

**Paul Walker, Managing Director, Malvern Instruments**

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**Facing our Future. Together**



# why...

## Positioning 'Worcestershire Next Generation'



### A Worcestershire ambition beyond five year cycle

- Recognition we won't stay prosperous unless we act NOW.
- Incomes are falling, unemployment is double that of a decade ago.
- Real pockets of deprivation, quality of life is declining.
- Young people can't afford to live here - they are moving out!
- Two thirds of adults will be obese, 1 in 5 drink too much.
- Flooding, climate change and a deteriorating environment are having an impact.
- Demand for services is increasing with less money to pay for them.

- Not a vision or a plan; set of commitments
- Level pitched at deliberate; why, what NOT how
- Your role is to translate it into the how



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# what... Our Community Commitments



 TARGET2020

 TARGET2020

In 2040, Worcestershire will be a vibrant place to live with great social & cultural opportunities, where town centres provide places to meet, where young and old people learn from each other, and where people are healthier and take more personal responsibility for their health and well being.

**To make this happen we need to:**

## **9. Enable stronger communities**

We will encourage self support and inclusiveness within and across communities. This will mean older people getting more regular contact with others in the community and the community taking a more active role in supporting its most vulnerable. This will also mean communities deciding what is important to them and finding ways to direct delivery. We have strong communities but to make them stronger there needs to be innovation and a more enabling platform in place by 2020, in order that we reap the benefits over the longer term.

## **10. Encourage the contribution of the individual**

We will actively support development of community groups based on common interest to promote feelings of connectivity and contribution within communities, particularly where these promote inter-generational activity. The contribution of the individual and community are intertwined. Encouraging the contribution of the individual is a long term commitment but to make real progress we will need to start now and have realised positive changes by 2020.





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# what... Our Community Commitments

## 11. Develop town centres that are social centres

 TARGET2020

We recognise our retail model will be dramatically different with online and out of town shopping already having a significant impact. We will work to develop urban centres as places where:

- communities and individuals have the opportunity to engage in social activity as well as shop
- residents' much-valued green spaces are incorporated into these centres
- business space is made available and promoted
- less clear boundaries exist between urban centres and residential neighbourhoods, thereby encouraging community cohesion.

## 12. Capitalise on our existing sport and culture

 TARGET2020

We will look to retain and support our existing sport and cultural facilities, recognising the importance they have in contributing to the wellbeing of our residents and the part they play in attracting visitors and potential businesses to Worcestershire.

# what... Our Community Commitments



## 13. Make access to the internet universal

 TARGET2020

We will take the latest technology and ensure it is accessible across Worcestershire to reduce isolation and improve accessibility to all services, public or private. We will make all public services available virtually and individuals will be supported to maximise their use. This commitment will in turn bring economic benefits to the technology sector. Embedding the use of technology as a first choice when using services will take time but the change needs to happen faster than would be the natural change aligned with demography. Before 2020 significant strides forward need to be in making access possible and encouraging the use of online technologies in order that benefits can be reaped over subsequent years.

## 14. Make access to public services independent of access to buildings

 TARGET2020

We will exploit the latest technology to shift from buildings to community-based and services available digitally based on personal choice.





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# what... Our Community Commitments



TARGET2020

## **15. Encourage individuals to take more responsibility for their health**

We will strongly encourage individuals, communities and organisations to take responsibility for their or their employees' health and wellbeing. This will include making clear personal responsibilities in relation to health, alcohol consumption and weight management, so unhealthy extremes become socially unacceptable. Worcestershire organisations will work to ensure promotion of unhealthy lifestyles is viewed as unacceptable.

TARGET2020

## **16. Actively develop opportunities for older people**

We will develop opportunities for older people to add value through paid work, volunteering or in community leadership roles. We recognise the need to be more flexible in the employment offer organisations make to older people, and the volunteering opportunities available need to be more flexible and broader.

