

# Your Worcestershire

A MAGAZINE FOR PEOPLE WHO CALL OUR COUNTY THEIR HOME

ISSUE #01 SPRING 2024

**BECOME A SUPERHERO  
AND FOSTER A CHILD**

**Packed with stories and  
features about Your County**

## This edition features

- Stay Healthy in Worcestershire
- Investing in Transport, Travel and Digital
- Education Spotlight
- What's on in Worcestershire

[worcestershire.gov.uk](http://worcestershire.gov.uk)



SCAN FOR  
DIGITAL  
VERSION

produced by



**worcestershire**  
county council

# SHAPING WORCESTERSHIRE'S FUTURE

Worcestershire County Council plays a big part in shaping the future of your county. We'd like to introduce you to our Cabinet members who, alongside a total of 57 Councillors that make up the Council, make decisions that help to shape and improve our county:



**Councillor Simon Geraghty**  
Leader of the Council with Responsibility for Finance



**Councillor Marcus Hart**  
Deputy Leader with Responsibility for Communities



**Councillor Marc Bayliss**  
Cabinet Member for Economy, Infrastructure and Skills



**Councillor Adrian Hardman**  
Cabinet Member for Adult Social Care



**Councillor Adam Kent**  
Cabinet Member for Corporate Services and Communication



**Councillor Steve Mackay**  
Cabinet Member for Children and Families



**Councillor Karen May**  
Cabinet Member for Health and Wellbeing



**Councillor Richard Morris**  
Cabinet Member for Environment



**Councillor Tracey Onslow**  
Cabinet Member for Education



**Councillor Mike Rouse**  
Cabinet Member for Highways and Transport

Our plan for Worcestershire's future is set out in our Corporate Plan which focuses on four key priorities:



Championing...  
**Open for Business**



Supporting...  
**Children and Families**



Protecting...  
**The Environment**



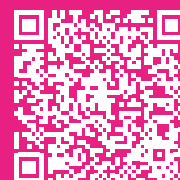
Promoting...  
**Health & Wellbeing**

You can find out more about how we shape Worcestershire's future and the work we do to make sure plans are put into place by taking a look at our website:

[worcestershire.gov.uk/corporateplan](http://worcestershire.gov.uk/corporateplan)

You can also find out more about who does what in Worcestershire on **page 20**.

Throughout this magazine there will be lots of opportunities for you to find out more by **scanning QR codes**. You can do this by opening the camera on your device, **pointing the camera at the QR code** and tapping the banner that appears.



For more information scan here

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## Welcome to Your Worcestershire

Welcome to our new resident magazine, Your Worcestershire, which showcases all the great things happening across our county.

Whilst there are always plenty of challenges, what stays the same is our unwavering commitment to shaping Worcestershire's future by ensuring we continue to deliver on what we have said we will do in - Our Plan for Worcestershire.

Within these pages, you will read about our work such as the investment into highways and travel to make sure that the County, which is home to around 600,000 people, can continue to be well connected and a great place to call home.

Supporting our most vulnerable residents and helping everyone get the most out of their lives is a top priority. Find out what you can do to stay healthy, active and improve your wellbeing.

Whether it's exploring the historic City of Worcester, walking up the Malvern Hills or enjoying a day out with the family on the Severn Valley Railway, there is something here for everyone.

I continue to be enormously proud of this County with its vibrant urban areas and picturesque rural communities, situated between the edge of Tenbury Wells to the picturesque Broadway.

After reading this magazine, I hope you agree that Worcestershire remains a hugely attractive place for us to live in, to work in and for all those who visit our county.

**Simon Geraghty**  
Leader of Worcestershire County Council

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# HEALTHY WORCESTERSHIRE:

# COMING TO YOUR COMMUNITY VERY SOON

Taking part in activities that can improve your health and wellbeing is set to become easier with the Healthy Worcestershire programme.

Healthy Worcestershire will see a range of activities and access to health improvement services being made available closer to where people are living. This new service aims to support residents to live their best lives by bringing health improvement activities closer to their doors.

Weekly sessions are set to be run in local venues such as community halls, within the heart of communities and will bring people together to build local social connections as well as benefit health.

Among the activities set to be on offer are strength and balance programmes and physical activity to help promote living actively for longer, healthy lifestyle advice and community safety information as well as links to a wide range of other health-promoting activities in the local community.

The idea behind the service is a single point of access which will be available outside of normal working hours where residents can be appropriately assessed, supported, referred, and registered.

They will then be able to book online, via telephone or turn up on the day to access strength and balance sessions, as well as group-based lifestyle support and community safety advice.



We are so excited to be launching this new programme for 2024. There will be a really local focus, ensuring that activities and sessions are accessible, and also there will be a community development element which means we will listen to feedback and put on activities for local people that go beyond the core offer.

Lisa McNally,  
Director of Public Health  
in Worcestershire



So if you are looking to join a local group, take part in a healthy activity or get involved with your local community, soon you won't have to look too far away.

## Loneliness

Worcestershire has been revealed as having the second lowest rate of loneliness in England.

According to the Active Lives Survey from Sport England, just 4.7% of people in Herefordshire and Worcestershire reported being lonely (often or always), in comparison to a national average of 6.8%.



This new data showing we are a county of connection is wonderful to read. We cannot be complacent though, tackling loneliness remains firmly on our agenda and is a golden thread throughout all our work.

Councillor Karen May,  
Cabinet Member for Health and  
Wellbeing, Worcestershire  
County Council



We are making people feel connected, with the Public Health team working closely with partners as part of the Tackling Loneliness Partnership Group where the issue is discussed and addressed. This work has led to Worcestershire being cited as a best practice example for tackling isolation, loneliness and developing communities.

## Knocking it out of the park



Physical activity levels in children have risen to be much higher than the national average in Worcestershire. In fact, recent Active Lives data shows that four of the six most active areas in the West Midlands are right here.

Junior parkruns are a way of getting young people aged 4-14 moving and having fun together. With the dedication of volunteers and a small grant from Public Health, a new Junior Parkrun was recently set up in Diglis, Worcester, joining existing runs in Evesham and Bromsgrove.

