

# Worcester Labour 2024-2028 Manifesto

**A BRIGHTER FUTURE  
FOR WORCESTER**



# The purpose of the Labour Party is and has always been to give power to ordinary people and help them make their lives better.

That's why in our manifesto you won't find empty promises. You will find real, straightforward, practical pledges for running the City Council - all of which will make our city a safer, fairer and a more sustainable place.

In delivering our manifesto, we are committed to working in partnership with business, other agencies, the third sector and communities on developing a shared strategy for the future of Worcester.

Our manifesto's five themes are:

- Helping you Through the Cost-of-Living Crisis
- Economic Growth for Everyone
- Creating a Healthier & Great Place to Live
- Taking Back our Streets & Getting the NHS Back on its Feet
- A Sustainable City for Now and Future Generations

You will find pledges on:

- Growing our economy.
- Expanding our bus services.
- Improving air quality in the city.
- Supporting struggling families
- Rebuilding our High Street.
- Making our streets safe.

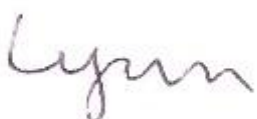
And plenty more!

Only with a Labour City Council can you get the sensible, joined-up approach in the Guildhall that will allow Worcester to reap the full rewards of having a Labour government. This year is especially important because it will see the last City Council election until 2028. Every single vote cast for Labour is crucial to that effort.

If you want to help us in our mission to make Worcester one of the best places to live, work and learn, then we, your Labour candidates, want to hear from you!

Your support means everything to us.

Thank You,  
Lynn Denham  
Leader of the Worcester City Labour Group









A man with short, light-colored hair and glasses is wearing a white button-down shirt. He is looking slightly to his right. The background is a brick wall with a sign that is partially visible and blurry. The entire image has a purple overlay.

**Helping you  
through the Cost of  
Living crisis**

# The Tory cost of living crisis has affected us all. Only Labour can tackle it.

Many Worcester residents have faced considerable hardships and suffered a significant fall in living standards because of the cost-of-living crisis under successive Conservative governments.

On several economic factors Worcester performs similarly to the average for the country but there are clearly neighbourhoods with high levels of deprivation and inequality. With different sections of Worcester's population impacted in different ways, Labour seeks to provide a safety net to help those most in need.

Towards this we will:

- Provide extra financial support through our Council Tax Support scheme to help those facing hardship.
- Lobby to prevent holiday hunger for Worcester's children.
- Hold developers to account in providing affordable homes through the planning process and to meet required social housing needs.
- Deliver on the work to tackle rogue landlords through a confidential reporting system for tenants and pursue establishing a Worcester tenants union.
- Continue work with local agencies and charities offering practical support to the homeless, including help to find a permanent place to live and the provision of support services to help people get back on their feet.
- Continue to campaign to keep our libraries open as key hubs for the community.
- Support and encourage communities to turn empty buildings into community use.



WORCESTER



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# Economic Growth for All



# Labour will build a fairer economy for Worcester.

Worcester is a mixed picture when it comes to the economy – we have a higher job density than the England average, an average wage rate similar to England but higher than the West Midlands, and unemployment levels in line with the national average.

However, Worcester's employment base is represented by a large health sector and our economy needs to become more diversified and expand. We can do this by supporting manufacturing businesses and encouraging the growth of digital, clean energy and creatives industries. We want to ensure our no one gets left behind.

## **Towards this we will:**

### **Build a fairer economy together**

- Work together with our businesses, public and non-profit sectors and trade unions on an agenda of fair employment practices – like the Real Living Wage.
- Support local neighbourhoods to establish community benefit societies and co-operatives to help ensure profits are shared between those with a stake in how their co-operatives are run.

### **Growing and diversify our business base**

- Work collaboratively with partners and businesses across the city to help connect small and medium businesses with local supply chain opportunities as well as providing a fair chance for these businesses to benefit from public contract bidding with Worcester City Council.

- Ensure that local business start-ups can easily access information on how to establish a business and get the support they need.
- Encourage business growth by having enough land designated for employment use and develop a strategy to improve existing commercial floorspace and work units.
- Ensure the health of our High Street and other retail centres by building relationships with landlords to identify vacant units to provide local workspace/ pop-up shops and supporting independents and local communities to rent or buy-up empty shops.

### **Skills & Education**

- Build stronger linkages between educational establishments and local employers to help enable young people leave school ready for work.
- Work with local schools and colleges to promote career opportunities within Worcester, providing pathways to good prospects for all.
- Break down the barriers to opportunity by ensuring residents can access skills training to enhance local skills particularly in digital, construction, and green energy technologies.
- Help make apprenticeships more accessible to small employers.
- Develop stronger linkages with the University of Worcester to encourage graduate retention – especially in health, digital, science and creative subjects.



# Creating a Great Place to Live



# Labour will protect local communities, ensuring we can all enjoy public space, art and culture.

Worcester is a historic cathedral city with a strong cultural heritage and has been a vibrant centre for trade and commerce since Roman times. As well as museums, theatres, and festivals, it is the birthplace of iconic Royal Worcester Porcelain and was home to Sir Edward Elgar. The city has a rich heritage of historic buildings, with our parks adding to an attractive cityscape. We will build from this strong base and work with local organisations to make Worcester an even better place to live.

