

County issues

Worcestershire 1000

The annual Local Enterprise Partnership Conference last month (Nov 30th 2018) launched Worcestershire 1000. The ambition is to encourage businesses, organisations from across the country to get involved championing Worcestershire. Branding has been developed to promote the County.

The Worcestershire brand is not owned by any one organisation or partner. It reflects the wider community's pride in championing the county as a place to live, work, invest and visit.

A film has been produced. Worcestershire has so much to offer whether you are an investor, growing your business, a residents or a visitor county. From the outskirts of UK's second city to the edge of the Cotswolds, Worcestershire is ideally placed at the heart of England. Worcestershire is easy to get to and easy to get around. With excellent road and rail links there are three international airports within an hour's drive of the county.

The County is home to global brands including Morgan Cars, Worcester Bosch and Worcestershire Sauce.

The University of Worcester is amongst the fastest growing universities in the UK. The

Worcestershire 5G Consortium is leading the way for UK digital transformation.

Together a partnership of private sector companies and public sector organisations from across the county share the ambition to raise the profile of Worcestershire regionally, nationally and internationally.

- **One of the first 6 locations to receive Government funding to develop 5G applications and has since received enquiries and delegations from around the world.**
- **The high quality skills supply is excellent with 172,350 students based at the 10 universities within a 60 minute drive.**
- **It's been recognised as one of the top places in the UK for business start-ups, with a total of 38,764 registered companies**
- **51% Growth has been achieved by its mid-sized companies over a three year period**
- **In 2017, the direct value of its tourism economy was over £866million**
- **The biggest cluster of cyber security firms outside of London is based in Cyber Valley, Worcestershire, with 20% of the top 600 companies in the UK located here.**
- **£3.15bn annual revenues generated by its fastest growing midsized companies in the last year according to the latest Worcestershire Growth Barometer report.**

**86% Overall Satisfaction (National average = 83%),
15th Out of 131 for Teaching Quality,
18th Out of 131 for Student Experience**

You can join Worcestershire 1000 to help to tell the Worcestershire story, promote the county regionally, nationally and internationally and help us to realise our 2040 vision. The network of county champions made up of companies, organisations and individuals.

To find out more about joining the Worcestershire 1000,

Speak to one of the team – see website: www.oneworcestershire.com
signup@oneworcestershire.com - Follow twitter, facebook, Instagram, etc

Education

More than four in every five (83%) of Worcestershire's schools are good or outstanding, Ofsted figures show out of the 243 schools in the area, 47 are rated outstanding, 158 good, as of October 31. Across the West Midlands, on average, 84% of schools are good or outstanding. PROVISIONAL results for the county's primary schools in SATs show the overall performance was below the national average.

Children's services

It has improved since being rated inadequate November 2016 but some issues remain. The latest report by Ofsted, its sixth monitoring visit:

- the quality of support offered to children in care up to the age of 16 has improved. The Council uses legal processes and care proceedings "effectively" which ensures children are protected and plans are put in place to secure their long-term future when they are exposed to significant harm

Our Children's Social Care staff have been working on ways to improve referrals and avoid delays in getting the right support to children and families. This has resulted in new referral pathway coming online from Monday November 26.

Accessed from our website (www.worcestershire.gov.uk/earlyhelpfamilysupport), our new "Request for service, Early Help Family Support" referral pathway allows young people, parents, carers and professionals to make direct requests to their locality.

In addition we have amended the existing 'Cause for Concern' to be more clear that this is a 'referral to children's social work services' for safeguarding concerns. We are renaming it 'Referral to Children's Social Care' and we have added the referral form to our website (www.worcestershire.gov.uk/childrenreferral) to allow wider access for professionals outside of Worcestershire to refer directly in.

Adult Services

The County Council has launched its vision for delivering adult social care over the next three years. With pressures growing nationally on social care, Promoting Independence: Our Vision for Transforming Adult Social Care in Worcestershire sets out the key priorities up until 2022.

It outlines how services will be delivered, highlighting areas for development, outcomes that will be achieved and how progress will be tracked.

The plan will be reviewed on an annual basis and the County Council also intends to produce a local account of how well, or otherwise, progress is being made.

Promoting Independence: WCC vision for transforming Adult Social Care in Worcestershire **Adult Services Business Plan - 2018 – 2022**

Worcestershire residents are healthier, live longer, have a better quality of life and remain independent for as long as possible. We will work together with partners and communities to enable Worcestershire residents to make responsible choices, when planning their lives to achieve the best possible outcomes. We will enable individuals to become or remain independent, self-reliant and an integrated part of their local communities.”

In order to help people to achieve these goals we recognise that adult social care has an essential role to play:

- helping people to stay healthy and supported to live in their local community with choice and control;
- providing information and services to help prevent and postpone the need for care and support, and educate people about the choices they may have if they do need care;
- ensuring social care is responsive to residents’ needs and is seamless between different parts of the system;
- buying and providing services that are safe and ensuring people are satisfied with the quality of their care and support

However, these ambitious aims are also a corporate responsibility and the needs of people with disabilities, older residents and their carers, who need support, will be central to our decision making about services. These will range from traffic lighting and street landscape design through to working closely with Children’s services to join up our services for young adults who are transferring to an adult service.

We will work in partnership with our District, Borough and Parish council colleagues on issues such as community safety, housing, leisure and economic regeneration. We will ensure that the needs of people in need of support are understood and acted on.

Our partnership with health colleagues will be a central part of what we do. We will seek opportunities to make practical changes that provide ‘joined up’ care or save money so that our whole health and social care system is more sustainable.

There is national recognition about the pressures that social care is working under and Worcestershire is no exception. We celebrate the fact that people are living longer but age may bring frailty. We are also working with more people with disabilities. This brings unprecedented financial pressure to which we need to respond. This will mean:

- maximising the independence of adults in our community, and championing a strengths based approach to meeting needs through the '3 Conversations' model (3CM);
- fully realising the benefits that can be gained by health and social care co-ordinating care around people's needs through more integrated and/or aligned ways of working;
- streamlining customer pathways to improve the experience for service users and to provide more efficient and effective interventions;
- ensuring staff are confident and equipped to deliver vital services, and they feel inspired and positive about the work that they do
- continuing to recognise and support the role of carers.

and, when we do change things we will always seek to involve our service users, their families and our staff

Don't forget that our Highways Twitter account @WorcsTravel is now in #GritterTwitter mode and gives daily updates on our winter service, weather news and gritting plans.

Bus Scrutiny Paper

I have been very busy on the bus scrutiny for a number of weeks and will share with you. I think I made a significant input. The report calls for a change in mind-set on solving the problem of how we get around if we do not have access to a car or have to leave the car behind due to illness etc. The draft paper, compiled by a cross-party scrutiny group, sets out a number of recommendations: including asking the council to take a long-term strategic approach to public transport. We feel it is time to start building bus services up so that buses are seen as an option for everyone, not just those who have no other option, as part of a county-wide strategic approach to address the issues but also to make the most of opportunities. **A copy will be distributed**

LOCAL

Kendrick Homes Section 106 monies – deed of variation done so money can be applied to finishing Chantry – April 2019. Roof tops being approached.

ROW 543/538- still issues

PUGH's – short yellow line proposal

Planning/Enforcement Issues:

- a. Storage Unit, Chadbury/Craycombe Turn being investigated

- b. Phoenix Cottage, Coach Drive – a large shipping container is in situ and complaints received from neighbours. The Conservation Officer at WDC has been made aware of the situation and advised that planning permission is required

Resident issue with access to and from her home in Broadway Lane by end November