

CPA Public Space Diagnostic Self Assessment

October 2003



▪ Introduction

Wychavon is a great place to live, with its mix of urban and rural communities and open countryside. We know people like living here because 89% of residents are satisfied with the area as a place to live – an above average rating.

Our natural environment and market towns make Wychavon a popular place for visitors too, with several million coming to the district each year.

Our interim CPA pathfinding report on public space found, **'People are general well satisfied with public space services, Wychavon is a very attractive area and local people place a high value on the quality and amenity of their local environment'**.

On statistics alone, the district seems to have few problems. However there are pockets of relative deprivation, flooding affects some people and new development in such a beautiful area is a sensitive issue. Despite low crime levels, drug abuse and crime are perceived as problems by many. 21% of our residents are under 18 years old.

The results of our 2001 Residents' Survey conducted by MORI showed that the four quality of life issues that people value most are good health (52%), a safe environment (40%), a clean, unpolluted environment (36%) and good facilities for young people (31%). When asked what the Council's priorities should be over the next few years, improving safety/combating crime came top (34%). Better flood prevention (31%), recreational, sports and leisure facilities (26%) and parks and open spaces (23%) were also in the top five.

Clearly public space issues really matter to local people, so we've put them high on our agenda too. Our second strategic priority focuses on a healthy and safe environment, now and for the future. And public space issues are picked up in our community plan under the themes of reducing crime and the fear of crime, a better environment, improving health and vibrant communities.

We're proud of our excellent public space services and the things we've achieved to improve the local environment. In this self-assessment, we explain how we manage the physical environment and how we're keeping the place clean and dealing with waste, particularly focussing on our recent achievements. We also describe our partnership work to tackle crime and community safety issues and the variety of activities we help provide to engage children and young people.

Evidence lists are provided at the end of each section. The pieces of evidence we have already submitted are marked with a tick, the others will be available during the inspection.

1. How we contribute to the management of the physical environment

1.1 Securing a high quality environment

Securing a high quality built and natural environment is reflected in our second strategic priority and our goal of balancing the need for development with protecting the environment (EN.1).

The range of different methods we use to identify problems and opportunities are listed in Box 1.1. Our plans for maintaining and improving the physical environment are set out in a number of our key documents, see Box 1.2 for the main ones. We also have ongoing maintenance and improvement programmes for parks, open spaces, play equipment, trees and our award winning public toilets.

Although our land and property portfolio is small, we make significant investments in developing and improving the buildings and open spaces that we own. For example, last year we spent £832K on our shops, £665K on parks, recreation grounds and open spaces, £465K on public toilets, £639K on car parking maintenance and management (EN.12).

All our public buildings have been surveyed in preparation for the Disability Discrimination Act (EN.13). We are now working on our programme of works and costings. The surveys have not highlighted any major issues and at present we envisage that our repairs and maintenance budgets will cover the works required.

A recent example of how we manage the physical environment is our investment in riverside public space at Evesham's Abbey Park, Waterside and Workman Gardens (see Box 1.3 for details). This has been supported by over £130,000 of funding from Advantage West Midlands (AWM) through the Evesham Market Town Partnership (EN.16), which has supported and contributed to the programme. The judges for the Heart of England in Bloom competition said, 'One of the jewels in Evesham's crown must be Abbey Park and Riverside Walks.... The summer meadows and sculptures area was truly eye catching' (EN.17).

Our other recent high quality developments include the refurbished Pershore Leisure Centre and new Evesham Community Contact Centre. We are currently working with Waitrose to develop a new supermarket in Droitwich and with the PCT to build a new hospital and health centre in Pershore (EN.18).

Our planning policies are key to ensuring development is of a high quality and helps maintain the distinctive character of the district. Our revised deposit version of the Wychavon District Local Plan Review (EN.19) sets out policies and proposals to guide land use and development decisions up to 2011. It will eventually replace the existing adopted Wychavon District Local Plan (EN.9). The revised plan places increased emphasis on integrating sustainable development, transport and land use policies with the aim of minimising the need to travel. It is recognised by the government as best practice for public involvement in plan preparation. Some of our other work to encourage quality developments is summarised in Box 1.4. Two buildings in the district beat nearly 500,000 others at the first national Local Authority Building Control Built in Quality awards (EN.21) - evidence that our approach to quality development is effective.

