

Review of Resident Roadshows '23 and Proposals for '24

This presentation will:

- Review last years' Resident Roadshows;
- Recommend changes to 2024 Resident Roadshows;
- Recommend event locations for 2024; and
- Request guidance on themes to be covered at the 2024 Resident Roadshows

Residents Roadshows 2023

Social Media Summary

Number of conversations

2,217

People exposed to WCC brand

76,000

Based on event visitor numbers and average town centre footfall statistics

Total impressions (including non-location specific posts)

33,805

Total engagements

1,240

Roadshow Themes

- Corporate plan
- Living well for longer
- Gross budgets
- Investments

Shaping **WORCESTERSHIRE'S** Future Our plan for Worcestershire **2022 | 2027**

**Championing...
Open for Business**

- ▶ Planning for Growth
- ▶ A Connected County
- ▶ Delivering Strategic Investment Sites
- ▶ Investing in the Workforce

**Supporting...
Children and Families**

- ▶ Providing the best start in life
- ▶ Transition from education to employment
- ▶ Keeping Children Safe

**Protecting...
The Environment**

- ▶ A Greener Future
- ▶ Resilient Transport Network
- ▶ Reducing our Waste

**Promoting...
Health & Wellbeing**

- ▶ Living Well in Worcestershire
- ▶ Independent Living and Adult Social Care
- ▶ Health & care services when you need them

Find out more online:
worcestershire.gov.uk/corporateplan



Worcestershire County Council Budget 2023/24



2023/2024 expenditure



We continue to invest in what you have told us is important:

A further **£19.4m** for highways in addition to the £30m agreed last year to improve roads and £12m to improve pavements.

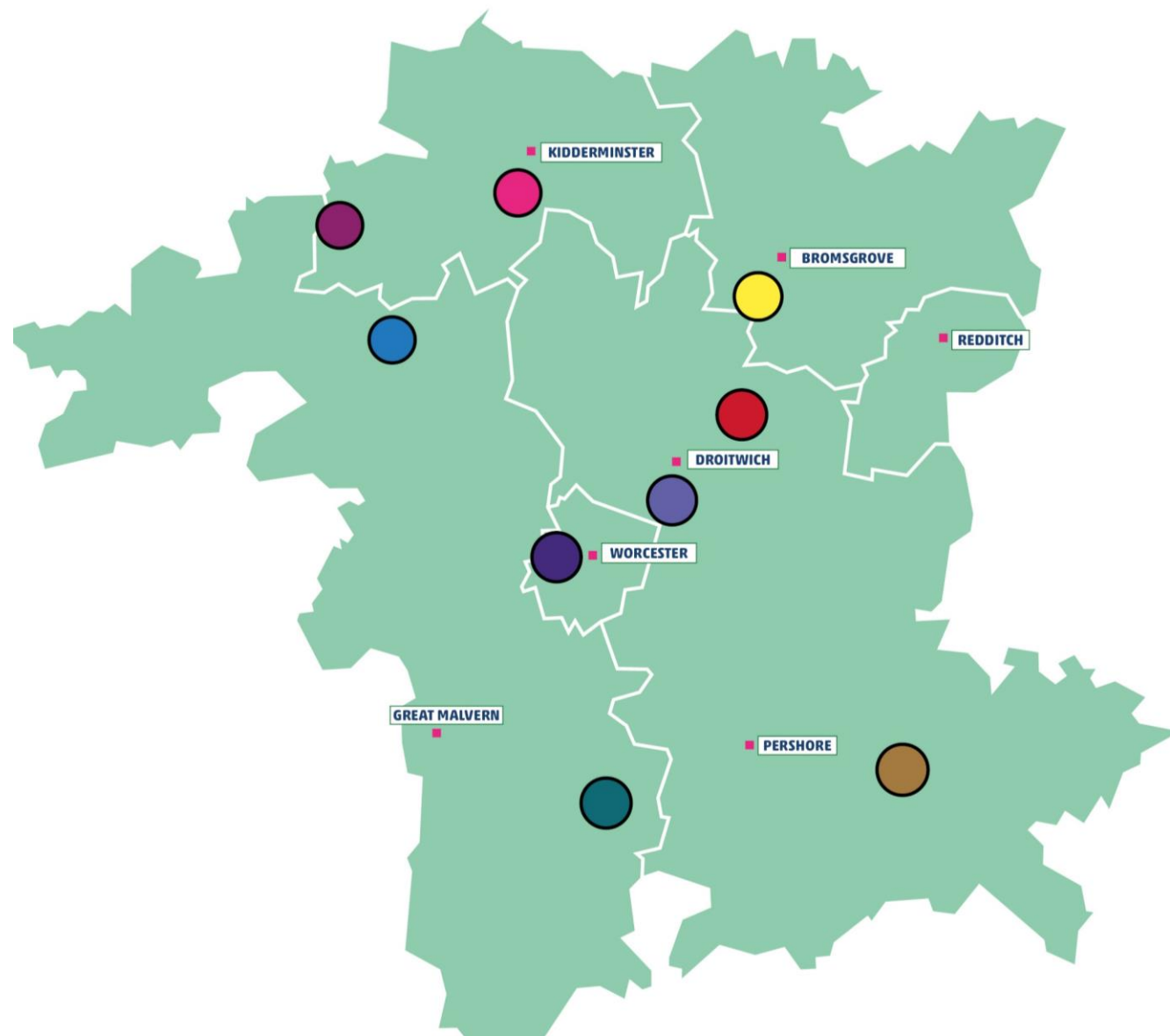
- £3m** to renew highways drainage and flood mitigation works and **£500,000** for minor highways works.
- 150,000** trees to be planted to develop sustainable woodlands.
- £6m** to improve street lights.
- £3m** for a new secondary school for Worcester and school places across the county.

