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Evesham Market Town Partnership 2011-12 Action Plan

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Appendix A: Evesham Market Town Partnership Action Plan 2011/12

Partnership Manager:	Shawn Riley
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Partnership Chair and Vice-Chair:	Gerry O'Donnell (Chairman) / Andrew Dyke (Vice Chairman)
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Overview of the partnership:

Welcome to the 2011-12 Evesham Market Town Partnership's (MTP) Action Plan. The plan reviews the Partnership's performance in 2010-11, outlines its key events for 2010-12 and proposed projects for the year ahead.

The MTP jointly serves as the Local Strategic Partnership, to help identify, steer and deliver the Wychavon Community Plan. The MTP originates from an economic regeneration background and is a dynamic and effective mechanism with a proven track record of responding to the uncertain economic outlook.

Wychavon Regeneration Section and the MTP continue to work in partnership with Evesham Town Council, The Vale of Evesham Commerce & Tourism Association (VECTA) and Retailers and Businesses across the Vale of Evesham to address many of the resultant issues. The partnership's primary objective remains to retain and attract inward investment to the Vale of Evesham and build confidence in the area's future prosperity.

Since 2006 the Partnership has been awarded a grant of £30,000 from Wychavon District Council each year to continue its work. The MTP continues to give a positive return on this investment by acting as a catalyst leveraging in additional resources. In 2010-11 the Partnership's activities levered in an additional £924,200 thanks primarily to the positive and extensive media coverage generated by the Local Distinctiveness Project. The Partnership's ethos of seeking long-term economic regeneration for Evesham and its hinterland is not only being sustained, but through the priorities of the Community Plan and the 'bottom-up' identification of local needs it is also engaging and helping with community, voluntary sector, health, education and other germane issues.

Budget:	£30,000.00
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1. Calendar of key events

Month	What	Notes
April 2011	<p>Partnership to approve 2011/12 Action Plan and submit to Executive Board.</p> <p>Asparagus Festival Launch event on 23rd April (St George's Day) Evesham Town Centre</p> <p>Port Street Site Visit with Worcestershire County Highways and Wychavon District Council to look at potential environmental enhancements in support of the Regal Cinema's restoration and businesses located in Bengeworth.</p> <p>Commence the promotion of the Business Development Grant project jointly funded by the MTP and Evesham Town Council</p>	<p>Deadline for preparation 6th May.</p> <p>This event is supported by the MTP's Local Distinctiveness Project</p> <p>Part of the Better Welcome Stage 3 Project supported by the MTP</p> <p>Eight grants of £750 per application are available in 2011-12</p>
May	Complete scrutiny of funding applications	It is anticipated that a total of 14 projects will secure funding support from Evesham Market Town Partnership
June	<p>The Evesham Balloon Festival 4th & 5th June</p> <p>Promote Inward Investment at the Three Counties Show 17th to 19th June</p> <p>The National Morris Weekend 18th & 19th June</p>	<p>This event is organised by the Market Town Partnership Manager and is supported under the MTP's Local Distinctiveness Project.</p> <p>The event will be attended by partners acting as 'Ambassadors for Inward Investment' under the Promoting Evesham to Investors initiative.</p> <p>This event is organised by the Market Town Partnership Manager and is supported under the MTP's Local Distinctiveness Project.</p>