Box 1.1: How we identify problems & opportunities

- regular inspections of streets, parks, car parks, toilets and recycling sites
- member walkabouts
- complaints from the public
- Local Plan consultation (EN.2)
- healthchecks of our three main towns and the surrounding areas (EN.3)
- satisfaction and perception surveys – such as our 2001 Residents' Survey (EN.4) and the General Satisfaction Survey
- public consultation, including forums and customer feedback
- planning for real exercises
- intelligence – such as census information and ward based deprivation indices (EN.5)

Box 1.2: Plans to secure a high quality environment

- Asset Management Plan (EN.6)
- Community Plan (EN.7)
- Contaminated Land Strategy (EN.8)
- Grounds maintenance contracts
- Local Plan (EN.9)
- Parks Management Plans (EN.10)
- Private Sector Renewal Strategy (EN.11)

Box 1.3: Evesham riverside regeneration case study (EN.14 & EN.15)

Abbey Park:

- enhanced 'monks fish pond'
- ornamental garden on old paddling pool site
- stabilised the riverbank
- new riverside lighting

New Waterside gardens:

- created on a former car park
- jointly funded by AWM and the council
- fish and bird sculptures
- carved benches
- summer meadow

Workman gardens:

- new plants and railings

We have turned our previously poor performing planning service around by speeding up processes and response times. Last year we were recognised by the government as the most improved planning authority in England. And we exceeded the statutory planning response targets - determining 65% of major planning applications in 13 weeks, 69% of minor ones in 8 weeks and 83% of others in 8 weeks. We carry out 100% of standard searches within 10 working days. Our aim is to continue to exceed the minimum standards set by the ODPM.

We are also involved in some major partnership projects to secure a high quality environment as the following examples demonstrate. We have invested £1 million in a £10 million project to restore the Droitwich canal as a living, working waterway (EN.22). The project is being delivered through the Droitwich Canals Restoration Partnership and will bring significant social, environmental and economic benefits including new annual tourism spend of £2.75 million and a 100 new full time jobs in associated canalside developments.

The 'A Place for All' scheme in Evesham High Street (EN.23) is a major enhancement and traffic management project that we are developing in partnership with the county and town councils, Civic Society and Transport 2000 Trust. It has been selected as one of seven national pilots for Transport 2000 Trust's Revitalising Communities on Main Roads project, intended to demonstrate innovative design and consultation techniques. Another example of where we have used our resources effectively to kickstart broader investment to improve the physical environment is the Heritage Economic Regeneration Scheme in Evesham (EN.24).

Box 1.4: How we encourage quality developments

- planning guidance
- design guides on shop fronts and public open space cover issues such as disabled access and community safety
- development briefs for specific sites
- ensuring building standards in new developments & safety in and around buildings
- design award scheme (EN.20)
- annual tours for staff and councillors to inspect recent developments and best practice elsewhere
- monitoring the condition of listed buildings & taking action on 'at risk' buildings

1.2 Dealing with pollution, noise and other nuisances

Our Environmental Health service deals with a wide range of pollution and nuisance issues, such as noise, smoke, odour and drainage problems. This ISO9001 accredited service has clear procedures and targets for responding to problems according to priority (see Box 1.5) and has adopted the Enforcement Concordat.

This is largely a reactive service responding to problems reported by residents. Often these occur out of office hours, particularly at weekends. We try to deal with these issues quickly. But are not always able to respond as effectively as we would like, as we do not provide a responsive out of hours Environmental Health service – due to the relatively low demand. We issue customer satisfaction forms at the close of each case and ask whether we have been able to resolve problems. We are looking at ways of better assessing how effective we are. More about our Environmental Health service and the improvements made as a result of our Best Value Review can be found in our corporate self-assessment (section 3.2) and the Environmental Health Service Plan (EN.25).

