

**Our vision:** to enhance the Malvern Hills District as a destination to explore and an outstanding place to live and work



## Our Communities

### Deliver quality and affordable housing

1. Deliver 550 affordable homes and bring 200 empty homes back into use by 2025.
2. Help people access housing through promoting options including starter homes, right to buy and shared ownership (by March 2021).
3. Submit the SWDP Review to the Secretary of State for Examination in February 2021, with adoption in November 2021, to deliver the need for housing across the South Worcestershire area.
4. Work with partners to reduce the risk of rough sleeping and ensure that appropriate mental health and other services are accessed by those in need of homelessness support.
5. Work with partners, such as Registered Social Landlords, to invest in key sites that enable houses to be built for key workers and to support the wider economy.

### Improve people's health and well being

6. Secure 2mn visits to our leisure centres by 2025, including targeting the less active to participate in sport and leisure activities.
7. Deliver a programme of at least 50 targeted community activities across the district, including arts activities.
8. Working with the new Home Improvement Agency to ensure effective performance of the new contract.
9. Refurbish Malvern Splash to improve the visitor offer and to extend the economic life of the asset.
10. Enable investment of up to £10m in new facilities and open space provision, including play areas and playing pitches across the district by 2025.

### Supporting and engaging with communities

11. Work with key partners to tackle loneliness and social isolation for all ages, including facilitating a series of community engagement events.
12. Work with partners to reduce the crimes most affecting our district through supporting communities, delivering education and awareness campaigns, coordinating community days of action, property marking events and road safety campaigns across the district.
13. Work with Malvern Theatres to facilitate the delivery of a new extension aimed at increasing the educational and community work done by the theatre.
14. Work with community transport providers and Worcestershire County Council to support local bus services and local transport needs.
15. Work with partners to deliver a district wide event, aimed at young people, to promote opportunities to develop and learn new skills
16. Develop and implement a community development strategy which supports the building of strong, resilient and sustainable communities
17. Support the development of Neighbourhood Planning.

## Our Economy

### Bring forward land and premises for business to grow

18. Support at least 100 businesses to innovate and grow through business start up and growth programme.
19. Make land available to create more than 100 new jobs through Phase 6 and beyond of Malvern Hills Science and Technology Park by 2025.
20. Work with private and public sector partners to deliver investment in economic growth, new workspace and employment at key employment sites.
21. Promote and implement town centre prospectuses for the three centres of Malvern, Tenbury Wells and Upton-upon-Severn, securing funding and partner support.
22. Work with partners to deliver a plan to remediate and service employment land at QinetiQ for additional Research and Development based business development.

### Develop the skills of our young people

23. Provide support and additional funding to encourage small and medium sized businesses to take on up to 20 new apprentices per annum.
24. Negotiate S106 agreements on developments in the district to deliver a range of construction skills and training opportunities.
25. Promote age friendly working practices within our businesses to support the ageing workforce and work with partners to develop the skills to fill future skills gaps.

### Promote and develop the visitor experience of the Malverns

26. Develop and deliver a refreshed Visitor Economy Action Plan.
27. Develop and deliver a visitor marketing plan, including working with major attractions such as the Three Counties, Malvern Theatres, Morgan and major festivals, to raise awareness of the Malverns offer.
28. Develop a local green tourism business tool kit to encourage adoption of sustainable practices and promote the green tourism business accreditation.

### Improve our infrastructure to support economic growth

29. Support and lobby for delivery of key transport infrastructure projects including;
  - a) **Road:** A38 Holly Green Jct, Southern Link Road Phase 4, and promote the improvement of traffic flow to the west and north west of Worcester
  - b) **Rail:** Rushwick rail halt / improved services and greater car parking capacity.
  - c) **Cycle:** Three Counties Cycle Link and Malvern to Worcester
30. Work with businesses and communities to access full fibre (FTTP) broadband by 2025, to improve connectivity, productivity and enable more efficient homeworking.

## Our Environment

### Leading the District to become Carbon Neutral

31. Leading the district to become Carbon Neutral as soon as possible and by 2050 at the very latest.
32. Reduce the Council's own use of gas, electricity and water.
33. Work with partners to acquire land for planting woodland to provide carbon offsetting.
34. Install electric car charging points on public car parks.

### Reduce household waste and increase recycling

35. Run a targeted waste reduction campaign to reduce the amount of waste generated by the district's households and increase recycling.
36. Eliminate the use of single use items, including plastic, from all council buildings.
37. Trial the use of on-the-go recycling bins in key locations to increase our recycling rate.

### Improve the natural environment

38. Refresh and deliver the Biodiversity Plan for the district.
39. Deliver improved place making in the natural environment through well thought out design, high quality and locally distinctive development.
40. Work with partners to promote and support delivery of the emerging Worcestershire Pollinator Strategy including the creation of new and improved habitats for bees on Council managed green space.

### Improve the built environment

41. Make comprehensive improvements to Priory Park, including a new children's play area, leading to Green Flag status by 2025.
42. Identify litter prone "grotspot" areas and provide additional litter bins by the end of 2021.
43. Improve the cleanliness and appearance of our streets.
44. Address environmental crime more proactively, particularly fly tipping, through education programmes and enforcement campaigns.
45. Deliver improved place making in the built environment through well thought out design, high quality and locally distinctive development.