June	The Vale Fresh Food Festival 19 th June	A new event led by Transition Vale of Evesham and Transition Pershore. This project will be supported jointly by Evesham and Pershore MTPs
July	The Evesham River Festival Sponsored by PHX Security Ltd 9 th July The Festival of Sport 10 th July to 23 rd July Britain in Bloom CLA Game Fair 22 nd to 24 th July	This event is not directly funded by the MTP but the Partnership Manager has been instrumental in securing £4,000 of sponsorship for this event. A new event supported by the MTP but led by volunteers aiming to encourage greater participation in physical activity by all sections of the community. Led by Evesham Town Council and Supported by the MTP The event will be attended by partners acting as 'Ambassadors for Inward Investment' under the Promoting Evesham to Investors initiative.
August	Evesham (Angling) Festival 27 th to 29 th August	This event is not directly funded by the MTP but the Partnership Manager has been instrumental in securing £80,000 of sponsorship for this event.
September	Evesham Pie and Ale Festival British Council for Shopping Centres annual Conference and Exhibition 19 th 21 st September	A new event supported by the MTP but led by VECTA. The event aims to promote locally produced food and drink and encourage visitors to Evesham Town Centre. The event will be attended by partners acting 'Ambassadors for Inward Investment' under the Promoting Evesham to Investors initiative.

<p>October</p>	<p>Evesham Market Town Partnership 10th Anniversary Event</p> <p>Annual report to Evesham Town Council</p>	<p>This event will review the outcomes achieved by Evesham Market Town partnership since its formation in 2001</p> <p>Evesham Town Council has committed a total of £13,500 to support the Partnership's 2011-12 Action Plan</p>
<p>November / December</p>	<p>Evesham Country Christmas</p>	<p>A series of events to encourage shoppers to use Evesham town centre. Events are supported by the MTP under the Local Distinctiveness project</p>
<p>January / February / March</p>	<p>Attend national or international events with the aim of attracting inward investment to the Vale of Evesham</p> <p>Prepare Action Plan for 2012-13</p>	<p>The event will be attended by partners acting 'Ambassadors for Inward Investment' under the Promoting Evesham to Investors initiative.</p> <p>Consultation with partners will commence in January</p>

2. Looking back: what we did in 2010/11

Key achievements

Achievement	Theme	Outcome
<p>Evesham Cardiac Rehabilitation Centre</p>	<p>Improving Health and Wellbeing</p>	<p>The success of Evesham’s cardiac rehabilitation unit in a community setting has paved the way for residents across the county to enjoy the same benefits.</p> <p>The unit, set up in March 2009, achieved almost instant success and grew rapidly from its original home in Evesham Rowing Club to move into Evesham Leisure Centre last September.</p> <p>Traditionally, cardiac rehab takes place in hospitals but the Chairman of Evesham MTP, Gerry O’Donnell, came to know the benefits of bringing it ‘into the community’ after suffering a heart attack himself and receiving treatment in such a venue in Hampshire under the pioneering Dr Hugh Bethell. The Chairman has fought to secure the community-based rehab centre in Evesham and the MTP is proud that Evesham’s success had been recognised and that NHS Worcestershire is now encouraging Worcester to follow suit.</p> <p>Thanks must also go to Worcestershire Acute Trust and Evesham Leisure Centre, who continue to provide support, and to Evesham Rowing Club who gave us the opportunity to demonstrate the need and the effectiveness of community-based cardiac rehabilitation.</p>

		<p>Worcester residents are now able to take cardiac rehab classes at the McClelland Centre at the University of Worcester after nurses at Worcestershire Royal Hospital were encouraged to find another venue within the community following the success of the Evesham classes.</p>
Charity Brook Park Youth Shelter	Communities that are safe and feel safe	<p>Residents surrounding Charity Brook Park were keen to provide a safe place to congregate for youths and teenagers without having a negative impact on neighbouring residents.</p> <p>Wychavon District Council had invested in new play equipment that was welcomed by local residents. However, this equipment is aimed at younger children and older children and youths were using the play equipment as a meeting point and seating area.</p> <p>The Charity Crescent Residents Association undertook extensive consultation with young people, local residents, the Police and the Council to identify what would be the best solution.</p> <p>The Charity Brook Youth Shelter was placed in the park in Summer 2010. Evesham MTP's contribution of £2,250 levered in an additional £22,250 from a number of sources including £15,000 from South Worcestershire Community Safety Partnership.</p>
Local Distinctiveness	Economic Success that is Shared by All; Communities that are Safe & Feel Safe; Stronger Communities; and Improving Health and Wellbeing	<p>The spring and summer festivals have proved a great success. The Asparagus Festival launch on St George's Day heralded six weeks of national positive publicity for Evesham and the Vale. The festival won the regional 'Where Else But England' award for the</p>