Box 1.5: Environmental Health response times

- **2 hours** for priority 1 issues, e.g. overflowing sewers, stray dogs and sounding alarms. Achieved 88% last year, set 95% target for this year.
- **4 days** for priority 3 issues, e.g. bonfires, other noise nuisance and odours. Achieved 94% within 5 working days last year, set target of 95% in 4 days this year.
- **3 month** resolution period for 80% of cases

We were instrumental in setting up Mediation South Worcestershire, providing start-up funding and more recently community grants. We work closely together to resolve neighbourhood nuisance issues and we directly refer more cases to them than the other two district councils in the area.

We completed our latest air quality assessment in May 2003 (EN.26). This showed that there are no air quality problems in Wychavon. We run regular campaigns on issues such as noise and bonfires and take part in the annual Don't Choke Britain campaign (EN.27) and Noise Action Day (EN.28). We are prepared to take legal action to deal with major pollution issues, which can't be resolved through less formal routes (EN.29).

1.3 Taking more than a local view of environmental issues

The examples in Box 1.6 show some of the ways we take more than a local view of environmental issues. It is particularly clear from our Local Plan review that we take sustainability seriously. The principle has been central

to the review and was considered at every stage, from the development of the Plan's objectives, through our comprehensive consultation programme and in the development of spatial strategies and policies. We have also carried out a sustainability appraisal of the revised deposit plan (EN.31).

We have made commitments under Making a Corporate Commitment Campaign 2 (MACC2) to reduce our carbon dioxide emissions, cut paper use, implement a Biodiversity Action Programme and develop a green travel plan (EN.32). We are starting to work with Worcestershire County Council to develop a county wide climate change strategy. Our Local Plan identifies areas currently at risk from flooding. However, we have not identified new areas potentially at risk from flooding in the future.

When our Sustainable Development Strategy (EN.33) came to an end last December, we took the decision not to produce another strategy. Although we have focused fewer resources on our in-house sustainability performance in the last year, we have built the three elements of sustainability, environmental, social and economic, into our community plan (EN.7). We decided not to implement the Eco-Management and Audit Scheme (EMAS) several years ago. Having piloted it on two of our services in the mid 1990s, we felt it was a resource intensive process and that we could find other, more cost effective ways of integrating environmental management principles into our activities.

Box 1.6: Examples of how we are 'doing our bit'

- delivered a sustainability training programme to over 280 staff and councillors
- put sustainability at the heart of our Local Plan review
- agreed a Wychavon Travel Plan covering all staff and councillors (EN.30)
- sustainability improvement plan following cross-cutting BVR
- recycle our office waste
- run a LPG powered courier van
- promote sustainability issues through twm & on our website

1.4 Evidence list

- EN.1 Looking up' 2003/04 Annual Report – pages 8 & 9 ✓
- EN.2 Local Plan Review key issues paper
- EN.3 Healthchecks ✓
- EN.4 Results of 2001 Residents' Survey conducted by MORI ✓
- EN.5 Looking up' 2003/04 Annual Report – pages 38 & 39 ✓
- EN.6 Asset Management Plan ✓
- EN.7 Community Plan ✓
- EN.8 Contaminated Land Strategy
- EN.9 Adopted Wychavon District Local Plan ✓
- EN.10 Parks Management Plans
- EN.11 Private Sector Renewal Strategy ✓
- EN.12 Statement of Accounts 2002-2003 ✓
- EN.13 Results of DDA survey
- EN.14 Parks Progress update – October 2003 ✓
- EN.15 'First past the post' - Cotswold & Vale magazine article
- EN.16 List of Evesham MTP members
- EN.17 Letter for Bloom competition
- EN.18 Corporate self-assessment – Box 3.2, page 16 ✓
- EN.19 Local Plan Review - Revised Deposit 2003 ✓
- EN.20 'Cementing an award' - twm article
- EN.21 'Two of the best' - twm article
- EN.22 Droitwich canal restoration – twm articles
- EN.23 Details of A Place for All scheme
- EN.24 Details of Heritage Economic Regeneration Scheme
- EN.25 Environmental Health Service Plan 2003/04 ✓
- EN.26 Review & assessment of air quality in Wychavon ✓
- EN.27 Don't choke Britain campaign – twm article
- EN.28 Noise Action Day – twm article
- EN.29 Press cuttings on air pollution enforcement
- EN.30 'Getting from A to B' Wychavon's travel plan for travel choice 2003-2005
- EN.31 Sustainability Appraisal of Wychavon Local Plan Review
- EN.32 MACC2 commitments
- EN.33 'Doing our bit for the future' Wychavon's Sustainable Development Strategy

2. How we help keep the locality clean

2.1 Dealing with household and other waste

One of our goals is to increase our waste recycling record. After a long period of frustration, due to major unexpected county council difficulties in delivering waste management arrangements, we have made really good progress on domestic recycling in the last two years. We met last year's promise to extend our kerbside recycling scheme to at least 50% of households and have already achieved one of this year's waste promises - to extend the scheme to 93% of homes (WA.1).

