

Transport, housing and jobs.



Guy Weston, Festival Housing Group.

I am vice chair of the Vision 21 Malvern Hills Partnership and I am responsible for chairing the transport, housing and jobs theme group, setting targets, monitoring progress and reporting this to the Strategic Board.

The amalgamation of the three key theme groups covering housing, jobs and transport was a significant step for the Partnership, as it recognised the important links between these core services. The aspirations of the group will be to develop joint strategies where possible relating to local housing, jobs and transport projects, which can achieve real improvements in the quality of life of local people.

I am supported in the development of this theme group by Lee Robson from Malvern Hills District Council who leads on the Jobs theme and by John Seddon, Road

Transportation and Safety Manager from Worcestershire County Council who leads on the Transport theme.

This group is still developing a list of key partner organisations that will be represented on the group.

1. Our challenge is to work together to provide an effective transport system that offers choice.

These are some of the key projects partner organisations have planned or are considering in 2004/05.

- **QinetiQ** will consider reviewing their employee travel plan and bringing it in-line with Vision 21 transport objectives to help improve traffic congestion in the District.
- **Worcestershire County Council** will be working on the development of the second Local Transport Plan (LTP2), which will set out the County's transport strategy for 2006-11. This will include a Local Transport Strategy for Malvern Hills and will require input from all Vision 21 partners to ensure that the strategy meets local aspirations for the transport network.
- Local employers will continue to work, with the support of **Worcestershire County Council**, on the development of travel plans, building on the success of **QinetiQ**, **Malvern Science Park** and other employers.
- **West Mercia Constabulary** and **Worcestershire County Council** will continue to work together on road safety initiatives, including education, training and publicity as well as engineering measures.
- The West Mercia Safety Camera Partnership, involving **West Mercia Constabulary**, **County Council** and the **South Worcestershire Primary Care Trust**, will continue to ensure that speed limit enforcement activity continues across the District to reduce road accident casualties.
- **Malvern Hills Conservators** will be looking at implementing their car parking management strategy to minimise the impact of car parking on the local environment of the Hills.
- **Job Centre Plus** will be developing the Wheels to Work scheme for individuals.
- The **County Association of Local Councils (CALC)** will be using the Parish Link community bus scheme as a template for other Parish Councils to identify further potential schemes.

- Malvern Hills District Council will be introducing new licensing policies for taxis to ensure a reliable, safe service.
- Three Counties Agricultural Society will consider developing initiatives with private transport organisations to provide coach links between the Showground and Great Malvern Railway Station to promote greater use of public transportation to reduce traffic congestion when events are being held at the showground.
- Worcestershire County Council will be developing proposals to improve the interchange facilities at Great Malvern Station.
- Worcestershire County Council will continue to work with Vision 21 partners to implement the Malvern Matters transport strategy. Key events for 2004/05 include the launch of a new Malvern Rural Shuttle service providing improved bus links to employment sites in and around Malvern.
- Worcestershire County Council will implement a number of schemes in the Malvern area to improve facilities for pedestrians on key walking routes, using Local Transport Plan funding

2. Secure and fulfilling jobs.

These are some of the key projects partner organisations have planned or are considering for 2004/05.

- Farmhouse Flora will consider expanding their new exhibition and wedding barn to provide full and part time jobs in a rural area.
- Malvern Hills District Council will be considering the establishment of an 'Experience Corps' to help give people the right skills and experience in employment.
- Malvern Hills District Council will be agreeing an economic strategy and action plans for 2004-10.
- Malvern Hills Conservators will be seeking to offer work experience for two school children and employ a summer trainee warden.
- Arts Council West Midlands as part of their national strategy for working with local government, have prioritised working strategically on the following areas: creative economy, healthy communities, and vital neighbourhoods engaging young people.
- Malvern Hills District Council will consider launching a "Tourism as a career" initiative to promote working in the tourism sector in the District.
- Bransford Garden Plants intend to develop 4 - 5 new craft workshops and a cafe, which would employ 4 - 8 people in the Foal Yard.
- Malvern Hills Science Park will be seeking to create up to 160 new, high-tech jobs in their new phase III expansion.
- High Technology Specification Malvern Limited will consider including the Vision 21 strategy in all business processes where applicable.
- QinetiQ will seek to carry out a strategic review of land use with the aim to free up spare land for development.
- Advantage West Midlands will be working with the Partnership to attract new businesses and assisting existing businesses to overcome barriers to growth.
- Worcestershire County Council will be implementing an economic strategy for the Worcestershire Partnership to enhance and develop the economy.
- Advantage West Midlands will be aiding the development of the "Central technology belt" anchored at southern end by QinetiQ.
- Malvern Hills District Council will consider developing a "Quality Mark" for jobs, using key-partners in its pilot to help employers retain staff.
- Job Centre Plus will be posting Job vacancies on one of Europe's largest recruitment websites to encourage more skilled people to come and work in the District, to benefit the local economy.
- Job Centre Plus will be focusing on moving people from welfare into work or training.
- Bransford Garden Plants will seek to develop work experience opportunities for people to benefit both employers and recruits.
- Federation of Small Business will continue to support local business in regional, national and European issues.