With a Gross Budget from Council Tax and Government Grants, we will be spending a record amount to help protect the most vulnerable people in our communities:

£80m to support the most vulnerable people in our communities through the support of Adult Social Care, Children's Services and Health and Wellbeing.



2023 Roadshow locations



Location	Date
 Hanbury Show	Sat 1st July
 Evesham River Festival	Sat 8th July
 Bromsgrove Carnival	Sat 15th July
 Tenbury Show	Sat 5th August
 Far Forest Show	Sat 12th August
 Worcester Show	Sun 13th August
 Droitwich Saltfest	Sat 2nd September
 Upton Town Centre	Sat 9th September
 Kidderminster Town Centre	Sat 23rd September

Hanbury Show

Saturday, 1st July

Number of conversations

287

People exposed to WCC brand

c10,000

Based on event visitor numbers and average town centre footfall statistics

Summary

- Show well attended
- Exposed windy position (Connect Four fell over/banners taken down)
- Ticketed show and quite expensive to get in (not representative as a result)
- No Wi-Fi available
- Attendees were local and it seems to be a hit with families.



Evesham River Festival

Saturday, 8th July

Number of conversations

118

People exposed to WCC
brand

c.5,000

Based on event visitor
numbers and average
town centre footfall
statistics

Summary

Quiet, not the best footfall on the day. But the conversations were of good quality.
Battle of Evesham may be a better event
Try and avoid putting the gazebo under trees as it suffered from sticky sap



Hanbury Show Conversations

“Why doesn’t Worcestershire County Council collect food waste and why don’t we sort our recycling? Would this not increase the amount of ‘good’ recycling.”

“I’m worried about a pull-in outside my local shops. There have been two accidents this year. Who do I need to talk to about getting double yellow lines “.

“I’ve used report-it to tell you about a gate on a bridleway but nobody has followed it up.”

“Is there any free support for retired people to help our fitness – I can’t afford gym membership and I’m looking for something in my local library.”

“How will the SWDP affect my village, are we going to have more housing? What’s this going to do to the roads?”

"Why are the council not cutting the hedges any more?"

"Does the council still look after planning? I want to have my say about a new building site and all the mess it is making on the roads"

Popular issues raised: **Waste** | **Footpaths** | **Buses** | **Roads** | **Health** | **Housing Growth**

Evesham River Festival Conversations

“Why oh why do you allow people to park on Pershore Road so close to Abbey Bridge junction. It causes traffic mayhem!

“When are Worcestershire County Council going to sort out the congestion in Evesham?”

“Are we going to get a by-pass or better roads or something because it takes hours just to get across town?”

“It’s very difficult to find out what buses are running and where they are going, it’s all presumed.”

“Not enough is being done to promote the area and what goes on. We only found out about this by chance. The council should invest more in tourism.”

“Can the traffic lights in the town centre stay on for longer to allow elderly people to cross?”

“Every time I’m in the town I notice that trees are growing from the bridge. That doesn’t seem very safe to me. How are we making sure the bridge is safe for people crossing it?”

“Too many lorries drive through the town centre. It clogs up the roads.”

“I am worried about losing manned ticket machines at train stations – we don’t know how to get online and this puts me off wanting to travel.”

Popular issues raised: **Congestion | parking | Buses | Tourism | Rail | Roads |**

Bromsgrove Carnival

Saturday 15th July

Number of conversations

384

People exposed to WCC brand

c20,000

Based on event visitor numbers and average town centre footfall statistics

Summary

Very well attended with lots of local people
Ran out of bags so people do have an interest in their County Council.
Positive comments about the conditional of the roads, health and bus services compared to neighbouring counties.
Getting onto the site was confusing and access arrangements were not the best. Low ground, mud and bog (kit got very dirty).



Bromsgrove Carnival Conversations

“I’m very surprised at how much the County Council spends on care for the elderly and vulnerable costs and the percentage of the total budget.”