Parkrun isn't just for kids though, there's lots of parkruns for everyone throughout the county. To find your nearest parkrun go to [parkrun.org.uk](http://parkrun.org.uk).

There's also going to be a brand-new fun run and family day in Wythall on 23rd June where you enter a 10k or 5k run (or walk) plus a Families on Track race for family and friends to run 10k in relay.

Offering people access to a range of local and affordable physical activities and events is a key part of the County Council's Health & Wellbeing strategy.



**From left to right:** Chris Scott (Treasurer of the Wythall Community Association), Lisa McNally (Director of Public Health), Steve Cram the runner, Councillor Adam Kent, Sue Baxter (Chair of Wythall Community Association, Local Councillor)



## Health walks

Health walks are a great way of improving physical and mental wellbeing by providing an opportunity to exercise and socialise with other walkers.

Health walks are a short, purposeful walk undertaken on a regular basis and there are walks taking place all over the county for residents to join.

The walks are free, welcome to all, between 10-90 minutes long and run by a trained Health Walks Leader.

One person who actively helps others is Paul Barber from Worcester, who despite being partially disabled due to breaking his back in 2003, volunteers weekly to lead health walks.

“

I get a lot of enjoyment out of it because I can see the members of our group like to be out and about and that helps with their wellbeing.

Paul, Health Walks Leader

”

Find your nearest health walk or for more information about becoming a volunteer health walk leader, visit: [worcestershire.gov.uk/healthwalks](http://worcestershire.gov.uk/healthwalks)

WORCESTERSHIRE  
HEALTH WALKS

# INVESTING IN TRANSPORT, TRAVEL AND DIGITAL

An artist impression of the new Kepax Bridge.

## Kepax Bridge, Worcester

The new walking and cycling bridge linking Gheluvelt Park to Henwick Park in St John's, across the River Severn is due to open this year.

For people using the bridge, it means they can enjoy a figure-of-eight route along the picturesque River Severn, from Diglis Bridge to Sabrina Bridge, all the way along to Kepax Bridge.

The bridge, a joint partnership between Worcestershire County Council and Worcester City Council, will help to reduce traffic on the roads and promote health and wellbeing by providing additional routes across the city to enable people to be active.

## Malvern On Demand Bus Service

Malvern is the second location in the county to launch an innovative On Demand bus service, following in the tyre tracks of Bromsgrove.

Rather than sticking to a timetable and set routes, On Demand buses pick you up from locations close to where they are and drop you off close to where you need to go.

Passengers request a journey through the 'Worcestershire on Demand' mobile app or a telephone call and they are collected quickly and within a few metres of their location.



The buses, which run from 7am to 7pm Monday to Saturday, travel to Upton upon Severn, Kempsey, Hanley Swan, Hanley Castle, Longdon, Bushley and Welland.

The 'Worcestershire on Demand' app is available on the Apple App Store and Google Play Store.

## Gigabit Broadband speed

Improving digital connectivity for residents and businesses across Worcestershire is a top priority.

Working with partners, the County Council has raised the ambition from enabling 'Superfast' speeds to 'gigabit capable' speeds, further improving the experience of technology in the home or on the move. In Worcestershire, eight out of ten premises can now access gigabit capable broadband services.

Gigabit connectivity offers faster download and significantly faster upload speeds compared to the

previous technologies, which supports multiple uses including streaming HD video, video conferencing and more, all at the same time.

To date we have helped over 40 communities (around 5,500 premises) to access £7million plus of funding for hard-to-reach communities and businesses and led projects delivering world and UK firsts in advanced wireless technologies.

And there's more to come. The new 'Project Gigabit' is expected to extend 'gigabit capable' networks so we reach over 90% of Worcestershire premises with gigabit capable broadband in 2027.

## A38 Bromsgrove Improvements

Major improvements continue to be made along the A38 in Bromsgrove to tackle congestion, improve local journey times and encourage active travel.

The latest phase of the improvements, following a £43million Government funding announcement in 2023, started in January 2024.

The works taking place include capacity improvements at key junctions together with road widening, helping to improve traffic flow and reduce unnecessary bottlenecks along the route between Junction 4 of the M5 to the north and the A38/B4094 to the south

Improvements will also be made to cycling facilities including including a new active travel route route between the train station and the town centre which will include new road crossings.



## Redditch Railway Station

Improvements will be made to Redditch Railway Station to transform it into a modern, attractive gateway into the town for commuters and visitors.

Plans are being worked on for the station in Unicorn Hill, located in the town centre, which in turn play a key part in the wider Rail Investment Strategy for Worcestershire.

## Local Cycling & Walking Infrastructure Plans



People can have their say on walking and cycling route proposals as part of the Local Cycling and Walking Infrastructure Plans.

The County Council has been working with the charity Sustrans to develop plans for Redditch and Wyre Forest, with further proposals for Bromsgrove, Pershore, Worcester, Droitwich and Malvern. People are invited to have their say on the initial proposals as part of an engagement exercise. The responses received will help to shape the network in terms of where the routes go and what they link to.

A Local Cycling and Walking Infrastructure Plan sets out a long-term vision for delivering new or improved infrastructure for walking and cycling. The finalised plans will set out a prioritised list of schemes for delivery over the next 10 years.

### Roads and pavements

A key part of what we do every day is to make improvements to roads and pavements throughout the whole of the county. A total of £34million is being invested to improve our roads and £6million to improve our pavements for 2024/25.

We all use roads and pavements on a daily basis and we know how important they are to you. That's why they are important to us and we are working to ensure they remain in good condition.

Worcestershire County Council is developing the proposals with Redditch Borough Council, Redditch Town Deal Board and the rail industry.

Investment is essential for Redditch to compete effectively with nearby towns for economic activity and growth, and to attract more residents and visitors into the town centre.



For more information on improvement projects, scan here



**FREE KIDS ACTIVITY**

**PLACES AVAILABLE!**

**Ready Steady  
Worcestershire** is our local programme delivering the Department for Education funded **Holiday Activities and Food (HAF)** initiative.

