverable:</b>	Reduce levels of alcohol misuse in Redditch											
<b>Top Three Key Issues:</b>	<ul style="list-style-type: none"> <li>• It's not "don't drink" – it's the message and the support that is the key.</li> <li>• Alcohol is used to mask the real underlying issues.</li> <li>• Alcohol is viewed as less of a priority to other health issues.</li> </ul>											
<b>Key Actions to Tackle Key Issues:</b>	<b>Project</b>	<b>Key Actions</b>	<b>Completion Date</b>	<b>Lead Partner (s)</b>	<b>Resources</b>	<b>Measures of Success</b>	<b>Progress to date</b>					
	1. Increase awareness of sensible drinking	<ul style="list-style-type: none"> <li>• To make sure Department of Health information about sensible drinking is accessible to partners.</li> <li>• Provide brief intervention training to members of the public – pilot this project in Winyates.</li> <li>• Raise awareness of existing services of alcohol misuse.</li> <li>• Work with local employers to raise awareness of sensible drinking and existing services for tackling alcohol related issues.</li> </ul>	April 2011	RBC - Angie Heighway / Helen Broughton	Department of Health existing resources.	Number of leaflets handed out						
			September 2011	DAAT - Kate Ray		Number of people trained						
			On-going									
			On-going			Number of leaflets handed out.						



**Appendix C - Raising Educational Achievement and Aspirations Action Plan**

<b>To improve literacy and numeracy in Redditch schools</b>									
<b>Redditch Partnership Issue 1:</b>	<b>Aim:</b>	<b>Key Issues:</b>	<b>Project</b>	<b>Key Actions</b>	<b>Completion Date</b>	<b>Lead Partner(s)</b>	<b>Resources</b>	<b>Measures of Success</b>	<b>Progress to date</b>
	To improve levels of attainment at KS2 and progress from KS1 to KS2 in literacy and numeracy to at least in line with Worcestershire average. To improve the proportion of students attaining grade C or above in English and maths, and who make the expected progress in English and maths from KS2 to KS4, to at least in line with Worcestershire average.	<ul style="list-style-type: none"> <li>Low levels of literacy and numeracy on entry to some Redditch schools, and some rates of progress below expectations.</li> <li>This has a negative impact upon the overall levels of attainment and progress of some pupils.</li> <li>Levels of attainment and rates of progress in literacy and numeracy are influenced by pre-school provision and by parents.</li> </ul>							
<b>Actions to Tackle Key Issues:</b>			<p>1a. To consider issues of early years care and the role of Children’s Centres and their impact on literacy and numeracy levels.</p> <p>1b. To raise greater awareness of Children’s Centres.</p>	<ul style="list-style-type: none"> <li>Redditch Local Children’s Partnership to consider recent Ofsted reports for Children’s Centres in Redditch. To determine further action from this.</li> <li>Request that all schools promote Children’s Centres for relevant families</li> </ul>	March 2011	WCC / LCP	None identified	Increased number of children from appropriate backgrounds accessing Children’s Centres	In process of being arranged.

	<p>2. To increase parental engagement in their children's education and the impact this has on educational development.</p>	<ul style="list-style-type: none"> <li>Identify examples of best practice in Redditch schools and those who have achieved the Leading Parent Partnership (LLP) award designed to encourage parents to engage in their children's education.</li> <li>Schools to actively promote these examples of best practice to other schools to encourage them to take up parental engagement award schemes / initiatives.</li> </ul>	<p>July 2011</p>	<p>LCP</p> <p>LCP Schools reps</p>	<p>None identified</p>	<p>Increased number of schools gaining the LPP award and initiatives in Redditch schools designed to engage parents with their children's education.</p>	<p>None reported.</p>
	<p>3. To review access to educational support services for families in Redditch.</p>	<ul style="list-style-type: none"> <li>Compile a list of support services available to families and circulate to all schools in Redditch for circulation to relevant families.</li> </ul>		<p>WCC</p>		<p>Greater uptake of support services by parents, and parents better informed about the support services they can access.</p>	<p>None reported.</p>

To raise the aspirations of children and young people in Redditch							
Redditch Partnership Issue 2:							
Aim:	To raise awareness of the opportunities on offer to children and young people in Redditch.						
Key Issues:	<ul style="list-style-type: none"> <li>Partners and schools feel that aspirations of young people in the town are generally very low.</li> <li>Young people are not always taking full advantage of the opportunities that already exist in the town for them.</li> <li>More work needs to be done to help provide more opportunities for young people in the town and to promote these opportunities more effectively.</li> </ul>						
Actions to Tackle Key Issues:	Project	Key Actions	Completion Date	Lead Partner	Resources	Measures of Success	Progress to date
	1. To establish a large careers fair in Redditch for all students in Redditch.	<ul style="list-style-type: none"> <li>Steering Group to undertake the organising of liaising with schools, possible employers and to arrange venue and transport hire.</li> </ul>	5 <sup>th</sup> April 2011	RBC / WCC	Funding has been identified.	<p>Numbers of people attending (min of 1600 children will be attending)</p> <p>To have raised greater awareness with young people about different career options.</p>	Schools have been contacted. Companies /voluntary sector invited Venue agreed at NEW College
	2. To organise a 'roadshow' that can visit schools in the town to promote job roles in Redditch's public, private and voluntary sectors.	<ul style="list-style-type: none"> <li>Recruit volunteers for the roadshow using the Redditch Partnership Board.</li> <li>Discuss with schools a format and timetable for the road shows.</li> </ul>	High schools – end of 2011 Middle schools - 2012	RBC in conjunction with Redditch Partnership Board	None identified.	To have raised greater awareness with young people about different career options.	None reported.