Housing to suit everyone's needs.

These are some of the key projects partner organisations have planned or are considering for 2004/05.

- **Festival Housing Group** will aim to provide affordable housing on larger private housing developments to make sure that people in the District can have homes that meet their needs at an affordable price.
- **Malvern Hills District Council** will be implementing Supplementary Planning Guidance (SPG) on affordable housing as a key component of the Local Plan for the District to make sure that on urban sites over 0.5 hectares or 15 dwellings, half will be affordable. In the remainder of the district on sites of 0.2 hectares and over, or 5 dwellings or more half of all dwellings must be affordable.
- **County Association of Local Councils (CALC)** will be supporting dialogue between Town Councils and Parish Councils for appropriate development of housing in communities.
- **Citizens Advice Bureau** will continue advocating for people in obtaining homeless decisions, disrepair problems.
- **Citizens Advice Bureau** will be seeking to secure funding for CAB advice desk at the County Court to prevent evictions.
- **Festival Housing Group** will be seeking to develop their "Homebuy" programme to assist households to achieve 'low cost home ownership'.

Environment, Towns and Villages.

Maggie Bryan, Worcestershire County Council.

I am responsible for chairing the environment, towns and villages theme group, setting targets, monitoring progress and reporting this to the Strategic Board for 2005/06.

The Environmental Theme Group has identified six priorities for the coming year which are:

- Management of the water environment.
- Waste management.
- Awareness of our own impact on where we live and work.
- Protection and creation of accessible wild areas.
- Support the rural economy to protect and enhance the environment.
- Working with the Worcestershire Climate Change Group, supporting the development of a District Climate Change Plan.

We will also be looking at ways we can add value to projects that are happening on the ground and make a real difference by working together. Please contact us with any ideas you have to support this work and let us know about projects you think we should be aware of.

Partner organisations and other key stakeholders on this theme group are:

- Bransford Garden Plants.
- Earth Heritage Trust.
- English Nature.
- Environment Agency.
- Farmhouse Flora.
- Local Agenda 21.
- Malvern Hills District Council.
- Worcestershire Biodiversity Partnership.
- Worcestershire County Council.
- Worcestershire Wildlife Trust.

Protection of the environment, countryside and the character of towns and villages and cleanliness and quietness where it matters to the community.

These are some of the environmental projects partner organisations have planned or will be considering for 2004/05.

- QinetiQ will be reviewing their waste management processes and identifying scope to increase re-use or the recycling of waste.
- Malvern Hills Science Park will be introducing the recycling of cardboard, paper, toner cartridges and conducting a review of compostable waste.
- Malvern Hills Science Park design of their Phase III expansion will be a 'Sustainable Energy' building using geo-technical energy and recycling rainwater.
- Environment Agency will be seeking to introduce habitat development through flood defence and stewardship schemes.
- The Severn and Avon Vales Wetland Partnership are working with landowners to re-create large areas of wetland, which will be multi-functional for Biodiversity, flood management, farm incomes, and green tourism. Within this, Worcestershire Wildlife Trust will be restoring a 300 acre wetland reserve at Hill Court Farm, Longdon Marsh.
- Environment Agency will promote potential of environmental technologies and environmental/economical advantages in RRZ, AONB & central technology belt.
- High Technology Specification Malvern Limited will clean and plant up a small strip of land surrounding the business premises in Spring Lane.
- Festival Housing Group will raise awareness of environmental issues and energy efficiency amongst residents and within the housing group.
- Malvern Hills Conservators will be tackling footpath erosion for the protection of the British camp ancient monument.
- Malvern Hills District Council will be prioritising the Recycling scheme in the District.
- Malvern Hills District Council will introduce training for MHDC planners on biodiversity issues.
- Local Agenda 21 as a general contribution to community action will continue to urge MHDC and the rest of the community to be mindful of sustainability to remind the community of the county local agenda 21 action plan.
- Three Counties Showground will seek to:
 - a) Provide better road signage to help filter traffic more efficiently throughout the area.
 - b) Invest in noise restrictions for our Public Announcement (PA) system.
 - c) Enforce an event organiser's voluntary code.
- Hereford and Worcestershire Earth Heritage Trust will continue their ongoing programme of designation of protected sites for geological and landscape value.
- Malvern Hills Conservators will be seeking support of their grazing project from Vision 21 partners.
- Malvern Hills Conservators will be working with Parish Councils to agree grass-cutting arrangements.