The list in Box 2.1 shows a range of our recent actions on waste reduction, reuse and recycling. As a result of these, our recycling rate rose from 9.2% in 2001/02 to 10.8% last year and it currently stands at 13.7%. We estimate that we will exceed our statutory target of 14% by March 2004. Our draft recycling plan (WA.10) sets out how we aim to achieve the 21% target for 2005/06. Now we have a good recycling scheme in place, our challenge is to get higher levels of participation. We have already sent out a postcard to 41,000 homes encouraging people to use the scheme (WA.11) and we include regular features in twm to encourage waste minimisation (WA.12).

Progress on the Worcestershire Municipal Waste Management Strategy has been slow. However, we now have a pre-consultation draft (WA.13) along with a timetable setting out steps leading up to publication of the document in May/June 2004.

We are proud of our high quality waste collection service and know that our residents value it, with 90% saying they are satisfied with it (WA.14). However, the service does not encourage waste minimisation. Despite our improving recycling rates, there has also been a small rise in the amount of household waste collected from 406kg per head in 2001/02 to 416kg last year.

At our Away Event, members made it clear that they want waste minimisation to be a top priority (WA.15), our new five year strategy will reflect this (WA.16). We know we have some difficult decisions to make about our waste collection system if we are to effectively apply the whole waste hierarchy. For example, restricting the amount of waste we take away and looking at alternatives for garden waste, which currently goes to landfill. We are discussing options for both green waste and glass with the county council.

So far we have done little to apply waste reduction principles to trade waste because we decided to focus our limited resources on meeting our statutory domestic recycling targets.

2.2 Cleaning streets and other public places

Overall our streets and public spaces are quite clean and tidy. However, sometimes litter accumulating overnight, particularly in our towns, can create the impression that certain areas are unclean. Our street cleaning costs are below average and we've got public satisfaction levels of between 64% (WA.17) and 75% (WA.14). This year's Best Value General Survey will reassess residents' perceptions about street cleaning.

We have a rigorous joint monitoring arrangement with our cleansing contractor to ensure high standards are maintained. The incentive based contract encourages yearly service improvements and cleanliness is one of the key tasks. We've agreed cleanliness targets for each part of the district (WA.18). In January 2003, we put a more structured inspection scheme in place, involving daily inspections of 'zone 1' areas and a selection of others. We have built strong working relationships with our contractors and have regular meetings to ensure a consistent approach across the district and to find speedy solutions to problems. We monitor complaints from the public about street cleaning in a weekly basis.

Box 2.1: Actions to minimise waste

- participating in the 'Mission Impossible' county led waste minimisation campaign (WA.2)
- 93% of households with kerbside recycling scheme for cans, paper, plastics and textiles (WA.3)
- increased our bring recycling centres from 33 to 40 (WA.4)
- mobile bring scheme for rural areas – funded by £100,000 from DEFRA in partnership with Malvern Hills District Council (WA.5)
- targeting multi occupancy properties with advice and trial of wheeled bin scheme
- highest number of compost bins sold out of all districts in Herefordshire and Worcestershire since 2001
- recycling scrap metal and white goods collected by bulky waste collection
- nappachino mornings to promote reusable nappies (WA.6)
- annual Christmas tree recycling scheme (WA.7)
- given community grants to a local furniture recycling project
- plans to introduce 20 new micro recycling sites during 2003/04 – funded by DEFRA (WA.8)
- joint promotional campaigns with the county council and Welcome to our Future (WA.9)

We have invested more in street cleaning in litter 'hotspots'. Where we find problems we take swift action to deal with them. For example, when the Evesham Journal started a litter campaign, we responded immediately by putting in extra bins and increasing levels of cleansing. Box 2.2 lists some of the measures we take to keep our parks and streets clean.