“Why are you wasting money on the A38. We need a new road to the West of Bromsgrove. You say it’s funded from central government, but the taxpayer still pays into this central purse!”

“The health services are much better in Bromsgrove than in neighbouring counties. It’s just a shame we get people from there coming to our surgeries.”

“I really don’t think the cycle routes are a good way to spend council tax. I’ve never seen anybody using them.”

“I really don’t like the cycle routes, the bikes go too fast and are dangerous”.

“Who do I need to talk to about drains? There’s one by us and I don’t think it’s ever been looked at”

“It’s interesting seeing the figures (pie chart) I work the county council but I’ve never realized how much is spent on social services.”

“I have a bus pass and services are great – please don’t take away!”

Popular issues raised: **Budget | A38 | Cycling | Roads | Buses |**

Tenbury Show

Saturday, 5th August

Number of conversations

367

People exposed to WCC brand

~10,000

Based on event visitor numbers and average town centre footfall statistics

Summary

Well attended despite bad weather, however, lot of people were from Shropshire and Herefordshire, so not local to WCC. Parking for staff was in a boggy field and tractors needed to tow out. Positive conversations re: roads compared to neighbouring counties. More joined up thinking across county boarder particularly in relation to health and transport provision.



Tenbury Show Conversations

“Worcestershire’s roads are so much better than Shropshire, Hereford or Birmingham.”

“The condition of the stiles and gate access alongside Worcestershire’s countryside footpaths are in poor condition compared to nearby Shropshire and Herefordshire.”

“I live on the border and there is a lack of joined up services. More should be done to ensure there is continuity.”

“When will the flood defense work be completed – the town won’t be able to cope with another major flood.”

“There’s such a big difference between some the rural schools – some are amazing and some are very poor. School transport to some of the better ones is difficult to get. We all want what is best for our kids when it comes to schools

Popular issues raised: **Countryside** | **Roads** | **Schools** | **Flooding** | **Health Services** |

Far Forest Show

Saturday, 12th August

Number of conversations

402

People exposed to WCC brand

c5,000

Based on event visitor numbers and average town centre footfall statistics

Summary

Gusty: banner system snapped. No Wifi.
Really well attended give bad weather
Lots of WCC staff resource.
Event well organized.
Site closer to the main tent could have been beneficial.
Event quieted down by around 3pm



Far Forest Show Conversations

“The increase of traffic over the past few years on the A456 through Clows Top has put doubts on whether I wish to stay in the area. The road is now seen as an HGV route with increased noise at all times of the day.”

“The roads in Worcestershire are miles better than in Herefordshire – well done WCC!”

“I’m unhappy about the decision for a park to be replaced by the old Woolworths, I have worries about anti-social behaviour”

“I’m very thankful for the Bewdley flood defense system and the speed of response”.

“People using Bewdley bypass as a racetrack, very concerned about the number of incidents, something needs to be done!

“Having moved from Shropshire earlier this year I have been impressed with our new school, I was concerned about the switch, but our children are thriving”

“Due to the current cost of living crisis, I’m not impressed with the fine for taking children out of school during term time, especially when my child has missed 8 days due to strike action - it’s my choice as a parent to take my child out of school!”

Popular issues raised: **Congestion | Roads | Flooding | Schools | Buses |**

Worcester Show

Sunday, 13th August

Number of conversations

321

People exposed to WCC
brand

c20,000

Based on event visitor
numbers and average
town centre footfall
statistics

Summary

Ran out of bags
Good event, windy weather, good footfall, all local people
Gazebo blew over
Enquiries into volunteering/work experience with WCC.



Worcester Show Conversations

“I don't understand where you are spending the £3.5m on bus services – I live in Callow End and the number of services to Malvern or Worcester are minimal they have been cut and cut and now it's a joke. I don't drive as I am partially sighted and it's affecting my ability to go out.”

“Can I have a phone number, I don't do online, to report a pot hole on the Hallow Road, it's not actually your fault, I watched Severn Trent fill in the hole after they were called to sort a water leak and they didn't fill it properly and now there is a pot hole for you to deal with, you need to get inspectors to watch their work as it comes back to you to then fix. They should have filled the hole properly after fixing the leak.”

“I am an OAP and I have a bus pass but I can't get on the bus and use it until 9.30am, why, when the 8.30am bus is empty and I have a 9am hospital appointment, I end up paying £10 one way for a taxi, where the logic in that?.”

“Thank you for all that you do, many people don't realise the extent of the council services and coverage and it's a thankless task.”

“What are you doing about electrical charging points as there are not enough that actually work.”

“Despite some slow but positive changes to SEND services and support across the county, the way you tell the story lacks depth. There is still a long way to go but you could do a better job of highlighting the good news stories to interested and invested groups of people.”