		<p>most eccentric event and came fourth in the national competition. Media interest was unprecedented with Evesham and the Asparagus Festival featuring on, amongst others, national and regional news, Country File and even Big Brother's Little Brother on Channel Four. To understand the total financial value of such publicity, independent assessors have reviewed all media coverage for the 2010 season and have reported that this coverage was worth £660,000 to Evesham and the Vale.</p> <p>The Balloon Festival featured hovercraft displays for the first time and live music made a welcome return to the event creating a relaxed 'picnic in the park' atmosphere as visitors gathered for the evening's Night Glow and Fireworks spectacular finale.</p> <p>The Morris Festival attracted over 400 dancers plus their families who performed not only in Evesham but across the Vale's villages enabling more centres to benefit from this event. The 'Evesham Stick' was presented by the Mayor of Evesham.</p> <p>Although not directly supported from these funds, the Evesham Angling Festival was a record breaking weekend on a number of accounts. The winning weight for the Shakespeare Championship was over 22lb the highest ever and 2nd, 3rd, 4th and 5th places caught over 10lb, again a record. Both events were featured on Sky Sports TV and together with the record catches has had a positive impact on the reputation of Evesham's riverside as an excellent angling location.</p>
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		<p>All of the events and festivals attracted excellent attendance and again made a positive impact on footfall and spend in the town and villages. The wider economic benefit of our events is reflected by reports that most of the accommodation in the Vale area was fully booked, restaurants and bars did a roaring trade in the evenings and the retail centres benefited from additional footfall. This year visitors to our events were invited to complete questionnaires detailing where they had travelled from, how they had heard about the event and likes and dislikes. From this it is clear that Evesham's events provide a huge draw to visitors and tourists with respondents from across the UK, Holland, Belgium and Canada.</p>
<p>The Better Welcome Programme</p>	<p>Economic Success that is Shared by All; & Better Environment</p>	<p>The BW programme enhanced the High Street refurbishment scheme by providing additional pedestrian signs, a new town and area map and information cabinets for the town. The programme also included the installation of Illustrated Paving Slabs highlighting points of historic interest. Six features have been installed to date and feature The Abbey, The Civil War, Eof, The Monks mission north, Lady Godiva and the Battle of Evesham. Extensive research was undertaken to ensure that facts were correct before they were set in stone (literally) and for this we record a note of thanks to David Snowden of the Simon De Montfort Society whose diligence ensured that everything stated is correct.</p> <p>The way-marked Battlefield Trail from the Almonry to the Battle Well, Green Hill was completed as was the amenity area provided as part of the High Street refurbishment scheme.</p>

		<p>The Skillsmart Retail's Location Model, gave initial feedback at a presentation in 2009 with the final report being published in July 2010. The key findings of the report are summarised as:</p> <ul style="list-style-type: none"> • A high proportion of street interviewees felt that a piazza-style open air café would make the town centre more attractive and inviting; • Average spend in the town centre is relatively low, with the average shopper spending less than £20, however, over one third of residents within a 20 minute drive time fall within the ABC1 demographic profile. Stakeholders and partners may like to consider the introduction of a greater amount of promotional activity, both for smaller independent retailers and their larger counterparts, in order to encourage shoppers to stay for longer in the town centre and spend more. <p>The independent data collected by this study is the most recent available and has informed the development of the MTP Action Plan for 2011-12</p>
<p>Business Support and Development Grants</p>	<p>Economic Success that is Shared by All</p>	<p>The availability of grant support has been publicised regularly and initial take up was good, however, this tailed off during the period of the High Street works. Following the completion of the works there was a significant rise in interest. The fund available for 2010-11 enabled eight grants. The project has proved extremely popular and is over subscribed.</p>