HAF provides enriching activities and nutritious meals during the Easter, Summer, and Christmas holidays to children who receive free school meals, as well as other children and young people who may benefit from attending.

In Worcestershire, we work with over 200 organisations, including holiday club providers, Swan Theatre, Severn Arts, Dogs Trust, Network Rail, supermarkets, community groups and cafes charities and schools, to successfully deliver the programme for families. During last summer alone, we worked with 68 providers to deliver activities, creating 20,758 available places for eligible children.

There are free places for eligible children to attend, with a focus on enriching activities that include a healthy meal or snack. Through the HAF programme, we encourage children participating in our out-of-school activities to eat well, stay active, have fun, and build lasting friendships.



*92% of parents thought that the HAF programme is 'very important' or 'important' to their family.\**  
*\*(from a survey of 455 people).*

To find out more visit on how to sign up go to: [worcestershire.gov.uk/readysteadyworcs](http://worcestershire.gov.uk/readysteadyworcs) or follow HAF on: [Facebook.com/HAFWorcestershire](https://www.facebook.com/HAFWorcestershire).

**READY STEADY**   
WORCESTERSHIRE



**ADULT LEARNING  
WORCESTERSHIRE**

▷ creative studies ▷ GCSE ▷ digital skills ▷ english ▷ hair & beauty  
▷ community learning ▷ SEND ▷ teaching ▷ ESOL ▷ maths

**It's your turn to learn!**

Learning courses for adults aged 19+ [www.worcestershire.gov.uk/courses](http://www.worcestershire.gov.uk/courses)







## EDUCATION SPOTLIGHT: INVESTMENT IN SCHOOLS

Investing in education is essential to provide good facilities and learning environments to give children and young people the best start in life.

Building works have begun on new permanent classrooms at Comberton Primary School (pictured above). Worcestershire County Council has invested around **£2.1million** to cover the cost of the project.



A major building project at Wolverley CE Secondary school scheme to upgrade, expand and improve facilities at the school has finished. Pupils now benefit from remodelled classrooms, a multipurpose lecture theatre, as well as significant ongoing works to replace and upgrade heating and roofing.



In December 2023, doors officially opened for Chawson Pre-School in Droitwich. The £650,000 of grant funding from Worcestershire County Council has helped to support the building of a pre-school nursery at the school to help meet the demand for places within the local school community.



March 2023 marked the official opening of St Andrew's CE Nursery in Evesham. The project was fully funded by Worcestershire County Council thanks to £738,000 received from housing developments in the county.



Thanks to joint funding of nearly half a million pounds from both Worcestershire County Council and the Archdiocese of Birmingham, we celebrated the official opening of a suite of new classrooms at St Mary's Catholic Primary School in Broadway.



## ADULT SOCIAL CARE: PAYING FOR YOUR CARE

“The County Council team made one of the most difficult moments of my life so much more manageable.”

Mum and dad getting older? Struggling to manage at home on their own? Worried about how you will be able to support them?

A package of care could help keep them independent for longer. You can access social care support via our support on the Worcestershire County Council website: [worcestershire.gov.uk/payingforcare](http://worcestershire.gov.uk/payingforcare) or by calling 01905 768053.

This includes support with things like domestic tasks, wellbeing support, home visits, care in the community and residential care.

**Adult social care is not free but there is support in place to ensure care is affordable.**

We are here to help you navigate the financial side when making the difficult decision to seek care for yourself or your loved ones.

We understand this is an emotional time and we want you to know we are here and that we care. Don't just take our word for it! Julie is a local resident who came to us for support with her father.

“

When it became apparent that my dad could no longer live alone and needed to go into residential care, I was distraught.

It was down to me to make all the arrangements and I was dreading it – especially the finance side of things – I had no idea how it all worked and the weight of the responsibility was huge.

I reached out to a friend of mine who recommended I contact the Client Contribution Team at Worcestershire County Council and thank goodness I did. I cannot praise them enough, they provided simple, easy to follow information in exactly the right way and made me realise the process was extremely do-able.

They were with me every step of the way and made what was a very emotionally distressing time much more bearable than expected.

Dad is no longer with us now, but those final years were happy ones, and I will always be grateful to the people who helped me through when I needed them.

Julie, local resident

”



## Financial Assessment

Once a care package is in place you can complete our simple Financial Assessment where we help you determine how much you need to contribute to your care. For more information on accessing and paying for Adult Social Care Support please see our website: [worcestershire.gov.uk/payingforcare](http://worcestershire.gov.uk/payingforcare).

## Ways to pay

The quickest, safest and easiest way to pay is by Direct Debit as you may do with a lot of your usual household bills.

A Direct Debit is a monthly payment which is automatically taken from your bank account and can be set up online or over the phone.

Paying by Direct Debit gives you peace of mind that your payment will be collected on time making it easier to avoid falling behind and into debt. It can also help you better plan your finances.

Please note Adult Social Care is invoiced in arrears, this may mean that the first invoice you receive will be around 6 - 8 weeks from the start date of your care. This is to enable our finance department to record the relevant information accurately.

You can set up a Direct Debit with us today by visiting [worcestershire.gov.uk/carepayments](http://worcestershire.gov.uk/carepayments) or calling us on **01905 768053**.



## Online Contribution Calculator

Did you know we have an Online Contribution Calculator that gives you an approximate figure of how much you may have to pay towards your care?

You can do this at home for free without putting in any personal details or sending the form to us.

It is the quickest and simplest way to begin your Financial Assessment but can also be useful for just putting your mind at rest.

The calculator does not store the information you enter into it and you can use it as many times as you want.

All you need to do is enter details of your benefits, pensions, earnings, savings, assets and costs. The calculator will then estimate the amount that you might have to pay each week.

## I'm moving into residential care

If you or someone you know is moving into a care home and doesn't want to sell their home – a deferred payment agreement (DPA) could be an option.

A DPA is like a loan that allows you to use the value of your home to pay for care in a residential or nursing care home.