	<p>3. To establish mentoring schemes in more schools in the Borough.</p>	<ul style="list-style-type: none"> <li>• Contact schools already using mentoring schemes and ask them to attend an LCP meeting to discuss their experiences.</li> <li>• Contact schools not using a mentoring scheme to discuss their mentoring requirements.</li> <li>• Further discussions to be held with voluntary sector providers about their capacity to deliver a mentoring programme.</li> </ul>	<p>March 2011</p>	<p>RBC, West Mercia Police</p>	<p>None identified</p>	<p>To raise the number of pupils most in need to access support through a mentoring scheme.</p>	<p>Scoping meeting has taken place with voluntary sector providers about delivering mentoring in schools.</p>
<p>3. To review the development of education and employment networks.</p>	<p>3. To review the development of education and employment networks.</p>	<ul style="list-style-type: none"> <li>• Actions have been developed in the Redditch Partnerships Economy Action Plan.</li> <li>• Discussion at a future LCP meeting to decide on further actions for this</li> </ul>	<p>May 2011</p>	<p>RBC Economic Development Unit  LCP</p>	<p>None identified</p>		

<b>To improve annual statistical levels of attainment and progress for pupils in Redditch schools at the end of KS2 and KS4 at least in line with rates of progress for Worcestershire</b>							
<b>Redditch Partnership Issue 3:</b>							
<b>Aim:</b>							
<b>Key Issues:</b>							
To increase the number of academic pupils retained in Redditch schools.							
<ul style="list-style-type: none"> <li>Educational attainment at KS2 and at GCSE in Redditch schools is below the average for Worcestershire. Parents' perception of Redditch schools, particularly of the High Schools, is poor. A number of parents choose to send their children to schools across the boundary where schools are perceived to be 'better'. This has a detrimental impact upon the prior attainment profile of High Schools in Redditch.</li> </ul>							
<b>Actions to Tackle Key Issues:</b>	<b>Project</b>	<b>Key Actions</b>	<b>Completion Date</b>	<b>Lead Partner</b>	<b>Resources</b>	<b>Measures of Success</b>	<b>Progress to date</b>
	1. To identify the movement of children to schools out of the Redditch area.	<ul style="list-style-type: none"> <li>Establish the number of Redditch families that have transferred pupils to schools out of the area, to include age of transfer, location and reason(s). This should focus initially on September 2010 start, then add data for previous years if / when possible.</li> </ul>	May 2011	Widening Participation team, WCC. Led by Jan Greenhalgh		The collection of evidence which provides a clearer idea of the patterns of movement to other schools and reasons for this.	None reported.
	2. To better market, publicise and promote Redditch schools to Redditch residents.	<ul style="list-style-type: none"> <li>Partners to work with schools to identify communication contacts/champions to feed good news stories to the</li> </ul>	On-going	WCC / RBC / Cllr Barry Gandy	None identified	Achievements of pupils / schools are more widely publicised, helping to	Schools are generally working harder to get good news in the local press.

							Work has been undertaken by WCC to feed good news stories to the press.
							change perceptions of schools in Redditch.
							Evidence base established which shows where parents are sending their children to be educated out of the Borough and reasons for this.
							None identified.
							WCC / RBC
							Hugh Bennett / Helen Broughton
							On-going
							On-going
							local press of activities and pupil success (with a focus on academic) in Redditch schools.
							<ul style="list-style-type: none"> <li>Highlight (through writing to them) those schools that have improved their profile using these means.</li> <li>Undertake a mapping exercise to establish what consultation work has already been conducted with residents regarding education in Redditch.</li> <li>Design and undertake a series of consultation exercises to establish what perceptions are.</li> <li>Possible questions to be designed to test perceptions which could be used at the RBC Road shows during 2011.</li> <li>Using the consultation results, design a targeted promotional campaign to tackle these perceptions.</li> </ul>
							3. To establish what perceptions of Redditch schools exist and to design interventions to address these.



## Appendix D - Economic Action Plan

Redditch Partnership Issue 1:	Business retention, support and promotion of Redditch as a business location.												
Aim:	To retain current businesses and try to attract new ones into the town.												
Key Issues:	<ul style="list-style-type: none"> <li>There is a need to attract new businesses and grow existing businesses to enhance the economy in Redditch.</li> <li>It has been recognised that more needs to be done to market Redditch as a suitable location for business.</li> </ul>												
Key Actions to Tackle Key Issues:	Project	Key Actions	Completion Date	Lead Partner (s)	Resources	Measures of Success	Progress to date						
	1. Develop the Business Centres offer to be more attractive to new businesses.	<ul style="list-style-type: none"> <li>Provide financial incentives to businesses to encourage them to use the Business Centres.</li> <li>Link tenancy to available support services.</li> </ul>	On-going	Redditch Borough Council / Business Link		Rise in the occupancy levels of the Business Centres.  Increase in the number of new businesses to the town using these facilities.							



			On-going						
			<ul style="list-style-type: none"> <li>Offer a property service helping businesses locate premises in the town.</li> <li>Develop Work Clubs for the unemployed.</li> </ul>		RBC, JobCentre Plus		Increase in the number of support mechanisms for unemployed residents.		
	3. Work with partners to deliver aspects of the new Work Programme.		<ul style="list-style-type: none"> <li>Develop an apprenticeship for the springs industry.</li> </ul>		RBC, National Apprenticeship Service, Industry		Increase in numbers of apprenticeships.		
	4. Work with the National Apprenticeship Service to improve availability of and access to apprenticeships.								

