

# OUR FIVE YEAR PLAN 2016-2021

**Our vision:** to make life better for everyone who lives, works in and experiences the Malvern Hills district

To achieve this we have three priorities with objectives and actions for each, making the most of our resources.



## 1. Building stronger and healthier communities

### Deliver quality and affordable housing

- Deliver 400 affordable homes and bring 250 empty homes back into use by 2020
- Help people access housing through promoting options including starter homes, right to buy and shared ownership

### Improve people's health, in line with the County Health Plan

- Secure a 15% increase in use of leisure centres by 2020 and target the less active to participate in sport and leisure activities
- Deliver a programme of at least ten sport and health related activities in rural areas each year
- Increase 500 young people's awareness of issues relating to self-harm

### Support and promote volunteering

- Increase both the number of volunteering hours worked and the value to society by 5% each year
- Launch a community recognition scheme to recognise and celebrate volunteers



## 2. Driving economic prosperity and growth

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

- Support at least 300 businesses to survive and grow through business start up and growth programmes by 2020
- Make land available to create more than 200 new jobs at MHSP by 2021
- Achieve new business and promote employment investment at Tenbury Business Park, Blackmore Park and Malvern Technology Centre

### Develop the skills of our young people

- Work with businesses to create at least 50 new apprenticeships per year to enable young local people to secure their first job
- Create 100 new school work experience placements, 50 new student placements and improve school and business links by 2021 so our children have the skills they need to succeed

### Promote our area as a centre of innovation

- Support the development of an Innovation Programme to help businesses to grow in the district
- Work with the Malvern Festival of Innovation to raise its national profile and build on our links with local schools in 2016

### Improve our infrastructure and broadband speed

- Lobby to secure funding for a new Carrington Bridge and road improvements through to Powick roundabout, and secure funding for improved road and rail infrastructure linking our district to the Midlands and London
- Ensure 90% of residents and businesses get access to Superfast Broadband by 2018
- Support the roll out of next generation mobile phone signals across the district and other initiatives to support the rural economy by 2021
- Improve our council website and online services and secure savings in face to face and telephone contact



## 3. Making the most of our superb environment

### Improve our parks and open spaces

- Achieve Green Flag accreditation for Priory Park by 2018
- Enable investment of up to £10 million in new open space provision including play areas and playing pitches across the district by 2021

### Make the visitor experience even better

- Improve the marketing of our district to increase visitor numbers including online and film resources and deliver a new Teme Valley trail for drivers and cyclists
- Work with the Three Counties Showground on a new plan to improve facilities and events
- Deliver the Route to the Hills programme to deliver better links between Malvern and the hills and improve Great Malvern as a great place to visit and shop
- Protect, enhance and promote our natural and built heritage

### Work with partners to reduce the impact of flooding

- Ensure all high risk ordinary watercourses are maintained
- Implement early warning systems to all properties in rapid reaction catchments and support communities to be more self reliant
- Continue to lobby for flood defences across the district