Graffiti on bins can be a problem as it is not always cleaned up immediately. We could do better in terms of enforcement action, but need more legal backing and resources to do so.

We deal with fly tipping on public land and investigate complaints about accumulations on privately owned land, however problems on private land need to be classified as a statutory nuisance before we can take any legal action. Although we do clean up some cases of fly tipping on private land as, through our refuse and highway cleansing contract, we have set aside £1500 each year for this purpose.

2.3 Evidence list

- WA.1 Looking up' 2003/04 Annual Report – pages 8, 9 & 20 ✓
- WA.2 'Mission impossible' campaign materials
- WA.3 Details of our kerbside recycling scheme
- WA.4 List of bring recycling centres
- WA.5 Details mobile recycling scheme
- WA.6 Leaflet promoting nappachino mornings
- WA.7 Christmas tree recycling leaflet
- WA.8 Details of micro recycling sites
- WA.9 Examples of joint promotional campaigns
- WA.10 Draft recycling plan
- WA.11 Postcard encouraging participation in kerbside scheme
- WA.12 Draft Worcestershire Municipal Waste Management Strategy
- WA.13 Recent twm articles
- WA.14 Results of 2000 Best Value General Survey
- WA.15 Summary of workshop outcomes from Away Event
- WA.16 'Wychavon's Way Ahead' - draft five year strategy ✓
- WA.17 Results of 2001 Residents' Survey conducted by MORI ✓
- WA.18 Details of cleanliness targets
- WA.19 'Clean-Up Cash' press release

Box 2.2: Actions to keep the place clean

- daily litter picks in parks & at least daily emptying of bins
- concentrated effort to clean up the Westlands estate – identified as a 'hotspot'
- installed more litter bins
- bursary scheme for village litter picks – see case study in Box 2.3
- introduced CCTV at vandalism 'hotspots' in parks
- 24 hour clean up time for fly tipping on public land
- extra dog waste bins for individual parish councils on a two for the price of one bin basis
- regular patrols of public areas and issue fixed penalty notices for dog fouling
- speeded up removal of abandoned cars from 2 weeks to 7 days by working closely with the police
- educating school children through Bozo and Zizi waste clowns

Box 2.3: Litter bursary scheme case study (WA.19)

Earlier this year we offered £500 to the first 40 parishes coming forward to carry out a clean-up of their area. We provided litter pickers, gloves, clear bags and tabards.

Groups from parishes across the district took part, including Young Farmers, scouts, a WI and a playgroup. Volunteers collected a total of 1,500 sacks of rubbish.

Some parishes bought litter pickers with their cash, whilst others put it towards improving their premises.

3. How we work with partners to improve community safety

3.1 Contributing to the crime and disorder reduction partnership (CDRP)

We led the Wychavon Community Safety Strategy Partnership (S4FE) which existed until April this year. As well as contributing leadership, we provided funding, administrative support and project management. A district councillor chaired S4FE and our Community Safety Co-ordinator (CSC) drove action on the ground – attracting funds and delivering projects (see section 3.2 for examples). In April, S4FE joined with the Worcester and Malvern CDRPs to form a strategic South Worcestershire CDRP (SWCDRP). This move was partly in response to Government advice, but also because the three partnerships had already successfully worked together and pooled resources. We felt a more strategic South Worcestershire partnership was the next step.

Our recent partnership review (CS.1) looked at both S4FE and SWCDRP. We found that partners valued our contribution to the partnerships, recognised our leadership role and saw our involvement as critical.

The Wychavon element of the CDRP's work is guided by our second Community Safety Strategy 2002-2005 (CS.2). This addresses local priorities, identified through our 2001 crime audit (CS.3), and relevant national priorities, such as acquisitive crime and domestic violence. The overall aim of the strategy is to work with others to reduce crime and the fear of crime. Reducing crime and the fear of crime is also one of the five themes of our of our community plan (CS.4) and communities that are safe and feel safe is a one of the themes in the Worcestershire Community Strategy. We've set up crime action groups in each of the three LSP areas to help develop the community safety element of the LSP action plans.