<b>Redditch Partnership Issue 3:</b>	Entrepreneurialism and economic ambition in young people											
<b>Aim:</b>	To raise the aspirations of young people in the town.											
<b>Top Three Key Issues:</b>	<ul style="list-style-type: none"> <li>It is recognised that there is low education attainment and that the aspirations of young people need to be raised.</li> <li>Young people in Redditch with a high educational attainment often move away from the town taking skills and expertise to other locations.</li> </ul>											
<b>Key Actions to Tackle Key Issues:</b>	<p>Project</p> <ol style="list-style-type: none"> <li>Create incentives to encourage young people interested in enterprise.</li> </ol>	<b>Key Actions</b>	<b>Completion Date</b>	<b>Lead Partner (s)</b>	<b>Resources</b>	<b>Measures of Success</b>	<b>Progress to date</b>					
		<ul style="list-style-type: none"> <li>Provide annual sponsorship of a prize for Young Enterprise</li> <li>Create a Redditch Young Entrepreneur of the Year Award (for young people under the age of 30) to be undertaken yearly.</li> </ul>	Annual event	Redditch Borough Council / Young Enterprise		Number of schools / pupils taking part. Aim to increase the numbers participating each year.	None reported					
			Annual event	Redditch Borough Council / Young Enterprise		Number of young people taking part. To increase the numbers participating each year.						

	<p>2. Facilitate greater work experience opportunities for young people.</p>	<ul style="list-style-type: none"> <li>• Create "Best Work Experience Student of the Year" yearly Award</li> <li>• Partners to offer work experience placements to local students</li> <li>• Arrange a careers fair (see Raising Educational Attainment and Aspirations Action Plan).</li> </ul>		<p>Redditch Borough Council / Education Business Partnership / FSB</p> <p>All partners</p> <p>Redditch Borough Council / All Partners</p>	<p>Officer time</p>		
	<p>3. Make links between schools and local business stronger</p>	<ul style="list-style-type: none"> <li>• Establish a RARE partnership (Raising Aspirations in Redditch) in order to establish a programme enabling young people to visit businesses and</li> </ul>		<p>Redditch Borough Council / Trinity High School / Local businesses</p>			<p>None reported.</p>



## Appendix E – Winyates AoHN Action Plan

<b>Redditch Partnership Issue:</b>	Winyates Area of Highest Need Project												
<b>Key Deliverable:</b>	To secure the Winyates Centre residential areas, improve the physical appearance of the area and to enhance community activity.												
<b>Key Issues:</b>	<ul style="list-style-type: none"> <li>According to the 2007 Indices of Deprivation, the area around Winyates Centre is within the most 10% deprived areas in the country. This area is the most deprived area in Redditch, and the sixth most deprived in Worcestershire.</li> <li>Within Winyates Centre, the stairways leading from the commercial public spaces of the centre to the residential flats above are unsecured. As such, there is a high level of anti-social behaviour in and around the residential flats and the Centre in general.</li> <li>Currently, there is very little community activity which takes place in the Winyates area.</li> </ul>												
<b>Key Actions to Tackle Key Issues:</b>	<p><b>Project</b></p> <p>1. Winyates Healthy Eating Project (A two phase project. Phase one – production of a cookbook. Phase Two – involves using</p>	<b>Key Actions</b>	<ul style="list-style-type: none"> <li>Phase One: <ul style="list-style-type: none"> <li>Secure funding for the project.</li> <li>Establishing a Steering Group.</li> </ul> </li> </ul>	<b>Completion Date</b>	All by March 2011	<b>Lead Partner (s)</b>	RBC - Liz Williams / Helen Broughton Worcestershire PCT - Debbie Baker-Price	<b>Resources</b>	To be confirmed	<b>Measures of Success</b>	The effective engagement of schools and community groups including intergenerational work between Arrow Vale High School and Ipsley Middle school.	<b>Progress to date</b>	Project outline has been agreed. Potential partners have been identified.

	<p>the cookbook as a tool for community led healthy eating initiatives)</p>	<ul style="list-style-type: none"> <li>Establish links with local schools, community groups and traders.</li> <li>Production of cookbook.</li> <li>Event to launch cookbook.</li> </ul> <p>Phase Two:</p> <ul style="list-style-type: none"> <li>Phase one will inform the key actions for Phase Two.</li> </ul>	<p>March 2012</p>			<p>Establishment of infrastructure to facilitate community engagement leading to community cohesion whilst addressing the public health agenda for disadvantaged communities.</p>	
<p>2. Active Winyates – Urban Tracks project</p>	<ul style="list-style-type: none"> <li>Establish a series of routes (of varying levels of difficulty) for walking and cycling around the Winyates area.</li> <li>Design local maps to show routes and encourage take up. Deliver</li> </ul>	<p>All by 30<sup>th</sup> April 2011</p>	<p>RBC- Liz Williams / Richard Potter WCC</p>	<p>Health Improvement Fund / additional WCC monies.</p>	<p>Increased numbers of adults taking part in sport / physical exercise</p> <p>Increased number of young people taking part in positive activities</p>	<p>Routes Established.</p> <p>Maps being designed.</p> <p>Work with schools ongoing</p>	