TARGET2020

## **17. Actively celebrate our ethnic, religious and cultural inheritance and diversity**

We will actively promote and raise awareness of the rich and diverse culture of our county - welcoming, valuing and including individuals from all ethnic, religious and cultural communities; encouraging them to contribute to the local environment and wider community life. As we attract investment into Worcestershire the diversity will increase. We need to increasingly celebrate our diversity in recognition of this, creating an environment before 2020 where individuals and communities from all backgrounds all welcomed to and in Worcestershire.



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## Feckenham Village Shop

### The issue

Feckenham is a fairly typical Worcestershire village: a population of 800 people, five miles from the centre of Redditch, 15 miles from the centre of Birmingham, yet set in rolling countryside with its own village green. It has always been a sociable village, with an active church, a cinema club, a history society and an entertainments committee which organises so many events that one has to book the village hall three months in advance. However, a few years ago, Feckenham decided it needed a shop in the village.

### The solution

A local committee was organised and they promptly set up their own community-run shop. This shop has

really taken off. It is now manned by no fewer than 92 local volunteers and recently, at the House of Lords, was named as the Countryside Alliance's best village shop nationally - and not just the best community-run shop! Everyone now wants to live in Feckenham - estate agents from Redditch even use the shop for their advertising. The shop has brought business to the adjoining garage and is generating profits for the local growers who supply it.

### The 'next generation' lesson

Feckenham really shows how a cohesive and friendly community becomes a virtuous circle. Nearby villages such as Pinvin, Flyford Flavell and Bishampton have taken note and are all now developing similar plans of their own.



## St George's Park, Kidderminster

### The issue

St George's Park in Kidderminster had been a valued local facility but had become run down and a magnet for anti-social behaviour, drinking, drug-taking and attacks on local minority communities.

### The solution

Residents, with the support of the parks department, councillors, police and others, formed 'Friends of St George's Park group'. Over the last few years, the park has become a much-valued facility with regular community events throughout the year including a St George's Day celebration, carol singing and bulb planting. You will often see Spike, a local resident and chair of the group, with classes

of local school children planting flowers or undertaking some activity to care for the park.

### The 'next generation' lesson

Changing perceptions of an area always starts with getting local people active and involved. In this case people confronted the anti social behaviour head on, but rather than public agencies simply 'clamping down' for example through upping police action, a group was formed led by champions for change from the local community and schemes and events to divert people from anti social behaviour put in place. It's about giving people new stuff to do and raising pride in an area. We want to see more communities take this bold action with our support.





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# what... Our Prosperity Commitments



In 2040, Worcestershire will have a radically different and varied economy where people work close to home, often at home, with great technology, in interesting and skilled jobs, leading the way in green technologies.

**To make this happen we need to:**

1. Focus on jobs.  **TARGET2020**
2. Grow existing businesses.  **TARGET2020**
3. Prioritise key economic sectors.  **TARGET2020**
4. Get education and businesses working closer together.  **TARGET2020**
5. Build a world class education sector in Worcestershire.
6. Transform relationships with the finance community.
7. Make the most of our central location.
8. Radically improve transport and broadband infrastructure.  **TARGET2020**

# what... Our Environment Commitments



In 2040, Worcestershire will be a great place to live with an environment that people love, where we value our rural countryside and wildlife, and where others want to visit and holiday to experience what we offer. We'll have a reputation for green technologies and helping people live greener lifestyles too.

**To make this happen we need to:**

18. Dramatically reduce carbon emissions.
19. Actively reduce energy consumption.  **TARGET2020**
20. Support our unique wildlife, green spaces and biodiversity.
21. Reduce the creation of waste.  **TARGET2020**
22. Plan developments with regard to increased flooding.  **TARGET2020**
23. Promote transport alternatives, reviewing as alternatives mature.
24. Encourage green technology and green businesses in order to grow our economic prosperity.
25. Close the housing gap between supply and demand.  **TARGET2020**

# you... Making it a reality



Sign up to the Commitments and put in place actions to work towards them... and ask:

- How can you contribute?
- What commitments are the most important to you?
- What will change in your organisation?





# you... Finding out more



[www.wearethenextgeneration.co.uk](http://www.wearethenextgeneration.co.uk)



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