This gives you the time and freedom to choose what you want to do with your home. The debt is cleared when you (or your estate) sell your home, or when you have other capital available. If your spouse still resides in the property they can continue living there and the value of your home will not be considered when deciding how much you should pay towards your care.

For more information on the deferred payment agreement please see our website: [worcestershire.gov.uk/deferredcarepayments](http://worcestershire.gov.uk/deferredcarepayments)

## It's never too early to take care of future you!

There might come a time when you're no longer able to make or communicate your own decisions – this is where having a power of attorney can be helpful.

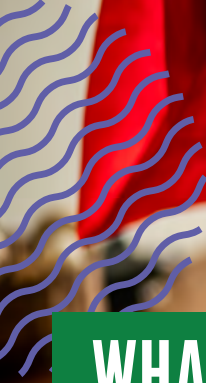
A power of attorney is a way of giving someone you trust the legal authority to make decisions on your behalf if you're no longer able to make them yourself.

Having a power of attorney already set up before you lose capacity is best – so it's never too soon to set one up.

You can find out more about assigning power of attorney via [gov.uk](http://gov.uk).



For more information scan here



# WHAT'S YOUR SUPERPOWER?

# I SHAPE FUTURES...I'M A FOSTER CARER.

If you want to make a real difference to the life of a local child, find out more about becoming a foster carer today and become a superhero!

By helping to shape the future of a child who needs your support, you will not only help them in their time of need, you will feel an enormous sense of positivity about the genuine difference you have made to their life.

**Now that's what we call a superpower!**

And the Team at Worcestershire Children First Fostering will be there to guide you every step of the way with a range of support and training including a generous fee and allowances.

WORCESTERSHIRE  
**CHILDREN FIRST**  
Fostering



There are many reasons a child may need the support of a foster family. There are also many ways in which you can become a foster carer. From long term and short term care, respite fostering, parent and child placements through to more specialist fostering. And you don't have to do it full time - you can become a buddy foster carer and provide short breaks for a family who is already fostering or to a looked after child of a flexible part-time, in the evening or during school holidays.



Helping children to become the best version of themselves, helped me to become a better version of myself.



If you want to make a difference, contact our team today and let us support you to become a superhero: **0800 028 2158**.

“  
Becoming a Foster Carer when my own kids left home felt like the right thing to do...and it absolutely was!  
”



For more information scan here

# COULD YOU FOSTER AND CHANGE LIVES?

**Become a superhero and make a real difference...**

Call us today or scan the QR code to contact us and find out more about the wide range of ways you can be a superhero. It doesn't have to be full time. Plus we're on hand to guide you every step of the way with training and generous allowances.

**We also need Specialist Foster Carers to make a difference to children and young people who need more support.**

If you have a background working with vulnerable children, are looking for a change in career and still want to make a difference, becoming one of our Specialist Foster Carers could be just right for you. And we can help you do this by giving you up to £1,000 a week to support a child in need. Get in touch to find out more.

**0800 028 2158**

**[worcestershire.gov.uk/fostering](http://worcestershire.gov.uk/fostering)**





## PROTECTING THE ENVIRONMENT

Protecting our climate has never been more important and Worcestershire's environment is one of the county's best assets.

Worcestershire is blessed with an ideal blend of urban and rural environments, with good access to parks, open spaces, public rights of way and two National Landscapes - The Cotswolds and the Malvern Hills.

Worcestershire County Council acts to maintain and enhance the county's environment to benefit all who live, work and visit our wonderful county.

As part of this work, the County Council has a commitment to

halving carbon emissions by 2030 and becoming carbon neutral by 2050. Great strides have been made in this area over recent years, and the County Council has now achieved a 45% reduction in net carbon emissions and reduced 91% of emissions from its building, fleet vehicles and street lighting.

There is a long history of sustainability and greenhouse gas reduction work in Worcestershire, with the County Council launching their first Carbon Management Plan back in 2002.

Since then, things have come a long way and now the Net Zero Carbon Plan is in place. The plan, identifies the Council's approach to reaching net zero and involves

a wide range of practical measures, including cutting carbon emissions from property, transport and street lighting, as well as the biggest emission sources in highways maintenance and waste management.

The County Council has undertaken a wide range of measures to reduce emissions, including generating renewable energy from solar on many buildings, planting over 50,000 new trees, electric pool cars and bikes, carrying out environmental assessments for all new Council projects, providing staff with carbon literacy training and generating energy from waste disposal.

### A Greener Future

Moving forwards, we are planting 150,000 trees across the county. The Council's fleet vehicles will be moved away from diesel and petrol, work is ongoing with contractors to lower emissions further and increased energy efficiency measures are planned for buildings.

In addition to the commitment to reduce emissions, the County Council also supports county wide actions to achieving net zero with energy efficiency grants and advice for Small to Medium-sized Enterprises (SMEs) and habitat creation funding under the Natural Networks programme.



To find out more about sustainability and carbon reduction in the county, visit the County Council website at [worcestershire.gov.uk/sustainability](http://worcestershire.gov.uk/sustainability).



## BEYOND BOOKS: WORCESTERSHIRE LIBRARIES

In today's fast-paced world, finding moments to stop and connect can be challenging. Our 21 libraries across Worcestershire are a lot more than just books and quiet spaces.

Library Connect Groups have had an overwhelmingly positive response, improving the wellbeing of hundreds of library visitors.

Among users of these groups, an **astounding 85%** have expressed feeling more connected to their local community, family, and friends, while 63% report a notable improvement in their mental health.

One member, a carer facing the daily challenges of supporting a loved one with mental health struggles, reflects on the comfort found within these groups.

“

*As a carer for someone struggling with their mental health, it has given me a space to do something creative and connect with others.*

”

Similarly, individuals at different stages in life have found sanctuary in our groups. From Bounce and Rhyme and Storytime sessions to Photography Club, Knit & Natter or Reminiscers Groups, these gatherings often serve as lifelines for those facing isolation or just looking to connect.

