

2nd July 2005

Visionary ideas for Hills

A partnership project seeking to improve quality of life in the Malvern Hills has unveiled ambitious future plans including a scheme to reduce traffic in the district.

Vision 21 Malvern Hills is a joint initiative between a whole host of organisations from the public, private and voluntary sectors - including Malvern Hills District Council, the Malvern Hills Conservators and West Mercia Police.

Three Vision 21 partners - Councillor Sue Adeney (the district council), Guy Weston (Festival Housing) and Graham Holmes (Qinetiq) launched its annual update at the Worcestershire Assembly at Malvern's Three Counties Showground this week.

Key areas are transport, housing and jobs, environment, towns and villages, life-long learning, health and community wellbeing and community safety.

Within this, partnership organisations will develop a travel-to-work plan, carrying out research with employees to find out how long it takes them to get to work, in a bid to cut traffic on the district's roads, through initiatives such as car sharing.

They will also carry out a safety audit of workplaces, to ensure that they are as safe as possible, examining areas which could encourage anti-social behaviour, such as poor lighting.

The group has also launched a new leaflet explaining Vision 21 - which will be posted to residents.

The leaflet, which proudly states "no pomp....just circumstance", lists some of the partnership's achievements to date - including a grant of just under £2m being obtained for extra bus provision in the district and the successful kerbside recycling scheme - which started earlier this year.

Councillor Adeney, the district council's vice chairman of Vision 21, said the leaflet's cover - showing the statue of Malvern's most famous ex-resident, Sir Edward Elgar sporting shades - aimed to show the partnership was not boring.