								Quotes received for railings work. Community Engagement ongoing.
	4. Winyates Centre Traders Project	<ul style="list-style-type: none"> <li>Establish Group stabilise membership.</li> <li>Devise list of improvements based on consensus.</li> </ul>	31 <sup>st</sup> March 2012	Liz Williams	AoHN Project Fund	Establishment of Traders Group which established what improvements are needed. Long term sustainability of the group.	Group established. Identification of projects ongoing	
	5. Investigate the possibility of establishing a work club within the AoHN	<ul style="list-style-type: none"> <li>Establish viability of the scheme.</li> <li>Identify partners.</li> </ul>	30 <sup>th</sup> September 2011	Liz Williams/Job Centre Plus	To be identified			
	6. Local Environmental Enhancement Project	<ul style="list-style-type: none"> <li>Establish schemes for inclusion through community engagement.</li> </ul>	31 <sup>st</sup> May 2011	RBC – Mark white/Liz Williams	AoHN Project Fund/Capital Landscape			
	7. Establish Local savings Scheme	<ul style="list-style-type: none"> <li>To provide good savings and loans</li> </ul>	30 <sup>th</sup> September	Liz Williams/Credit Union/YMCA	To be identified	Establishment of a variety of accessible	Money Point being	

			2011						established in RBC One Stop Shop.
	8. Development of local community development support activities within the local community centre.	<ul style="list-style-type: none"> <li>To establish support activities provided at local venue on a regular and sustainable basis.</li> </ul>	31 <sup>st</sup> March 2012	Liz Williams/RBC/YMCA	To be identified			Good take up by local residents.	
	9. To target Winyates, an area of deprivation, with a diverse range of sports and leisure opportunities.	<ul style="list-style-type: none"> <li>Undertake a needs assessment (mapping and consultation processes to include the voluntary sector).</li> <li>Produce a project proposal based on the Needs Assessment for discussion at strategic level.</li> </ul>	December 2011	RBC-Sue Hanley / Leisure Services / Liz Williams	To be identified			N/A	



**REDDITCH BOROUGH COUNCIL****COUNCIL**

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**[OVERVIEW AND SCRUTINY COMMITTEE, 2ND MARCH 2011 – EXTRACT FROM MINUTES]****199. REDDITCH SUSTAINABLE COMMUNITY STRATEGY – PRE-SCRUTINY**

The Committee received the Redditch Sustainable Community Strategy 2011-14 for pre-scrutiny.

Members were advised that the four priorities contained in the strategy in part reflected the issues identified in the 2009 Comprehensive Area Assessment where Worcestershire had been given a 'red flag' for differences in the quality of life for people living in Redditch compared to the rest of the County. Redditch had been performing particularly poorly against the rest of the county in terms of health inequalities and educational attainment. The Council had also undertaken two consultation events in 2010 which had informed the development of the refreshed strategy.

Members suggested that the Plan needed to have a focus on the growing problem of young people being in neither education, employment nor training (NEET). Officers acknowledged the concern and suggested that further discussion was required with local education providers. Schools had stressed during consultation that raising levels of attainment and aspiration was very important. Members further suggested that putting a greater emphasis on the equal value of vocational learning and academic learning could help stem the rising number of NEETs.

Members further suggested that the strategy should address issues around mental health and old age to sufficiently prepare for an ageing population. It was acknowledged that the general population of Redditch was ageing gradually. However, it was not felt that this had become a pertinent issue in the Borough, especially in comparison to neighbouring areas.

The Committee raised concerns that the four action plans that formed appendices to the strategy contained insufficient information regarding the allocation of resources and where responsibility for delivery was located. It was felt that the lack of available information might imply either a lack of ownership or accountability for delivery. However, it was recognised that the action plans were working documents and therefore it had not been possible for all of the suggested information to be provided at the date of publication.

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The appropriate measures for the actions to tackle obesity were discussed. Due to the nature of the subject and the actions involved it was accepted that it would be difficult to measure success. In these circumstances it was suggested that the actions should be regarded as aspirations rather than as deliverables.

Members urged all members of the Redditch Partnership to ensure that key organisational policies aligned with the strategy's aims and planned actions. This would help to meet the Local Strategic Partnership's core objectives.

Finally, reference was made to Appendix D to the report, the Winyates Areas of Highest Need (AOHN) Action Plan. Members suggested that the precise streets and locations referred to as the Winyates Centre for the purposes of the project should be specified.

**RECOMMENDED that:**

**subject to noting the Committee's comments, the Redditch Sustainable Community Strategy be approved.**

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**RIVER REVETMENT WORKS – OLD FORGE DRIVE AND PARK WAY**

**RESOLVED that**

- 1) the scope of the Capital Scheme be revised to exclude Site 3 (at Park Way) from the scheme;
- 2) expenditure up to the sum approved by the Council be approved in accordance with Standing Order 41, for the purpose indicated in the report; and

**RECOMMENDED that**

- 3) additional funding of £30,000 be vired from existing, approved the Landscape Capital Project budget (Code 8131 C2202) in respect of Sites 1 and 2 at Old Forge Drive only.





**REDDITCH BOROUGH COUNCIL****EXECUTIVE  
COMMITTEE**

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**RIVER REVETMENT WORKS – OLD FORGE DRIVE and PARK WAY**

Relevant Portfolio Holders	Councillor Brandon Clayton, Portfolio Holder for Housing, Local Environment & Health Councillor Michael Braley, Portfolio Holder for Corporate Management
Relevant Head of Service	Guy Revans, Head of Environmental Services
Key Decision	

**1. SUMMARY OF PROPOSALS**

The report seeks Member approval to revised scope and funding for the River Revetment Works, Old Forge Drive and Park Way, Capital Scheme.