If you're not already a member of Worcestershire Libraries, now's your chance to join our 15,000 digital library members who can access a huge range of free eBooks, e-Audiobooks, e-Magazines and e-Newspapers online – from the comfort of your home.

Download e-Books and e-Audiobooks from Borrowbox and enjoy the latest titles, award winners, non-fiction and classics, or explore over 7,000 E-magazines and E-newspapers from across the globe.

Check out our new Worcestershire Reads and Worcestershire Listens collections of handpicked e-Books/e-Audiobooks that have no waiting list and are updated each month. Join the conversation online by sharing your thoughts on social media using **#WorcestershireReads** and **#WorcestershireListens**.

Digital library membership is completely free for all Worcestershire residents. So why wait? Scan the QR code to sign up today:



Or Alternatively, visit: [worcestershire.gov.uk/online-library-hub](http://worcestershire.gov.uk/online-library-hub)



For more information scan here

# WORCESTERSHIRE IS OPEN FOR BUSINESS



## Malvern Science Park: home to innovation

Set against the backdrop of Malvern Hills sits the Malvern Hills Science Park. This recently expanded site has driven economic growth, offering residents high-value job opportunities.

Attracting cutting-edge research, development and the commercialisation of cybersecurity products and services, the site is home to a cluster of vibrant companies working to strengthen the UK response to cyber-attacks.

Phase 5 was the most recent development adding an additional 17,000 sq ft of space to the facility and is now fully let. Additional land, adjacent to the site, has also been purchased to generate a European scale Science and Technology Park, linked to major employer, QinetiQ.

## Exciting developments at Shrub Hill Quarter



Located in the heart of Worcester, and with fantastic transport connectivity, Shrub Hill Quarter is set to evolve into a bustling regenerated district, offering a dynamic environment for business to flourish.

Over the next 20 years, the vibrant new destination will become home to up to 5,000 jobs, in addition to an integrated residential community with 500+ homes and two hectares of new public space.

Significant momentum has already been achieved with the acquisition of the Shrub Hill Industrial Estate and the leveraging of Government funding.

In October last year, the County Council's Cabinet gave the green light to advance the next phase of development. This provided the go-ahead for the refurbishment of Isaac Maddox House as an Enterprise Centre, set to host 400 jobs.

Due to be completed by 2026, this new centre will provide a range of business spaces, helping businesses to start-up and grow.

Worcester City Council is currently consulting the public on a new masterplan document for Shrub Hill, giving residents a chance to have their say on the future development of the quarter.

Take part in this consultation at: [www.worcester.gov.uk/voiceit](http://www.worcester.gov.uk/voiceit).

Read more about the vision for Shrub Hill at: [worcestershireshire.gov.uk/shrubhillquarter](http://worcestershireshire.gov.uk/shrubhillquarter)





# Multi-million pound business support package available

In partnership with Worcestershire's district councils, Worcestershire County Council has developed a customer-centric, dynamic package of business support.

Getting the right support can make a huge difference to a business and this package is all about making sure businesses have what they need to grow sustainably.

Part-funded by the UK government through the UK Shared Prosperity Fund and County Council, the support helps businesses to start up, develop a solid foundation to scale, grow, innovate, and achieve net zero ambitions.

## Supporting start-ups

Masterclasses equip aspiring business owners with the essential knowledge, skills and confidence needed to begin their venture.

For businesses under three-years-old, the Enterprising Worcestershire Programme offers invaluable coaching and funding to help set a strong foundation for growth.

## Fuelling growth

Established Small to Medium Enterprises (SMEs) can benefit from Elevate Worcestershire, an exclusive growth programme offering bespoke one-to-one coaching, guided peer-to-peer support, and funding to implement strategic growth plans.

With big ambitions to boost business to business capacity, The Name Label Company benefited from Elevate support and funding to invest in website development; and manufacturing hardware and software to increase production capacity.

## Contributing towards a thriving low-carbon economy

Net Zero Worcestershire provides specialist support to help SMEs identify where existing energy consumption can be reduced and energy efficiency be improved, often resulting in a reduction of their carbon footprint and costs. Funding is also available to implement energy-saving initiatives.

Manufacturer, Storm Environmental, benefited from increased efficiency, a boost in production and cost savings after receiving a free decarbonisation assessment and funding.

## Fostering innovation

Grant funding through Innovation Worcestershire is available to help businesses develop and introduce ground-breaking innovative, services and processes.

## World-class businesses located at Worcester Six

Worcester Six has developed into a state-of-the-art business park providing modern eco-friendly facilities and good connections.

The ongoing development of this site will deliver over 2 million sq. ft of employment floor space upon completion. It has already attracted many world-class businesses to the region, including Siemens, Kohler Mira and IONOS.

The launch of Phase 2 developments will generate even more jobs, contributing to the county's prosperity.



Developments across these three core sites reinforce the Council's commitment to developing sustained growth, creating a future brimming with opportunities that not only strengthen the local economy, but enrich the lives of its residents.



Learn more about business support

# WHAT'S ON IN WORCESTERSHIRE 2024



Worcestershire offers an extensive event schedule, attracting visitors locally and from across the country. With the help of our friends at Visit Worcestershire, a round-up feature of unmissable events and dates for your diary can be found here.

From community organised events to celebrating the county's heritage, make Worcestershire part of your story in 2024.