The main weakness of the Community Safety Strategy is that it tries to do too much. There are five key themes (Box 3.1), 14 strategic objectives, 51 priorities for action and 33 targets! And it is unclear about who is responsible for delivering each action. So we have put together an annual action plan, picking out a more manageable number of priorities and identifying who is responsible for delivering each (CS.5).

Box 3.1: Community Safety Strategy themes (CS.2)

- providing reassurance
- reducing crime & increasing detection
- reducing disorder and anti social behaviour
- working together
- getting to the roots of crime

One of the strengths of our CDRPs is their success at pooling resources and accessing funds from external sources for a wide range of community safety initiatives (see section 3.2 for details). For example, S4FE jointly funded covert and overt police vehicles with the then Malvern and Worcester CDRPs. Last year we attracted £20,000 from Worcestershire Community Safety Fund, £80,500 from Communities Against Drugs (CAD) and £23,721 from the Safer Communities Initiative for a wide range of projects (CS.6). Our neighbourhood wardens (Box 3.3) are jointly funded by the Government Office for the West Midlands (GOWM) and local housing associations, with our CSC providing day to day management. We have pooled resources with other SWCDRP partners and the GOWM to create a South Worcestershire Community Safety Programme Manager to deal with administrative and strategic issues across South Worcestershire.

3.2 Impact and outcomes of our community safety work

We did not carry out a formal evaluation of the impact of our first Community Safety Partnership Strategy 1999-2001 (CS.7). The level of success in achieving the targets varied between the action groups and some were better than others at keeping our CSC informed of progress. See Box 3.2 for examples of the things we did achieve through the strategy.

Progress in delivering our current Community Safety Strategy (CS.2) got off to a slow start, as the CSC's post was vacant for four months. However, we are now making good progress and a list of some of our recent successes is shown in Box 3.3. Other projects have got off to a slower start, despite the funding being in place for them. For example, increasing the number of nights that Pershore Drop In Centre is open and providing a part time peripatetic alcohol worker for under 20's. This has been due to our partners' recruitment problems, which are being addressed

Box 3.2: Achievements from our first Community Safety Strategy (CS.7)

- development of CCTV in town centres
- one secure car park
- domestic violence perpetrators programme
- district domestic violence forum

Our partnership review (CS.1) found that our CDRPs are having a medium to high impact on people. We are monitoring progress against our annual action plan every quarter, but also recognise the need to assess the success of our work against outcome measures. The partnership already tracks changes in crime figures. These

remain relatively low for the Wychavon area – 8.1 domestic burglaries per 1000 households and 7.6 vehicle crimes per 1000 population last year. So we are now looking at more qualitative measures, such as fear of crime, to give us an indication of the impact of our work.

We commissioned a fear of crime survey in the areas where we were introducing neighbourhood wardens and rural safety schemes to help us establish a baseline. The results of the survey (CS.8) will be available during our inspection. The same areas will be resurveyed as part of our 2004 Crime Audit to see if people's perceptions about crime have changed since we implemented these new initiatives. We have also asked about fear of crime in the current Best Value General Survey.

3.3 Mainstreaming community safety issues into planning and delivery of services

Although Wychavon is a low crime area, in our 2001 Residents' Survey (CS.11) improving safety/combating crime came top of people's list of priorities for the Council and 40% of people identified a safe environment as important to their quality of life. So we have made reducing crime and the fear of crime one of our goals under our second strategic priority and four of our promises this year are on community safety issues (CS.12).

Examples of some of the ways we have 'mainstreamed' community safety issues into our work are listed in Box 3.4. Since the CSC post has moved to the core of the council, community safety has had a higher profile. But we still need to do more to 'mainstream' it into our planning and delivery of services. Our CSC is now attending team meetings, giving advice on mainstreaming - based on the section 17 checklist in the Audit Commission's guidance on Community Safety Partnerships (CS.13). In fact, we changed one of our Local Plan policies following his recent visit to a planning team meeting.

We want to do more to integrate community safety issues into urban design, but have found we are limited by the county Highways Partnership Unit. We hope that changes in the management of the unit will lead to improvements. We also need to develop a more co-ordinated approach to anti-social behaviour, we are looking at this through a South Worcestershire task group.