Actions we didn't achieve

Action	Theme	Explanation and intentions
Economic Retail Website	Economic Success that is Shared by All	<p>The Ecommerce Retail Website project did not progress as expected. Evesham MTP offered funding (in partnership with Rainbow Digital Media) for 20 Websites free of charge to businesses in and around Evesham. Although the immediate interest from businesses was high, few followed up their initial enthusiasm. After consultation it became apparent that businesses were expressing an interest because it was free without fully understanding why they wanted a website. In order for the web designers to set up a site they needed applicants to provide business specific information but despite repeated requests, this information was not forthcoming.</p> <p>It became clear that those who had prioritised e-marketing had already established a web presence and did not need this support. Those that hadn't were not willing to contribute their time to assemble information and could not take advantage of the offer.</p> <p>In October 2010 it was decided to pull the plug on this project and the resources were redirected to fund an application to re-design and consolidate the collection of web sites that Evesham MTP had previously supported. This project was completed March 2011. The new web site can be found by following any of the domain names below: www.rediscoverthevale.co.uk; www.eveshamtown.co.uk; www.eveshamevents.co.uk; or www.eveshambusiness.co.uk</p>

3. Looking forward: what we will do in 2011/12

Ref	Action/project	Start date	Due date	Lead partner	Success measure	MTP Funding	Notes
1. Priority: Supporting and improving the local economy							
	Promoting Evesham to investors, national retail agents and multiple retailers	April 2011	March 2012	Wychavon District Council	10 responses from potential investors (or their agents) investigating specific opportunities	£3,000	Evesham Town Council has contributed an additional £2,000 to support this project
	Business Grants	April 2011	March 2012	Wychavon District Council	Provide 8 grants to businesses locating into the Vale of Evesham or support existing businesses that are developing new services or products	£3,000	Evesham Town Council has contributed an additional £3,000 to support this project
	Better Welcome Stage 3	April 2011	March 2012	Wychavon District Council	Contribute to a single project to enhance elements of Port Street on the back of the restoration of the Regal Cinema	£2,000	Evesham Town Council has contributed an additional £1,000 to support this project.

	Dredging the River Avon at Evesham	April 2011	June 2011	Avon Navigation Trust	To clear mooring areas within Evesham that are less than 1m deep enabling greater access to touring boats and improving the visual amenity of Evesham's Riverside	£2,500	It is anticipated that the actual cost will be £5,000 but that the additional funding will be secured from interested parties such as the River and Angling Festival committees
	Local Distinctiveness	April 2011	March 2012	Wychavon District Council	To provide financial and administration support to 10 events	£6,000	Evesham Town Council who have contributed an additional £7,500 to support this project. The project is expected to lever in a total of £600,000 in the form of positive media coverage for the Vale of Evesham
2. Priority: Developing skills and lifelong learning							
	Evesham Mop Fair Audio Plays	June 2011	December 2011	Archive Arts	To involve local volunteers with professional support in the production of 10 new audio plays based on local oral history interviews.	£2,500	The total project value is £17,173. Additional funding will be sought from Awards for All, Elmley as well as in kind contributions from volunteers.
3. Priority: Delivering housing that meets local needs							

