

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



Our Communities

Our Economy

Our Environment

Deliver quality and affordable housing

1. Deliver 550 affordable homes and bring 200 empty homes back into use by 2025.
2. Work with key partners to negotiate and promote intermediate housing solutions including shared ownership and other products, providing at least 40 units to meet local housing need during 2021/2022.
3. Submit the SWDP Review to the Secretary of State for Examination in February 2022 with adoption by April 2023, to deliver the need for housing across the South Worcestershire area.
4. Continue to 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 Registered Providers and Community-Led Housing Groups, to bring forward new development sites based on evidence of community needs including for key workers.

Improve people's health and well being

6. Following the refurbishments of Malvern Splash and Tenbury Swimming Pool, secure 1.5mn visits to our leisure centres by 2025 and 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, to encourage active and healthier lifestyles.
8. Working with the Home Improvement Agency to ensure effective performance of the new contract and progress against Covid recovery actions.
9. Enable investment of up to £10 million in new open space provision including play areas and playing pitches across the district by 2025.

Supporting and engaging with communities

10. Work with partners to tackle loneliness and social isolation for all ages, including supporting good neighbour and other volunteer led schemes.
11. 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.
12. Work with Malvern theatres to facilitate the delivery of a new extension aimed at increasing the educational and community work done by the theatre.
13. Work with community transport providers and Worcestershire County Council to support local bus services and local transport needs.
14. Develop and implement an asset-based community development strategy which supports the building of strong, resilient and sustainable communities.
15. Support the development of Neighbourhood Planning.
16. Work with partners to tackle poverty through raising awareness of its impact and assisting services that provide support in local communities.
17. Support the needs and well-being of young people, including ensuring that they have a positive voice, through updating and delivering the Malvern Hills Young People's Plan.

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 programmes.
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. Support the Covid-19 recovery through ongoing promotion of town centre businesses and leading the development of Town Centre Plans covering our 5 town centres.
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. Deliver apprentice and graduate grants programmes within local businesses and promote Kickstart placement and other employment programmes to local residents.
24. Negotiate S106 agreements on developments in the district to deliver a range of construction skills and training opportunities.

Promote and develop the visitor experience of the Malverns

25. Deliver the Visitor Economy Action Plan with specific focus on Covid recovery for tourism sector and green tourism development.
26. Develop a local green tourism business toolkit to encourage adoption of sustainable practices and promote the green tourism business accreditation.

Improve our infrastructure to support economic growth

27. Support and lobbying for delivery of strategically important transport infrastructure projects, including;
 - a) **Rail** - Rushwick Rail Station and Car Park, 'Worcester Triangle' rail infrastructure upgrade and car parking capacity improvements.
 - b) **Road** - A449 Malvern Capacity Enhancement, Worcester Southern Link Road Phase 4, A38/A4104 Bluebell Farm Junction and further highway capacity improvements in the Worcester area needed to support growth.
 - c) **Active Travel** - Malvern to Worcester, Kempsey to Worcester, Malvern to Three Counties, Malvern to Leigh Sinton, Three Counties to Upton, Hallow to Worcester and Broadheath to Worcester, Malvern Active Travel Network Improvements.
28. Work with businesses and communities to access full fibre (FTTP) broadband by 2025, to improve connectivity, productivity and enable more efficient homeworking.
29. Support local businesses through delivery of activity within the Worcestershire Covid Recovery Plan.

Leading the District to become Carbon Neutral

30. Leading the district to become Carbon Neutral as soon as possible, and by 2050 at the very latest.
31. Reduce the council's own use of gas, electricity and water.
32. Work with partners to acquire land for carbon capture and biodiversity enhancements. Work also with partners to plant trees to create a wooded area to thank key workers from the Covid crisis.
33. Install electric car charging points on public car parks.

Reduce household waste and increase recycling

34. Run a targeted waste reduction campaign to reduce the amount of waste generated by the district's households and increase recycling.
35. Trial the use of on-the-go recycling bins in key locations to increase our recycling rate.

Improve the natural environment

36. Actively support the creation and delivery of the emerging Worcestershire Nature Recovery Strategy and adopted Biodiversity Action Plan. Adopt minimum 10% Biodiversity Net Gain for all development across the district.
37. Deliver improved place making in the natural environment through well thought out design, high quality and locally distinctive development.
38. Work with partners to promote and support delivery of the emerging Worcestershire Pollinator Strategy including the creation of new and improved habitats on Council managed green space.

Improve the built environment

39. Make comprehensive improvements to Priory Park, including a new children's play area, leading to Green Flag status by 2025.
40. Improve the environment and appearance of our streets by encouraging residents to sign up to 60 'Adopt a Street' and/or participate in 4 community litter picks.
41. Address environmental crime more proactively, particularly fly tipping, through education programmes and enforcement campaigns.