**2. RECOMMENDATIONS**

The Committee is asked to **RESOLVE** that

- 1) **the scope of the Capital Scheme be revised to exclude Site 3 (at Park Way) from the scheme; and**

**subject to the Council's approval of 3) below,**

- 2) **expenditure up to the sum approved by the Council be approved in accordance with Standing Order 41, for the purpose indicated in the report; and**
- 3) **additional funding of £30,000 be vired from existing approved budgets (see 5.5) in respect of Sites 1 and 2 (at Old Forge Drive) only.**

**3. BACKGROUND**

- 3.1 The Council had previously proposed works at 3 locations where significant erosion of the river banks had occurred. Sites 1 and 2 being at Old Forge Drive, and Site 3 Park Way, near the rear of Dolphin Road allotments.

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- 3.2 Works were originally proposed for 2008/9 on an urgent basis during December 2008. Works were subsequently delayed owing to problems associated with adjacent sites, Old Forge Drive, where major pollution factors also needed to be taken into account. Subsequently changes in legislation have also impacted upon works of this nature.
- 3.3 Consequently, it was not possible to commence within that financial year, 2008/9 and works were carried forward to 2009/10.
- 3.4 Following further negotiations with the Environment Agency (EA), the River Arrow being a statutory 'Main River', as designated by Defra, resulted in a full environmental study being undertaken, by approved consultants (Summer 2010). This revealed a range of significant hydrological and geomorphologic factors which needed to be fully taken into account. Concurrent to this process, the EA carried out its own full Biodiversity study of the sections of river concerned – see Appendix A.
- 3.5 None of the works proposed are for flood defence / flood risk management purposes. Any such benefits derived from these proposals are purely coincidental. All of the sites are also within designated, Main River Floodplain areas.
- 3.6 By way of illustration, Appendix B indicates the extent of the 1960 Flood prepared by Redditch Development Corporation (RDC - dated 05/06/68) which relates to Site 3. The River Arrow was significantly altered by the RDC, commencing a short distance downstream and therefore the previous conditions no longer apply in relation to Sites 1 and 2. The EAs Flood Zone 2 has been superimposed which in part demonstrates the effect of these alterations including the intervention by Park Way.
- 3.7 The flooding in July 2007 was broadly similar in extent to that in the 1960 flood with regard to Site 3.

**4. KEY ISSUES**

- 4.1 Works at the 3 sites considered, each contain a number of risks and benefits. These differ at each location and they are referred to numerically as: -

Site 1 - Old Forge Drive (opp. Nash Road) - Highway and Footpath.

Site 2 - Old Forge Drive (opp. Meir Road) - Public Foul Sewer (STW).

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Site 3 - Park Way (r/o Dolphin Road) - RBC Land (Abbeydale Allotments).

4.2 The Council as riparian landowner has a responsibility to protect adjacent assets from the effects of serious erosion – see Appendix C. In the case of Sites 1 and 2, there is no scope due to lack of space to provide alternative routes and in any event, the cost of such alterations considerably outweighs the costs of remedial works (even as revised). Re-alignment of designated Main Rivers is not normally acceptable to the EA. The land between Old Forge Drive and Cycle Route 5 is designated floodplain and works in this zone are strictly controlled and limited.

4.3 If do nothing scenarios are considered, the likely implications are as follows, ranging in potential financial severity Site 2 (worst), Site 1 and Site 3 (least).

Site 1 - Temporary or permanent closure of Public Right of Way RD637, Traffic Management Act (TMA) measures – establishment and continuance currently £1,000 per site, plus costs of any associated temporary or permanent remedial works.  
Temporary or permanent closure of District Distributor (Old Forge Drive), TMA measures – establishment and continuance currently £1,000 per site, plus costs of any associated remedial works.  
Mobilisation of leachate from contaminated land (heavy metals) into Main River which may result in EA fines (typically a 5 or 6 figure sum for such an occurrence as there could be resultant major environmental pollution and damage, locally and downstream).

Site 2 - Repairs to damaged STW assets exceeding £50,000 and substantial fines imposed by EA, typically a 5 or 6 figure sum for such an occurrence as there would be resultant major environmental pollution and damage, locally and downstream.

Site 3 - There would be a land usage impact upon the Abbeydale Allotments which may result in re-allocation and minor associated costs in respect of any plots affected.

**5. FINANCIAL IMPLICATIONS**

5.1 There is currently funding available within the Capital Programme to fund works associated with the projects detailed above.

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- 5.2 There would be a need to combine the separate budgets currently approved to partially fund the costs relating to the delivery of Site 1 and 2. In addition a transfer of £30,000 would be required to meet the full funding required.
- 5.3 This would result in Site 3 being excluded from the scope of the works.
- 5.4 The funding required is detailed below:

<b>CURRENT CAPITAL APPROVAL</b>	<b>£'000</b>
OLD FORGE DRIVE	82
DOLPHIN ROAD	25
<b>TOTAL</b>	<b>107</b>
<i>LESS:</i>	
CURRENT SPEND	-12
<b>BALANCE AVAILABLE</b>	<b>95</b>
REVISED COSTS - SITE 1 & 2	125
<b>ADDITIONAL FUNDS REQUIRED</b>	<b>30</b>

- 5.5 The additional £30,000 could be funded from Capital Landscape Programme (8131 C2202 - £20,000) and from the Revenue Land Drainage budgets (0460 5158 - £6,000 and 0460 5900 - £4,000 – transfer to Capital).
- 5.6 Tendered prices in accordance with Conditions of Contract, unless the contractor advises us to the contrary, may also be subject to increases.