4. Priority: Reducing health inequalities and promoting healthy lifestyles							
	Family Fun Run and Games Event	June 2011	June 2011	Vale of Evesham Round Table 295	To organise a 5km fun run as part of the Evesham Balloon Festival on 5 th June	£400	The Vale of Evesham Round Table will contribute an additional £2,100 in the form of time and resource.
	Evesham Cardiac Rehabilitation Centre	April 2011	March 2012	Evesham Cardiac Rehab	To provide rehabilitation sessions to recovering heart attack sufferers in Evesham Leisure Centre for 12 months	£1,600	Worcs Acute trust have committed £40,000 to provide the clinical support and Evesham Cardiac Rehab have committed to raise £1,600 to match MTP funds
	Evesham Cycling Forum	April 2011	March 2012	Evesham Cycling Forum	To host 5 events identifying and promoting the needs of cycling across the Vale of Evesham	£500	
	Vale Food Festival	April 2011	June 201	Transition Vale of Evesham & Transition Pershore	To host an event in Evesham on 19 th June promoting fresh food produced in the Vale of Evesham	£750	The Transition groups are seeking £1,500 in total. Evesham and Pershore MTPs have agreed to fund this application jointly
	Evesham Festival of Sport	July 2011	July 2011	Festival of Sport Committee	To organise a two week event celebrating local sports, arts and culture	£1,000	The total project value is £10,000. Additional funding has been secured from the Community Health Fund

5. Priority: Supporting older people							
	Encouraging Volunteer Drivers	April 2011	March 2012	Evesham Volunteer Centre	To raise the profile of the need for volunteer drivers to assist those needing to access services in Evesham from the Vale's Villages where bus services are not sufficient.	£1,000	
6. Priority: Providing positive activities for young people							
	Wychavon W Factor	April 2011	March 2012	Wychavon W Factor	To enable young talent to have the opportunity to perform at Evesham Festivals in a safe environment and ensure that performers are looked after properly when on site.	£500	
	Evesham Adventure Playground project	April 2011	March 2012	Worcestershire Community Safety Partnership	signs telling motorists that there are children about and telling pedestrians that there may be cars approaching.	£500	

7. Priority: Supporting people to play an active role in their communities and to take more responsibility for improving their lives							
	Illuminated Speed Sensitive Signs	April 2011	March 2012	Vale of Evesham parish Councils	To contribute towards 2 mobile speed sensitive signs to be located in the Vale's Villages where speeding is a constant threat	£2,000	
	Minority Groups Support	April 2011	March 2012	Migration & Integration in Rural Areas	To support initiatives that will promote greater community cohesion in Evesham	£750	
	Evesham in Bloom	April 2011	July 2011	Evesham in Bloom Committee	To enter Evesham in Britain in Bloom 2011	£2,000	The Evesham in Bloom Committee will contribute £3,000 and Evesham Town Council will undertake to maintain all displays commissioned.

Total anticipated match funding levered in for 2011-12 - £693,783

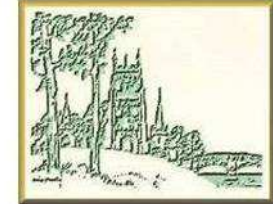
4. LSP partners	
<i>Name of Board member</i>	<i>Organisation</i>
Gerry O'Donnell (Chairman)	Evesham Town Council Member
Shawn Riley Manager	Evesham Market Town Partnership
Vacant	Vale of Evesham Commerce and Tourism Association (VECTA)
Michael O'Brien	South Worcestershire College
Colin Tether	Vale of Evesham Civic Society
Josie Wilkinson	Wychavon CALC Area Member
Clive Bostle	Evesham Rambling Club / Simon de Montfort Society
Jo Burrows	Federation of Small Businesses
John Smith	Worcestershire County Council Member
Deborah Dale	Worcestershire County Council
Andrew Dyke	Wychavon District Council Member
Penelope Bossom	Country Land & Business Association
Cllr Reg Jakeman	Wychavon District Council Member
Helen Grey	Evesham Volunteer Centre
Elizabeth Eyre	Wychavon District Council Member
Patrick Staines	The Rotary Club of Evesham
David Hemming	Community Safety Manager
Tomasz Piotrowski	Migration & Integration in Rural Areas
Fred Kaler	Older Peoples Forum
Robin Walker	Transition Vale of Evesham



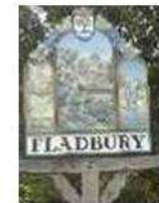
Campaign to Protect Rural England



Worcestershire



Harvington Parish Council



THE VALE WALKERS EVESHAM



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