

Locality master plans

Bromyard

The Bromyard locality has a population of 10,700 residents (6% of the county's population) and covers 223km². It is situated in the north east of the county and shares a border with Worcestershire to the north and east. The rural area is one of the least densely populated areas in Herefordshire. The rural area is one of the least densely populated areas in Herefordshire.

The locality is comprised of 30 parishes (including the market town parish of Bromyard and Winslow), reaching from Sapey Common at its northern tip to the A4103 Hereford to Worcester road, which runs along its southern boundary. The largest villages are Whitbourne and Bishop's Frome. Outside of Bromyard there are no other rural service centres. The area is served by two trunk roads and a number of more minor roads. The town of Bromyard is roughly equidistant between the cities of Hereford and Worcester (approximately 25 minutes by car). Residents of the wider Bromyard area are amongst the most likely in the county to find it difficult to access a range of services.

1. Services required

As a market town, Bromyard serves the needs of its residents, as well as those of the surrounding rural areas. In asset terms there is a requirement for Council services (including library services, customer services, registration services, a cemetery, primary and secondary education, children's and family services, a household waste site, sports facilities and cultural offer), integrated health and social care services, blue light services and voluntary services. Parish and town councils are also likely to have more responsibility for the delivery of services needed by local communities and their needs need to be explored through the emerging Locality Partnerships. A location plan of assets and a legend of facilities is supplied as part of this paper.

Police station and retained fire station both located in New Road, Bromyard. It is intended that both will remain.

Potential introduction of a touch-down police facility within town centre.

2. Steps already taken

As part of the Bromyard Centre partnership, since 2004 a number of services have been delivered from the redeveloped Leisure Centre. As well as leisure services, the Bromyard Centre includes the library, INFO service and 3rd sector partners. In 2010, the youth service provision moved to the Queen Elizabeth High School site to share intervention centre space that had been newly created. The Robert Owen Society also occupy space at the school site from which they provide school centred initial tutor training provision to the wider Marches area.

Bromyard's HOPE (Holistic Opportunities for Play & Education) Family Centre moved into new premises during 2006. A further expansion of the children and family support services took place in 2011 with the support of Advantage West Midlands. This development was complemented by the development in May 2011 of a multi-agency office to accommodate CYP professionals and supporting agencies. This facility provides hot-desking across the PCT and Council wired and wireless network.

Wye Valley NHS Services are currently being provided through the Bromyard Community Hospital. At present no proposals have been brought forward around the further development of locality health and social provision.

Initial discussions around the possibility of West Mercia Police utilising the spare capacity at the Bromyard Centre that has been created from the departure of the youth service have been paused subject to a wider estates review which is due in the autumn.

The opportunity for the Ambulance Service to share downgraded accommodation on the fire and rescue service site is still being explored.

Bromyard's new volunteer-run Tourist Information and Local Information Centre (Bromyard LIVE!) opened in rented premises in Broad Street in April 2011.

3. Asset reviews

A series of asset reviews have been undertaken within the county over the past 12 months. Potential options including the identification of opportunities for services to co-locate, as well as those properties no longer suitable for service delivery and therefore surplus to operational requirements and available for disposal (either to achieve a capital receipt or a community asset transfer) have all been assessed with the following objectives:

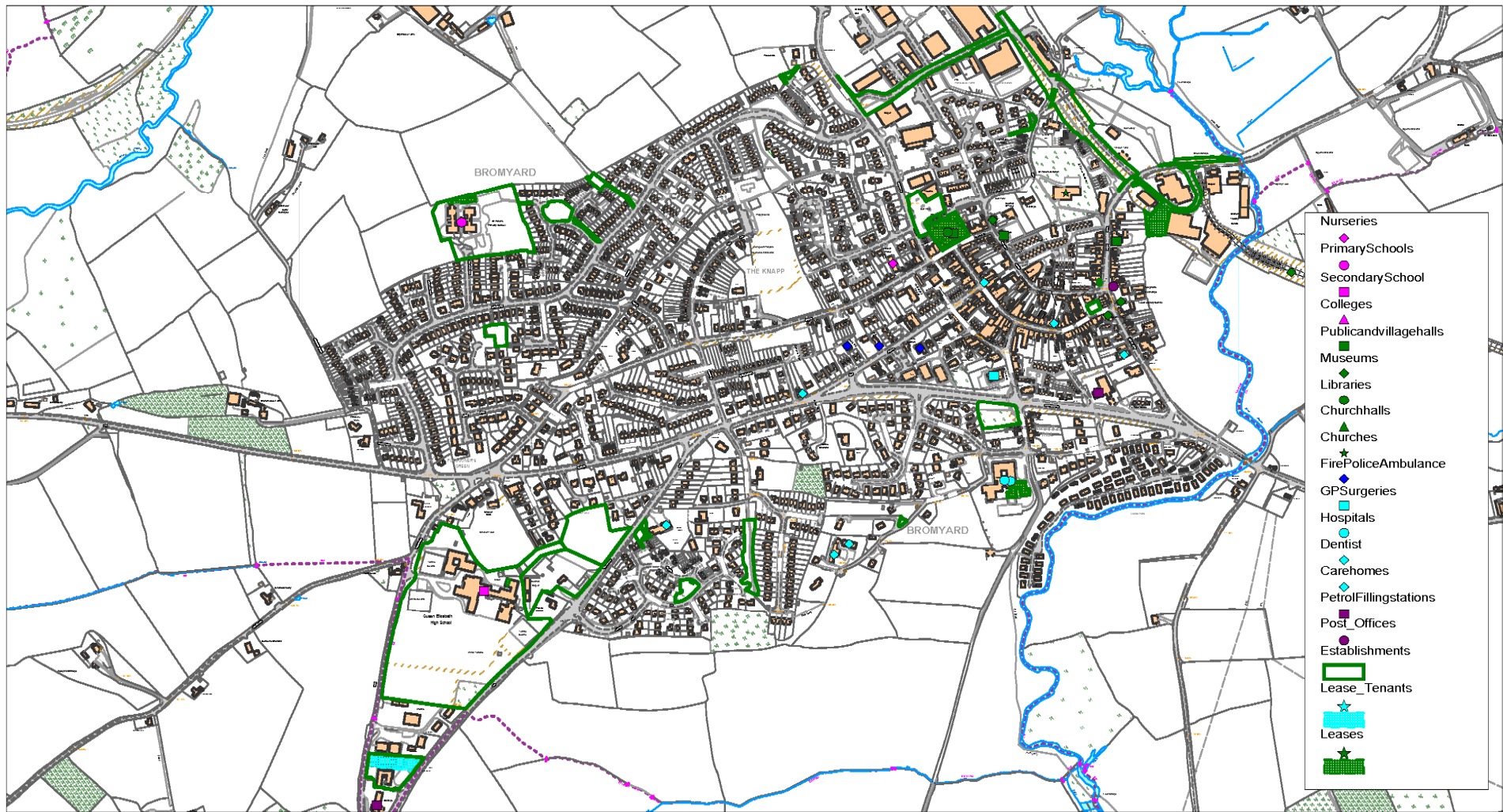
- More effective/efficient use of assets
- Improved public access to services
- Increased co-location and co-working across all sectors
- Reduced revenue expenditure by sharing and redesigning services
- Reduced county carbon footprint

4. Proposed work programme for locality

Immediate work priorities within the Bromyard locality have reached the stage of virtual completion. It is proposed that the new locality network will bring forward proposals for the development of the asset infrastructure to support service design and planning at a local level.

5. Other work underway

- Possible collocation between Hereford & Worcester Fire and Rescue and West Mercia Police is being looked at in the medium-long term.



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