**6. LEGAL IMPLICATIONS**

The Council has a duty to comply with: -

- a) Wildlife and Countryside Act 1981;
- b) Environment Act 1990;
- c) Prevention of Pollution Act 1990;
- d) Land Drainage Act 1991;
- e) Flood Risk Regulations 2009;
- f) European Water Framework Directive 2010; and;
- g) Flood and Water Management Act 2010.

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Also, in secondary capacities, where collateral damage may occur, to take into account implications associated with the additional legislation: -

- h) Highways Act 1980;
- i) The Countryside and Rights of Way Act 2000;
- j) Water Industry Act 1991; and;
- k) Water Resources Act 1991.

**7. POLICY IMPLICATIONS**

The revised proposal complies where applicable with all relevant Council Policies with the exception of Site 3. However, the EA by virtue of Appendix A totally prohibits any works to be carried out at this site at the present time.

**8. COUNCIL OBJECTIVES**

This item closely interfaces with all Council Objectives and in particular, Clean and Green.

**9. RISK MANAGEMENT INCLUDING HEALTH & SAFETY CONSIDERATIONS**

- 9.1 There are risks at Old Forge Drive of serious pollution either from the effects of mobilising heavy metals which are present as leachate in nearby contaminated land and from unrestrained failure of the public foul sewer, opposite Meir Road. Serious subsidence would almost certainly effect the continued safety of use of an adjacent public Right of Way (Site 1) and Old Forge Drive (Sites 1 and 2), the latter effectively rendered as two cul-de-sacs pending remediation.
- 9.2 At Site 3, there are minor land usage implications to ensure the continued safe enjoyment and use of the allotment areas.

**10. CUSTOMER IMPLICATIONS**

The suggested actions maintain both Council and other associated essential infrastructure assets at Sites 1 and 2. If Site 3 is not proceeded with at this time, the safety of the portion of Abbeydale Allotments nearest the River Arrow requires regular monitoring and it may be necessary to take out of use, a number of vulnerable plots. This would have customer and modest Council cost implications.

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**11. EQUALITIES AND DIVERSITY IMPLICATIONS**

There are no equalities or diversity implications.

**12. VALUE FOR MONEY IMPLICATIONS, PROCUREMENT AND ASSET MANAGEMENT**

The costs of a 'do nothing scenario' do not represent value for money as the eventual costs of the works would rise considerably and in addition, there would be a variety of penalties and other costs, imposed by EA, STW and/or WCC as appropriate.

**13. CLIMATE CHANGE, CARBON IMPLICATIONS AND BIODIVERSITY**

13.1 Properly constructed and maintained land drainage assets minimise the impacts of climate change by virtue of reduced maintenance requirements and associated costs.

13.2 Water-based habitats will be maintained allowing appropriate species of flora and fauna to thrive and avoid possible significant risks over a considerable distance, both within the Borough and downstream.

**14. HUMAN RESOURCES IMPLICATIONS**

There are no human resources implications.

**15. GOVERNANCE/PERFORMANCE MANAGEMENT IMPLICATIONS**

There are no governance or performance management implications.

**16. COMMUNITY SAFETY IMPLICATIONS INCLUDING SECTION 17 OF CRIME AND DISORDER ACT 1998**

There are no community safety implications.

**17. HEALTH INEQUALITIES IMPLICATIONS**

There are no health or inequalities implications.

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**18. LESSONS LEARNT**

The Council needs to be constantly aware of its obligations with regards to Biodiversity and other Environmental Factors in addition to the physical well being of its assets.

**19. COMMUNITY AND STAKEHOLDER ENGAGEMENT**

19.1 A possible district based river warden scheme is being considered for urban areas in conjunction with length men for parishes in rural areas. This scheme, if pursued, will be developed in conjunction with relevant partners and referred to Members in advance for approval. It is envisaged that such functions would either be on a voluntary basis or where applicable, supported by the local Parishes and/or the Lead Local Floor Authority (LLFA).

19.2 This would allow in future, some early warnings to be given over and above, normal flood risk management issues.

**20. OTHERS CONSULTED ON THE REPORT**

Portfolio Holder	Yes
Chief Executive	Yes
Executive Director (S151 Officer)	Yes
Deputy Chief Executive/Executive Director – Leisure, Environment and Community Services	Yes
Executive Director – Planning & Regeneration, Regulatory and Housing Services	Yes
Director of Policy, Performance and Partnerships	No
Head of Service	Yes
Head of Resources	Yes
Head of Legal, Equalities & Democratic Services	Yes
Corporate Procurement Team	No

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**21. WARDS AFFECTED**

Abbey, Church Hill, Greenlands, Lodge Park, Matchborough and Winyates.

**22. APPENDICES**

Appendix A – EA Report regarding Site 3.

Appendix B – Extract of 1960 Flood Map  
(original produced by Redditch Development Corporation)

Appendix C – Summary of legal responsibilities with regard to Main Rivers.

**23. BACKGROUND PAPERS**

Relevant correspondence on file, including the Appendix documents cited above.