## Dates for your diary...

### Music & Arts

**13th January - 30th June:** Dame Laura Knight: I Paint Today (Worcester Art Gallery)

**16th April:** Regal Folk Festival, Tenbury Wells

**27th - 2nd June:** Elgar Festival

**28th - 30th June:** Upton Jazz Festival

**27th July - 3rd August:** Three Choirs Festival, Worcester

**22nd - 25th August:** Sunshine Festival, Upton

### Food & Drink

**21st April:** Redditch Food Festival

**31st May - 2nd June:** Evesham Food Festival

**21st - 23rd June:** Droitwich Spa Food & Drink Festival

**6th - 7th July:** Great Malvern Food & Drink Festival

**27th - 28th July:** Three Counties Food & Drink Festival

**15th September:** Broadway Food Festival

### Family Fun

**28th March:** Countrytastic 2024

**3rd - 6th May:** St Richard's Canal Festival, Droitwich

**11th August:** Worcester Show

**17th - 18th August:** Broadway Car Show

**24th - 26th August:** Pershore Plum Festival

**28th Nov - 1st Dec:** Worcester Victorian Fayre

### The Great Outdoors

**Mid-March - Mid-May:** Blossom Trail

**9th - 12th May:** RHS Spring Festival 2024

**14th - 16th June:** Royal Three Counties Show

**23rd June:** Wythall and Hollywood Fun Run

**26th - 30th June:** Evesham Walking Festival



**Late June:** The Confetti Flower Field

**6th July:** Hanbury Countryside Show

**3rd August:** Tenbury Countryside Show

**27th - 29th September:** Malvern Autumn Show 2024

### Heritage

**3rd - 4th August:** Battle of Evesham

**30th August - 1st September:** Salt Fest

**September:** Heritage Open Days

The Visit Worcestershire website is your source of inspiration for local events and things to do. The handy event listings can help plan your next day out in the county. There is also a number of additional inspirational content including itineraries, blogs and business listings.

If you are out and about in Worcestershire, make sure to tag: [@visitworcestershire](#) across all social media channels.



## Supporting hospitality businesses in Worcestershire

The city of Worcester ignited taste buds and celebrated its bustling food and drink scene during Taste Worcester, a joint initiative between Visit Worcestershire & Worcester Bid which ran last year from October 7th to 29th.

Local businesses joined together to celebrate the city's culinary hotspots, with a range of special set menus, offers and experiences available throughout the citywide foodie celebration.

Taste Worcester united the very best of the city's restaurants, bars and cafes, all accessible through one voucher available to download from the Visit Worcestershire website.



Price-friendly offers were running throughout Taste Worcester which included a variety of dining experiences with each venue bringing their own flavours and influence to celebrate the city's ever-growing food and drink sector.

Over 4,500 vouchers were downloaded during the three-week period allowing residents and visitors to try new places at value prices.



## Bromsgrove Visa Award

In May, Bromsgrove was crowned top town in England, beating off dozens of other contenders and bagging itself a £20,000 prize at Visa's Let's Celebrate Towns Awards.

The bid for Bromsgrove was submitted by Visit Worcestershire and the prize fund is set to be used to deliver a 'foodie' initiative in the town to raise awareness and encourage customers into Bromsgrove's hospitality businesses in May - June 2024. The brand new project will focus on Bromsgrove's many independent restaurants and hospitality businesses which has seen a huge increase in popularity in recent years.

A campaign was also carried out for Small Business Saturday in Bromsgrove, celebrating those behind-the-scenes driving Bromsgrove's hospitality sector. Free parking and street activities courtesy of Bromsgrove District Council were on offer for visitors during the weekend of 2nd & 3rd December 2023.

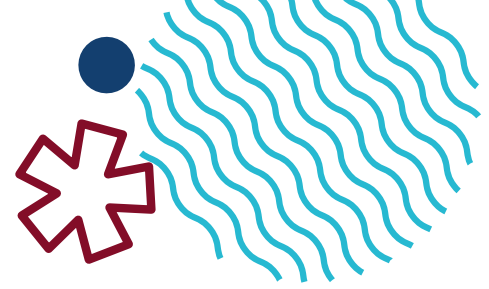
A foodie pop-up event is currently being organised in Bromsgrove Town Centre for the weekend of 4th & 5th May. Bringing together the Bromsgrove business community showcasing the fantastic food scene.

If you are a tourism or hospitality business operating in Worcestershire, please get in touch via email [visitworcestershire@worcestershire.gov.uk](mailto:visitworcestershire@worcestershire.gov.uk) or visit [visitworcestershire.org/trade](https://www.visitworcestershire.org/trade)



# WHO DOES WHAT

# IN WORCESTERSHIRE?



To help you find out who does what across the county, we have summarised how different councils work to provide you with a range of services in addition to making decisions about those services. Like much of England, Worcestershire has two main tiers of local government – County Council and District Councils – with responsibility for services split between the two. We are also represented by MPs and Town and Parish Councils.

## 6 Members of Parliament

**Members of Parliament (MPs) for Worcestershire areas** elected to represent local interests or concerns in the House of Commons. MPs consider and can propose new laws as well as raising issues that matter to you.



Scan here and add your postcode to find your local MP

## County Council

**Worcestershire County Council** provides services that cover the whole county such as highways and transport, education, waste disposal, adults and children's social care, libraries and country parks.

For decision making, alongside Cabinet and Full Council, Overview and Scrutiny is a function which ensures that Worcestershire residents receive the best possible services from the Council and its partners. All County Councillors who are not Members of the Cabinet are eligible to be involved in Overview and Scrutiny.



Scan here to find out more about your local Councillor



Scan here to find out more about how Overview and Scrutiny works

## 6 District Councils

**District councils** (sometimes called borough or city councils) provide more local services such as refuse and recycling collection, planning, environmental health, leisure facilities, street cleaning, park and play areas.



Scan here to find out more about your District Council

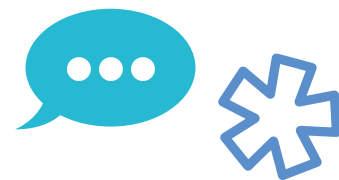
## 195 Town and Parish Councils

**Town and Parish Councils.** The most local tier of local government is a Parish or Town Council. They maintain local amenities such as recreational areas and cemeteries. The Parish Council is also consulted on highway and planning applications.



Scan here and add your postcode to find out more about your local Town or Parish Council

# WHERE TO GO FOR HELP AND SUPPORT



If you're looking for support or need further information, you can find lots of help and advice on our website:

## Adult Front Door (Social Care)

If you live in Worcestershire, are 18 or over and need support with your health and wellbeing, or if you are seeking support for a family member or friend, we're here for you.

[worcestershire.gov.uk/what-adult-front-door](https://www.worcestershire.gov.uk/what-adult-front-door)

## Births, deaths and marriages

Information about our registration services, certificates, ceremony venues, citizenship, deed poll and the coroner's service.