3.4 Evidence list

- CS.1 Partnership Review report (not yet available) & summary of Community Safety Partnerships
- CS.2 Wychavon Community Safety Strategy 2002-2005 ✓
- CS.3 Results of 2001 Crime Audit
- CS.4 'Making life sweeter for you' – Wychavon's Community Plan ✓
- CS.5 Community Safety Action Plan for 2002/03 ✓
- CS.6 Wychavon Community Safety Partnership Funding Summary 2002-2003
- CS.7 Wychavon Community Safety Partnership Strategy 1999-2002
- CS.8 Results of 2003 fear of crime survey
- CS.9 'Boys in Blue' - twm article
- CS.10 'Caught on camera' – twm article
- CS.11 Results of 2001 Residents' Survey conducted by MORI ✓
- CS.12 Looking up' 2003/04 Annual Report – pages 8 & 9 ✓
- CS.13 Minutes of relevant team meetings

Box 3.3: CDRP actions to reduce crime & the fear of crime

- neighbourhood wardens in central Evesham & Westlands estate (CS.9)
- £40,000 funding from CAD for skate parks
- CCTV cameras – our monitoring of CCTV is recognised as best practice by the police and the Home Office (CS.10)
- drug awareness programmes for schools and adults
- rural safety schemes
- burglary reduction initiative including safety locks for vulnerable people

Box 3.4: Mainstreaming examples

- improved lighting in our car parks
- secured car park award
- Local Plan policies & secured by design schemes
- regular meetings between planning staff & Crime Risk Manager to check planning applications, development guides & enhancement schemes
- meetings between police and Revenues staff to discuss problem cases
- information sharing protocol
- Executive Board member for community safety
- crime & disorder implications in reports to members

4. How we contribute to activities to positively engage children & young people

4.1 Needs of local children & young people

Nearly a third of people questioned for our 2002 Residents' Survey identified good facilities for young people as a key quality of life priority. As the survey did not involve anyone under the age of 18, we wanted to find out the views of our younger residents. So in 2002, we ran three 'party in the park' style youth events (YP.1). We put on the entertainment and asked those attending to answer a survey for us. 300 young people gave us their views. The results showed high levels of support for skate parks, a cyber café and more 'party in the park' events (YP.2). We've also had more informal discussions with groups of young people in High Schools (YP.3) and have recently carried out a desktop study of equipped play area provision in the district (YP.4). Our sports and arts activities always include an element of consultation and we often make changes to activities in response to the feedback we get. For example, we developed our sports programme based on the findings of an 'on the spot' survey of nearly 500 year 7 pupils (YP.5).

The results of our youth consultation have influenced our priorities, promises and community plan. This year's promises, under our second strategic priority, include the creation of two skate parks and delivering physical activities to 800 young people (YP.6). These are also in our community plan, along with action to meet young people's transport needs, hold three more party in the park events and develop a rural programme of arts events (YP.7). As a result of the consultation we will improve our website, for example including issue-based on line voting. We need to do more to make sure young people's issues are owned across our organisation, not just by the community partnership team. Our social inclusion work will help us do this.

We also need to make sure our LSPs engage in young people's issues. We're helping by providing each of them with nearly £7,000 for projects focusing on play for the 5 to 15's. And the Evesham and Pershore LSPs have recently agreed to allocate a further £14,500 to dealing with young people's issues from AWM's social and community fund.

4.2 Securing a range of activities

We provide a range of activities for children and young people, as the examples in Box 4.1 show. Virtually all of these are delivered through formal and informal partnerships. We've got strong links with local sports clubs, youth clubs and playgroups. Some of our key partners include the Worcestershire All Sports Partnership, Worcestershire Arts Forum, Droitwich Sports College Management Group and Evesham Arts Outreach.

By working in partnership we are able to provide many more activities than we could on our own. But we do need to keep a check on the partnerships we are involved in to make sure they are delivering tangible benefits for local people and to avoid partnership overload. In our recent partnership review (YP.10), we found the Worcestershire All Sports Partnership (YP.11) has a high impact on local people. However, the Wychavon Youth Strategy Group currently has a low impact. Once it is properly established we need to ensure it makes a real difference to young people in the district (YP.12).