**24. KEY / Terms used**

Defra	Department for Environment and Rural Affairs
EA	Environment Agency
Geomorphological	Relating to land forms
Hydrological	Relating to water resources
LLFA	Lead Local Flood Authority
RDC	Redditch Development Corporation
RBC	Redditch Borough Council
Riparian	Relating to River Banks
R/o	Rear of
STW	Severn Trent Water Limited
TMA	Traffic Management Act 2004
WCC	Worcestershire County Council

**AUTHOR OF REPORT**

Name: Clive Wilson, Engineering and Design Manager  
E Mail: Clive.Wilson@redditchbc.gov.uk  
Tel: 01527 64252 extn. 3379



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## Erosion at Dolphin Road

The Environment Agency asked Redditch Borough Council to withdraw the Flood Defence Consent Application at Dolphin Road Allotments because the consent (as submitted) is contravening the Water Framework Directive (which requires that there must be no deterioration in the quality of any watercourse) and the Wildlife and Countryside Act (which affords protection to the White Clawed Crayfish), as well as our requirement under the Environment Act to ensure that our Consents do not result in environmental harm.

Erosion is a natural process in all rivers and forms an essential function in maintaining the ecological and geomorphological functioning of a river system. Indeed one of parameters of the Water Framework Directive (WFD) is the Hydromorphology of the river. Hard engineering disrupts these natural processes and has a detrimental impact upon aquatic wildlife. Where erosion is threatening essential infrastructure or buildings it is entirely appropriate to carry out erosion protection measures to prevent further erosion. However it is important to note that this will not necessarily resolve the problem. It merely transfers it elsewhere in the system.

In the case of Old Forge Drive the erosion protection works are necessary to protect both the road and the exposed sewer. Failure to tackle these erosion problems will result in significant environmental harm and disturbance to the road and sewer infrastructure. However these erosion protection works are likely to result in further erosion downstream, unless and until the channel gradient stabilises. However, in accordance with the Geomorphology Report commissioned by the Council the erosion is likely to occur in an area of low risk, so this will be acceptable.

In the case of Dolphin Road the erosion is occurring adjacent to an allotment site, which contains a number of vacant plots. Costly erosion protection work to the river at this location is likely to result in the problem being pushed up or downstream. This has the potential to result in the undermining of sensitive sections of the River Arrow which cannot be allowed to erode.

In addition to the physical problems associated with erosion protection and the fact that the work would result in a reduction in the hydromorphological status of the river under WFD, the River Arrow also supports a population of white clawed crayfish, which are extremely rare and as such are afforded protection under the Wildlife and Countryside Act 1981. The presence of white clawed crayfish does not prevent erosion protection work from being carried out. However the work must be carried out under Licence from Natural England and must result in a conservation benefit to white clawed crayfish. In simple terms this means that crayfish must be rescued by a licenced ecologist and safeguarded during the work and the work itself must also benefit crayfish and their habitat.

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It is important to note that the application (as submitted to the Environment Agency) for Dolphin Road would not be acceptable irrespective of the presence of white clawed crayfish as it would result in a deterioration of the Hydromorphology (under the Water Framework Directive).

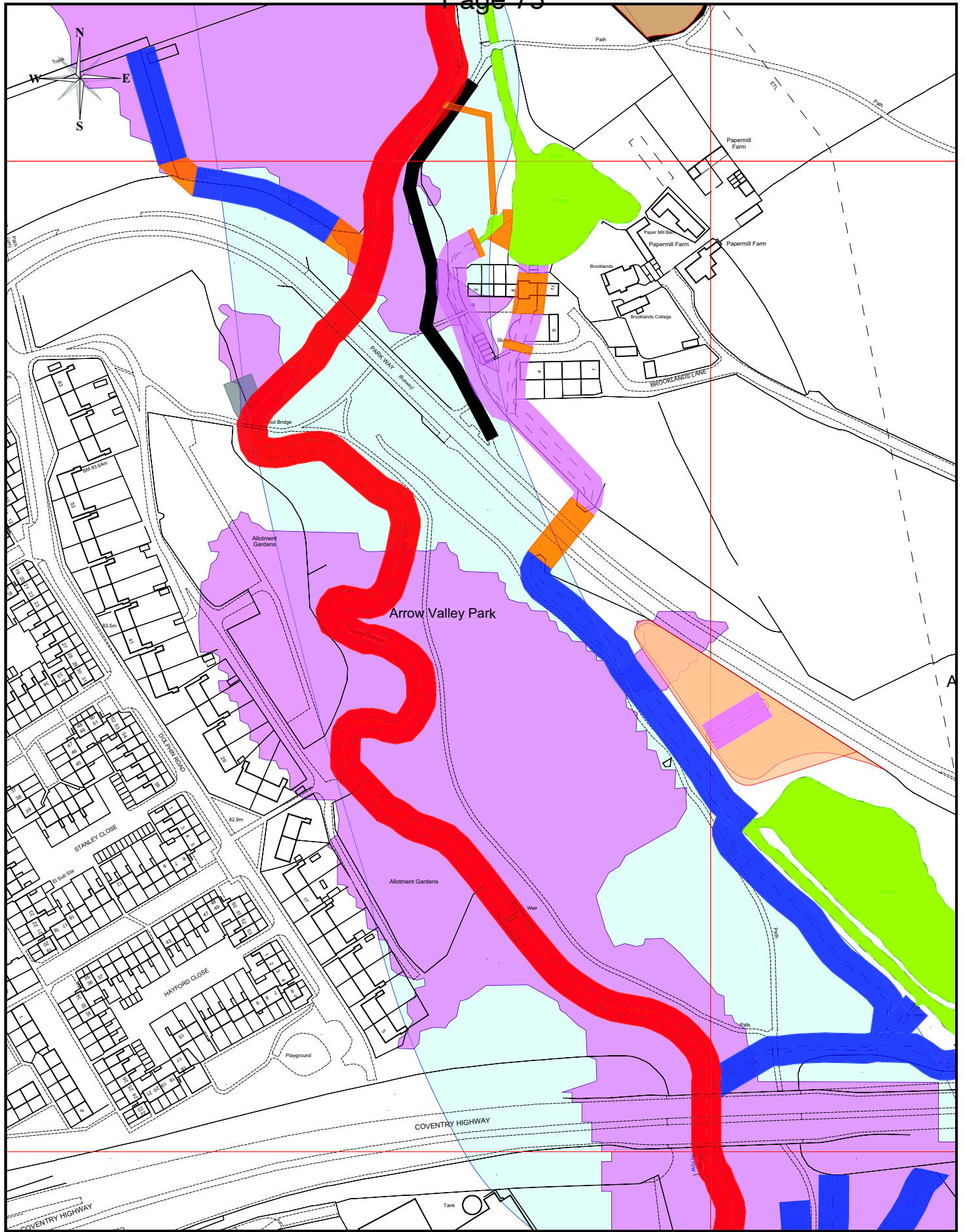
I have suggested to the Council that they look at the cost benefit of relocating the allotment holders currently at risk to the vacant lots and allowing the erosion to continue against the cost of carrying out the erosion protection work (including likely costs for crayfish protection and mitigation measures).