[worcestershire.gov.uk/births-deaths-marriages-citizenship](https://www.worcestershire.gov.uk/births-deaths-marriages-citizenship)

## Blue Badge

How you or someone on your behalf can apply for a Blue Badge.

[worcestershire.gov.uk/blue-badge](https://www.worcestershire.gov.uk/blue-badge)

## Bus travel and passes

Find out about bus timetables, live travel updates, passes, tickets and operators.

[worcestershire.gov.uk/bus-travel](https://www.worcestershire.gov.uk/bus-travel)

## Commercial Vehicle and Trailer (CVT) permits

If you wish to use a Household Recycling Centre for the disposal of household waste in a larger vehicle/trailer, you can apply for a permit (free for residents):

[worcestershire.gov.uk/cvt-permits](https://www.worcestershire.gov.uk/cvt-permits)

## Community Services Directory

This offers helpful information about registered health and wellbeing groups, services, and activities locally and across the county.

[worcestershire.gov.uk/community-services-directory](https://www.worcestershire.gov.uk/community-services-directory)

## Family Front Door

If you have any concerns about a child or young person living in Worcestershire and feel they may be in need of protection or safeguarding, contact us on 01905 822666. Staff are available Monday to Thursday from 9am – 5pm and Fridays from 9am – 4.30pm.

[worcestershire.gov.uk/contact?children-social-care/family-front-door](https://www.worcestershire.gov.uk/contact?children-social-care/family-front-door)

## Household Recycling Centres

Information on what you can recycle, where your local Household Recycling Centre is and opening times.

[worcestershire.gov.uk/household-recycling-centres](https://www.worcestershire.gov.uk/household-recycling-centres)

We don't collect your household waste bins, but you can visit your district council website to find out about bin collections.

## Roadworks and live updates

Find details of planned roadworks and travel updates on our map.

[worcestershire.gov.uk/roadworks-and-live-updates](https://www.worcestershire.gov.uk/roadworks-and-live-updates)



Follow [@Worcs Travel](https://twitter.com/WorcsTravel) on X (formerly Twitter)

## Library membership

You can sign up for library membership, find information on your local library, manage your membership and find out what events and activities are happening near you.

[worcestershire.gov.uk/worcestershire-libraries](https://www.worcestershire.gov.uk/worcestershire-libraries)



## Report an issue

with roads, highways or travel

### Report it

You can report a wide range of road, highway and travel issues on our website, including pot holes, streetlighting, footpaths, overgrown trees, public rights of way and traffic lights.

[worcestershire.gov.uk/reportit](https://www.worcestershire.gov.uk/reportit)



## School term dates and applying for a school place

Information on term dates and how to apply for a primary or secondary school place.

[worcestershire.gov.uk/schools-education-and-learning](https://www.worcestershire.gov.uk/schools-education-and-learning)

If you can't find what you're looking for on our website, or you'd like to speak to someone, our Customer Services Contact Centre can help with queries on many of our key Council services. You can call us on **01905 765765** (9am – 5pm, Monday to Friday, excluding Bank Holidays).



# BE MORE BETTY

Age is just a number.  
Being old is optional!

**Betty Webb MBE** supports the volunteers at the local Memory and Friends Café in Wythall chatting to the members which is an important contribution to their wellbeing. But she is more widely known for her service to the country during World War II as a code breaker at Bletchley Park. At the age of 100 and one of the last surviving veterans, she's a great example that age doesn't have to be a barrier to living well.

Our Public Health Team has been looking into how we can all keep ourselves fit and well as we get older.

Keeping fit is a popular topic on social media but when we reach a certain age, lots of people think staying fit and active is a thing of the past. But this is not the case. And while it's never too soon to start being active, it's never too late either.

Latest research shows that our bodies start to change and show signs of ageing from our mid-30s and we can benefit from regular exercise. From our 50s we really notice a change in muscle mass and should include more strength and balance exercises. However as we get older still, continuing to move, do strength and balance exercises and eat healthily have all been proven to benefit overall wellbeing and encourage mobility into much later life.



After meeting Betty at the Wythall Memory and Friends Café in November 2023, Lisa McNally, Director of Public Health said:

“  
**Betty is an inspiration. Her life is quite remarkable. She had fantastic stories to share from her involvement in the war effort in the 1940s and every decade since. I had a thoroughly enjoyable afternoon meeting Betty and everyone at the café.**

**It was wonderful to see so many people get together to make a community work and support each other.**



Betty in 1945.

So to help us all be more like Betty and the volunteers at Wythall Memory and Friends Café, the County Council, together with Active Herefordshire and Worcestershire has put together a range of exercises that can be done at home, at all ages.

