

Annex A: Summary of Worcestershire Sustainable Community Strategy 2010, extracts for south Worcestershire authorities

Worcestershire's Sustainable Community Strategy (SCS) for 2011 to 2021 (September 2010)

There are three key priorities and a number of associated outcomes identified in the SCS.

1. A skilled and prosperous economy:
 - A. Enhanced economic prosperity through sustainable economic growth.
 - B. Improved survival rates for new and existing business.
 - C. A skilled workforce that meets the needs of business.
2. An environment that is cherished and resilient:
 - A. Protecting and enhancing the county's natural and historic environment through a better understanding of its social and economic value and its contribution to health and well-being.
 - B. Working better together to deliver environmental improvements.
 - C. Mitigating and adapting to climate change.
3. Improving health & well-being:
 - A. To reduce health inequalities between social groups in terms of health and quality of life outcomes.
 - B. To improve the quality of life and independence of older people and those with a long-term illness.
 - C. To improve mental health and well-being.

Individual issues highlighted for the three south Worcestershire authorities include the following:

“Malvern Hills Partnership Priorities

The Malvern Hills Partnership has recognised that there are a number of challenges that cannot be tackled by one organisation alone. Instead, in order to add real value, issues must be addressed collectively in order to be truly effective.

Our priorities are:

- To reduce the impact of rurality on our local communities.
- To tackle issues associated with inequalities, including health inequalities.

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- To raise awareness of key environmental issues and to drive down our reliance on fossil fuels.
- To protect residents and businesses from the impact of flooding ... ”

“Worcester Alliance Priorities

Priority One – Economy:

- To have the right infrastructure in place to support a successful and growing economy.
- To support business growth and expansion and attract new businesses which provide a diverse economy and more, higher paid, quality jobs.
- To ensure the city has a vibrant retail offer.
- To make sure that people have the right skills for existing, growing and new businesses.
- To develop plans to reduce the numbers of young people not in employment or education and encourage more apprenticeships.

Priority Two – Communities:

- To improve the quality of life for local residents across the city as a whole and with a focus on areas of highest need.
- To work creatively and innovatively in partnership with local communities to tackle local issues and meet local needs and build resilience.
- To have a range of quality housing which meets local needs and supports cohesive neighbourhoods.
- To ensure local people benefit from improved health and well-being, reducing health inequalities in the city and promoting healthier lifestyles.

Priority Three – Environment:

- To ensure Worcester continues to be an attractive place to visit, work and live in, enhancing and protecting open and green space which is seen as important.
- To help make the city resilient to flooding, climate change and extreme weather events.
- To promote strong planning policies and work with partners to minimise the impact of development on the natural environment. ...”

“Wychavon Strategic Partnership Priorities

Wychavon Strategic Partnership recognises that a number of the challenges described cannot be tackled effectively by one organisation alone. We have identified seven priorities where

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we will work together to make a real impact, with sustainability as an overarching principle:
These are:

1. Supporting and improving the local economy.
2. Developing skills and lifelong learning.
3. Delivering housing that meets local needs.
4. Reducing health inequalities and promoting healthy lifestyles.
5. Supporting older people.
6. Providing positive activities for young people.
7. Supporting people to play an active role in their communities and to take responsibility for improving their lives. ...”