Popular issues raised: **Buses** | **Roads** | **SEND** | **Health Services** | **Cycling** |

Droitwich Saltfest

Saturday, 2nd September

Number of conversations

298

People exposed to WCC brand

~5,000

Based on event visitor numbers and average town centre footfall statistics

Summary

Stand was at the end and could have been better positioned – need to be by path
Over resourced by WCC
Event was well organised



Droitwich Saltfest Conversations

'I am deeply concerned about roadworks and no working zebra crossing in front of a school on Ombersley road!'

'How can my council tax be graded an E for a smaller property than I was in previously especially when every other house on the street is a C or D. Not happy as council have dismissed our dispute for over 2 years',

'I am interested to know what is going on with the Raven Hotel and how building work and a bar will affect the brine baths'.

'The high street shops are closing, and it is not good for the local community'

'Droitwich is an appealing place for tourism, and that it has a rich history of Roman Archaeology that should be highlighted and bring more people in. Raising awareness for historical and cultural information on Droitwich in our local library.'

'Concerned about cables for upgraded internet broadband and electric poles being hung across houses, and not receiving appropriate information about this.'

A couple spoke about streetlights, and not working as they should on their road.

A lady with disability isn't receiving the proper support, and she is not getting the right amount of support due to her age being fairly younger than the intended age range. We have recommended her to get in touch in hopes of getting the right amount of support for her needs.

Popular issues raised: **Buses | Roads | Strategy | Housing Growth | Park**

Upton Town Centre

Saturday, 9th September

Number of conversations

55

People exposed to WCC brand

£1,000

Based on event visitor numbers and average town centre footfall statistics

Summary

Very quiet location (not an event)
Weather very hot
Too many staff



Upton Town Centre Conversations

‘Poor local bus service, especially now not having a dedicated bus to Malvern’.

‘ local cycling infrastructure is not linked up enough, especially into Upton town centre.’

‘Tunnel Hill needs some work - dangerous pathways that need widening.’

‘We're concerned around planned houses in the area.’

'Speed limits need to be looked at on some of the local road, especially in areas where there are a lot of children.'

Popular issues raised: **Buses** | **Roads** | **Footways** | **Cycling** | **Housing Growth**

Kidderminster Town Centre

Saturday, 23rd September

Number of conversations

290

People exposed to WCC brand

c3,000

Based on event visitor numbers and average town centre footfall statistics

Summary

Need to think about safety at non-event roadshows where there is no official security

Music festival was on, so likely increased footfall but also very noisy!



Kidderminster Town Centre Conversations

“The building of new houses in general, but also a couple in particular around new housing near Habberley – concerns re infrastructure.”

“A new park being built (District) and people not being happy about it – worried about drinking and drug-taking.”

“Poor bus services – not regular, can’t get to things easily (such as going to the leisure centre if you live the other side of town).”

“Poorly maintained footpaths and roads.”

“What are YOU doing to shape Worcestershire?”

Popular issues raised: **Buses | Roads | Housing Growth | Park | Footways**

Recommendations to 2024 Resident Roadshows

Recommendations for 2024 include:

- Piggybacking on organised large events rather than going solo in town centres;
- Better use of resource – eg utilising WCC Drivers to set up and take down the exhibition stand
- Cabinet/Local Member and SLT/COG to be at every event – brief in and arrange rota in April
- Agreeing ‘roadshow themes’ as soon as possible
- Summer events to avoid bad weather
- Capturing comments and questions digitally so we can pass to Customer Services to respond
- Report it QR code on stand to support with real time issue reporting
- Where multiple WCC/WCF stands are present at an event, locate next to each other to benefit from cross pollination of visitors and sharing of resource

Resident Roadshow recommended locations for 2024

Recommendations for 2024 locations include:

- 23 June – Wythall Fun Run (Bromsgrove)
- 6 July - Hanbury Show (Redditch)
- 7 July - Malvern Food Festival (Malvern)
- 13 July - Astwood Bank Carnival (Redditch)
- 12 July - Bromsgrove Carnival (Bromsgrove)
- 3 August - Tenbury Show (Malvern)
- 4 August - Battle of Evesham (Wychavon)
- 10 August - Far Forest Show (Wyre Forest)
- 11 August - Worcester Show (Worcester)
- 28 August to 1 September - Droitwich Saltfest Town Festival (Wychavon)

Guidance on 2024 Resident Roadshows Themes/Giveaways

Key themes to be covered at the 2024 Resident Roadshows:

- The Corporate Plan - what has been delivered and what's next
- How we spend our money – total budget and council tax taken from council tax leaflet
- Projects delivered locally

Giveaways to include:

- Tote bags for residents with WCC branding;
- Various leaflets distributed inside the tote bag; and
- Resistant bands / PH related physical activity
- Copies of Resident magazine to hand out to people who may not have had it delivered