By providing arts and cultural leadership for the city we can help ensure that our residents can enjoy cultural activities within their community and make art and culture accessible to all ages and improve ways for people with disabilities to access facilities. This will help make Worcester a more dynamic and vibrant place to live – encouraging our younger residents and graduates to stay in Worcester as well as bringing economic benefits by encouraging more visitors to spend locally.

## **Towards this we will:**

- Hold developers to account so that developments achieve better design standards and enhanced sustainability; and for financial contributions to be used for community assets, including open space and play facilities.
- Ensure Worcester gets the homes it needs for all its residents – from single, to family and for older residents; as well as increasing the rate of affordable housing.

- Work within and further develop the framework of the revised South Worcestershire Development Plan, to ensure that the city of Worcester plays a key role at the heart of the County.
- Ensure we maximise every opportunity to bid for national funding to increase investment into our city.
- Make the city centre more attractive for visitors and residents by continuing to improve its connection to the riverside and ensuring signage between the different attractions.

## **Parks, Culture & Heritage**

- Improve Riverside Park by galvanising greater involvement of residents/users and establishing a Friends Group and Volunteer Warden Scheme. Build stronger relationships with Worcester Cathedral to open access to the river; and with the Canal & River Trust and Severn Trent Water to improve water quality and maintenance.
- Develop a long-term strategy to improve the riverside 'experience' by enabling a better choice of accommodation and restaurants, and the potential for maximising other attractions.
- Continue to develop a stronger programme of performing arts and cultural activities across the city for everyone.
- Protect, enhance, and extend the parks and open spaces by creating a network of local park and friends' groups.
- Continue our plans to revitalise the Scala renovation project for a new multi-use arts centre.
- Work towards bringing back first-class rugby to the city and continue to support the development of Worcester City Football Club.

# Take Back our Streets & Get the NHS Back on its Feet






# Labour will take back our streets and get Worcester's NHS back on its feet.

Labour stands firm on a platform of community empowerment and proactive policies. From fostering healthier lifestyles to cultivating safer neighborhoods, we're dedicated to uplifting every resident and building a safe, healthy and thriving city for generations to come.

Labour remain committed to getting our NHS back on its feet and ensuring a safer Worcester through collaboration with our police and local organisations.

## **Towards this we will:**

- Develop a better mutual understanding between local NHS leaders and Worcester City Council to support initiatives to improve the wellbeing of our residents to reduce hospital admissions and health inequalities.
- Work with local groups to develop a food action plan by promoting healthy eating; reduce food waste by distributing surpluses; and by developing and extending allotments and growing spaces in the city.
- Continue to support our leisure facilities.
- Enhance and build on our Active Travel Plan to enable more people to walk and cycle as well as encouraging running and outdoor sports.
- Deliver the Worcester Play Strategy so every child has access to safe and green spaces.
- Promote community participation and excellence in sports.
- Roll out Purple Flag accreditation to other district centres to create a safer nighttime economy.
- Support local communities to build positive relationships with the police to help reduced crime.
- Lobby and work towards adequate and improved youth services as well as supporting new community initiatives.

A man with short hair and glasses, wearing a dark sweater over a collared shirt and jeans, stands with his hands in his pockets, smiling. He is positioned in front of a white bus. The background shows trees and a building. The entire image is overlaid with a semi-transparent green filter.

# **A Sustainable City for Current & Future Generations**



# Worcester is known for its quality of parks and green space. Let's protect it.

Worcester is a city known for the quality of its parks and green spaces, especially along the River Severn. Many of the city's residents are committed to improving the environment. Good progress is being made to restore the natural environment and in sustainable developments. However, the city has poor air quality and high levels of pollution which are driven by traffic congestion. Too many of Worcester's homes are poorly insulated, leading to high energy bills and fuel poverty. The push to Net Zero needs urgently to pick up the pace.

## **Towards this we will:**

- Lobby for better public transport provision and more reliable bus services. Bus routes need to connect residential areas (particularly neighbourhoods with low car ownership) to places of work and facilities such as the Worcestershire Royal Hospital complex.
- Work with government, Worcestershire County Council and the Environment Agency to ensure flood defences are fit for purpose and improve our resilience to increasing flood risks.
- We will launch bicycle hire schemes with Beryl bikes, and work with local groups to develop a bike recycling scheme to extend cycle ownership across the community.
- Enhance existing cycle paths to ensure they are inter-connected.
- Broaden the use of electric vehicles and carbon-neutral fuels in our public fleet and ensure that the network of EV charging facilities continues to grow.
- Plan for the introduction of a food waste collection service.
- Develop and deliver a realistic Air Quality Action Plan to improve our city for future generations.
- Protect and extend the tree cover wherever possible in Worcester to improve air quality, biodiversity and provide summer shade.
- Support the urgently needed increased insulation of Worcester's homes to reduce energy use and move to more sustainable solutions such as solar and heat pumps.
- Identify opportunities for increased installation of solar power generation on the roofs of public and commercial buildings.
- Explore the possibilities of using the River Severn as a source of energy.
- Promote and support community initiatives to repair, up-cycle and re-use to minimise waste.



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