We have decided not to provide some activities ourselves, but instead help others to do so. For example, we don't run rural play areas, because in many villages parish councils and other local organisations provide them. Instead we give financial support through our community grants scheme (YP.13) to develop these and other play and youth projects. In fact the theme of this year's grants was play for the 5 to 15's and we gave £28,500 to help eight organisations develop new play areas and improve existing ones. We helped our leisure centres set up holiday play schemes, which they now run without our help. We also run training programmes for sports coaches and community sports leaders, help small groups build capacity and help voluntary groups get external funds. For

Box 4.1: Activities for children & young people

- 4 parks with 8 play areas in the three towns
- 3 leisure centres
- leisure discount cards which also cover local sports clubs
- free swims for schools and children in care
- new Droitwich skate park (YP.8) & one planned for Evesham
- party in the park events in 2002 & 2003 with live music, basketball and skateboarding (YP.1 & YP.9)
- art & craft workshops for children in local libraries
- puppet shows & story telling for pre-school children in rural areas
- active sports programme with regular after school clubs and other events
- sports tournaments
- developing drama groups in rural areas
- music development projects, where young people get to work with professional musicians
- environmental activities with schools such as noise action day poster competition, Bozo and Zizi waste clowns

example, last year we helped local groups get £133,000 from Awards for All.

4.3 Encouraging positive engagement

We promote activities in a variety of ways, including leaflet and poster drops, presentations in school assemblies, twm (YP.14), word of mouth, the local media and our sports newsletter (YP.15). End of term leaflet drops work particularly well. The turnout at some of our recent events suggests that our publicity is effective. Around 2000 people attended the party in the park events this summer and over 100 young people turned up for the opening of Droitwich skate park. And last year youth participation in sport increased by 20%, as a result of us putting on over 250 extra sessions. We worked closely with young people on the Droitwich skate park, with several high school students decorating it in graffiti art as part of their GCSE art course (YP.8). We are now working with skate boarders in Pershore to develop plans for a similar facility in the town.

One area where we need to improve is using the internet to engage young people. So far we haven't used our website, or the popular Worcestershire youth.com site, to promote any of our activities for children and young people. Our new look website will include sections on leisure, sports and arts.

We run sports and arts activities in a range of venues, including leisure centres, schools, libraries, parks and village halls. Whilst our rural arts programme works well, we have found some of our sports activities are not viable in rural areas because of poor transport provision and low population density. We have recently set up a scrutiny team to look at rural transport issues.

We try to make sure nobody is excluded from our activities by running them at little or no cost for the participants. We are leading on the County Council's PSA stretch target (YP.16) to increase the participation of young people from disadvantaged groups in physical activity. The target groups are people who get free school meals, have poor school attendance, are in social services care or are excluded from schools. We also have a target for 0.4% of participants in sports development sessions to be from ethnic minorities.

4.4 Child protection

We have procedures in place for dealing with child protection issues. These involve working closely with social services, the police and other agencies. However, there is currently limited awareness and ownership of the procedures outside the sports development team. We have recently produced a draft Child Protection Policy (YP.17) and whilst responsibility for dealing with child protection issues has been agreed (YP.18), the policy has not yet been formally agreed by SMT or Executive Board.

4.5 Evidence list

- YP.1 Posters for 2002 party in the park events
- YP.2 Results of 2002 youth survey
- YP.3 Notes from High School discussions
- YP.4 Equipped play area provision report & map
- YP.5 Results of on the sport survey or year 7 pupils
- YP.6 'Looking up' 2003/04 Annual Report – page 9 ✓
- YP.7 'Making life sweeter for you' Wychavon's community plan – under vibrant communities theme ✓
- YP.8 'Don't Get Board' - twm article
- YP.9 Posters for 2003 party in the park events
- YP.10 Partnership Review report - not yet available
- YP.11 Partnership Review Summary: Worcestershire All Sports Partnership
- YP.12 Partnership Review Summary: Wychavon Youth Strategy Partnership
- YP.13 Wychavon Community Grants leaflets
- YP.14 Twm articles on youth events
- YP.15 Sports newsletter
- YP.16 PSA stretch target ✓
- YP.17 Draft Child Protection Policy
- YP.18 Minutes of SMT Meeting – 19/08/03