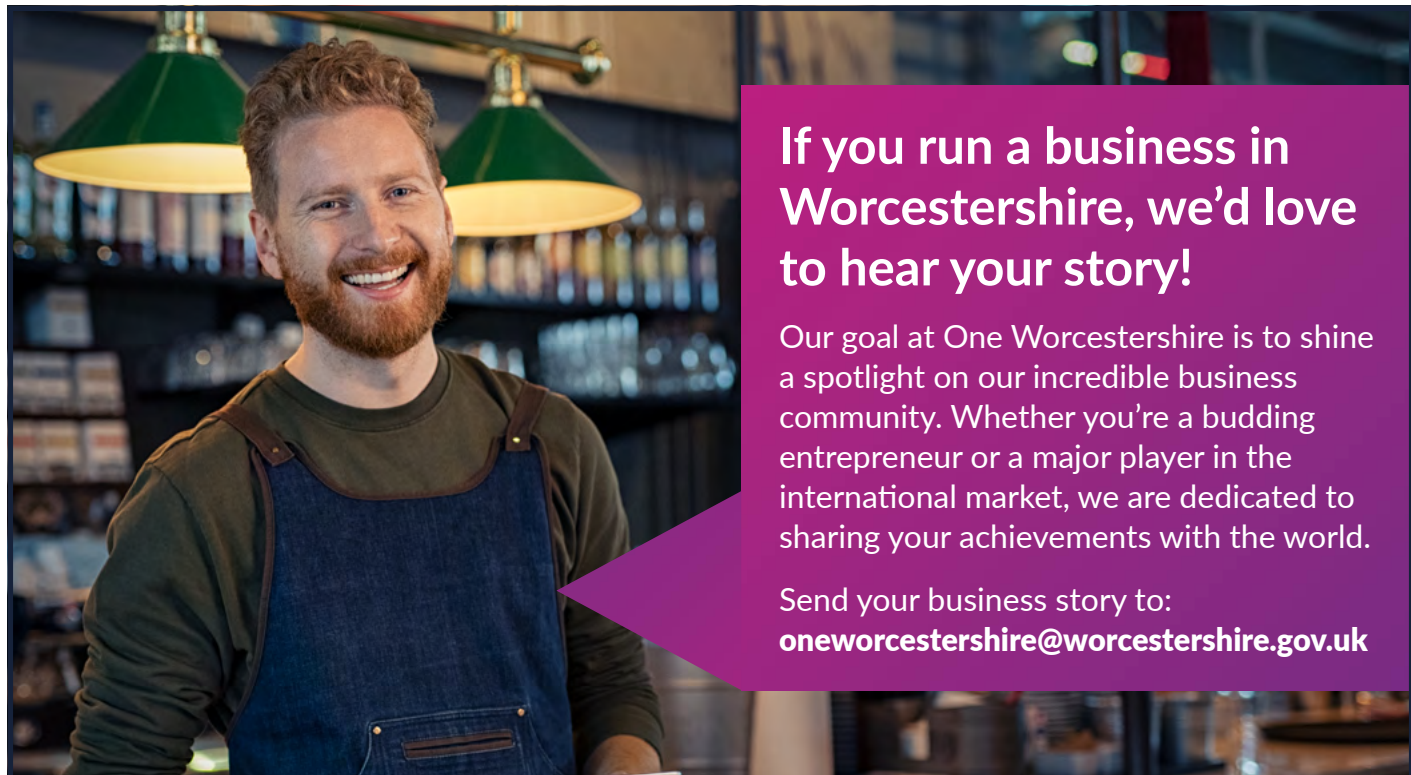
This is available on our website together with a bunch of places where you can join others to enjoy maintaining your health and fitness.

There is also some helpful information if you want to know more about protecting your health, and improving your fitness and making sure you stay active for as long as possible. The cafe meets on the first Wednesday of the month 1pm - 3pm for a light lunch and the third Wednesday in the month 2pm - 4pm for tea and cakes. There is varied entertainment at both sessions.



For more information scan here





# If you run a business in Worcestershire, we'd love to hear your story!

Our goal at One Worcestershire is to shine a spotlight on our incredible business community. Whether you're a budding entrepreneur or a major player in the international market, we are dedicated to sharing your achievements with the world.

Send your business story to:  
[oneworcestershire@worcestershire.gov.uk](mailto:oneworcestershire@worcestershire.gov.uk)



**WORCESTERSHIRE**

**LIVE, WORK, LEARN, VISIT, INVEST**

[oneworcestershire.co.uk](http://oneworcestershire.co.uk)

## Kerbside Recycling Quick Guide

### You can recycle

<b>1. Plastic bottles</b> e.g. Shampoo bottles	<b>5. Aerosols</b> e.g. Deodorant cans	<b>9. Cardboard</b> Flatten boxes, no glitter
<b>2. Plastic pots</b> e.g. Yoghurt pots	<b>6. Food tins</b> e.g. Baked beans	<b>10. Paper</b> No glitter or foil wrap
<b>3. Plastic tubs</b> e.g. Quality Street tub	<b>7. Drinks cans</b> e.g. Fizzy drink cans	<b>11. Glass bottles</b> All colours
<b>4. Plastic trays</b> e.g. Meat trays and fruit punnets	<b>8. Cartons</b> e.g. Tetra Pak	<b>12. Glass jars</b> All colours

### You cannot recycle

<b>1. Food waste</b>	<b>7. Wet wipes</b>
<b>2. Nappies</b>	<b>8. Tissues, kitchen and toilet roll</b>
<b>3. Sanitary items</b>	<b>9. Polystyrene</b>
<b>4. Crisp packets</b>	<b>10. Animal litter and bedding</b>
<b>5. Plastic wrappers</b>	<b>11. Plastic bags</b>
<b>6. Black plastic</b>	

**Put all these things in your black bin.**

**All items must be rinsed clean and be loose in your green bin so it can be sorted**

If it isn't on the list above we can't accept it in the green bin

**LET'S WASTE LESS**

For more information, visit:  
[letswasteless.com](http://letswasteless.com)

**worcestershire**  
county council

# Supporting Worcestershire... It all starts with skills!



Looking to learn new skills or re-skill to further your career? Skills Bootcamps\* are perfect for that. They are **free**, short-term, practical skills courses for anyone aged 19+ in Worcestershire & for businesses looking to bridge workforce skills gaps!



**Free** support and resources for Worcestershire businesses looking to plan for the future. Giving you the support you need to have the right number of people, with the right skills, in the right roles, at the right time.



Multiply\*\* are **free** numeracy skills courses for adults, designed to help boost your confidence with maths and numbers. Multiply will unlock the power to use maths in everyday life; at home, at work and to boost your career potential too.



SKILLS BOOTCAMPS



WORKFORCE PLANNING



MULTIPLY

\*Skills Bootcamps are free, flexible #SkillsForLife courses, funded by Department for Education (DfE) & delivered by Worcestershire County Council/Worcestershire Local Enterprise Partnership, in collaboration with local businesses & further education/training providers. \*\*Multiply numeracy courses, funded by DfE & provided by Worcestershire County Council, are delivered by local learning providers. Both are for people aged 19+, eligibility criteria applies. For details visit [www.worcestershire.gov.uk](http://www.worcestershire.gov.uk) and search for Multiply/Skills Bootcamps.