If it is deemed that the erosion protection work is necessary and cost beneficial then the Council will need a licence from Natural England prior to seeking consent from the Environment Agency and they will need to demonstrate that appropriate mitigation measures are in place to offset the hydromorphological harm caused as well as protecting crayfish. Often the best way to achieve this is by removing an equivalent length of existing erosion protection from elsewhere in the reach which is not protecting essential infrastructure.

The Council recently commissioned a very good Geomorphology Study of the erosion occurring at Old Forge Drive. This document is very useful in helping to understand the river processes in relation to erosion and deposition and the historic influence of human interventions, which are now surfacing as problem erosion.

Giles Matthews  
BIODIVERSITY OFFICER  
Environment Agency

2<sup>nd</sup> December 2010



www.redditchbc.gov.uk

**Asset Maintenance**  
 Town Hall  
 Walter Stranz Square  
 Redditch  
 Worcs B98 8AH

Project **River Arrow Revetment Works**

Drawn: CAW/OS

Drawing:

**Appendix - B  
 1960 Flood Zone**

Scale: 1/2500

Drawing No:

**P2122/13**

Date: DEC 2010

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 Redditch Borough Council LA100024252 2010



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**Summary of legal responsibilities with regard to Main Rivers**

This appendix summarises relevant extracts from: -

- “Living on the Edge”, 2<sup>nd</sup> edition 2001, published by EA, and
- “Land drainage and flood defence responsibilities”, 1993, published by the Institution of Civil Engineers

**“Living on the Edge”**

p4 ‘You are responsible for maintaining the beds and banks of the watercourse (including trees and shrubs growing on the banks), and for clearing any debris, natural or otherwise, including .... Again see pages 7 and 8 regarding the need for consent for these works. ....’

p5 ‘Failure to carry out your responsibilities could result in possible civil action from others.’

p6 ‘Under the Water Resources Act 1991, ..... These powers are permissive only, so there is no obligation on the Agency to carry out either maintenance or new works on main rivers.’

‘Maintenance of a watercourse is unlikely to be carried out by the Agency for amenity only, or to stop erosion where this does not threaten the interests of the Agency.’

**“Land drainage and flood defence responsibilities”****6. Riparian owners**

p30, 1 ‘The proprietor of land on the banks or under the bed of a natural watercourse is entitled to the enjoyment of what are commonly known as ‘riparian rights’, based on common law. Where a channel is not of natural origin, the same rights may not apply; ....’

p30, 4 ‘A riparian owner is not liable for damage, e.g. erosion, caused to adjoining land by virtue of the natural action of water on the land adjoining or downstream, provided that there is no negligence or wilfulness involved ....’

p32, 15 ‘..... It is now necessary to consider *Leakey v National Trust* (1980) Q.B. 485 which imposed a general duty on occupiers in relation to hazards that occur naturally on their lands; a riparian owner or occupier may now be liable for any nuisance caused if defects in the banks are not remedied in reasonable time and it is not the duty of any other person to do so.’

Taking all of the above into account, at Sites 1 and 2, the channel is not natural but a relatively new, diverted channel constructed by the then Redditch Development Corporation at the time that Old Forge Drive was also built. It’s not known whether the public foul sewer was constructed concurrently or subsequently. Either way, in the absence of any legal exclusions placing responsibility upon the utility companies;

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WCC as Highway Authority or STW Ltd as Water and Sewerage Company, they are entitled to enjoy support for their assets from the adjacent land.

None of the failures can be defined as a natural process upon a natural channel as they are quite clearly relatively new features.

Item 15) above clearly comes into force, placing onus upon Redditch Borough Council as the riparian landowner, to maintain in a fit and proper state the artificially realigned channel.

Similarly by virtue of WRA 1991, there is no obligation on the EA to carry out any repairs as it is neither their responsibility nor are their interests served by so doing.

CAW/P2122

26 January 2011