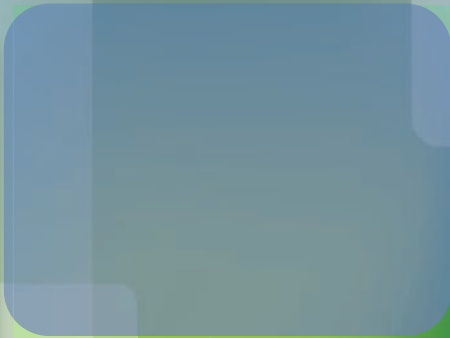
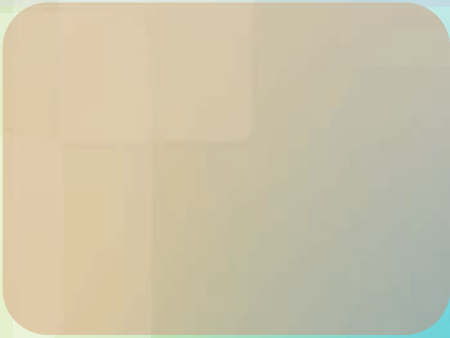
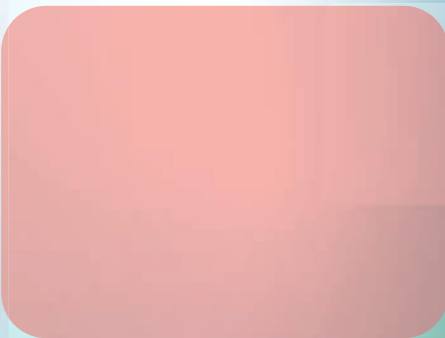


Empowering communities, building futures

Pershore Market Town Partnership
Action Plan 2010-11



Pershore Market Town Partnerships Action Plan 2010-11

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Introduction:

Welcome to the 2010-11 Pershore Market Town Partnership's Action Plan (PMTP). This publication introduces you to the Partnership, looks back at its performance in 2009-10 and outlines the priorities for the year ahead.

What is the Pershore Market Town Partnership?

The PMTP was first established in January 2002, the aim being to bring together organisations from the public, private, community and voluntary sector to deliver projects which would seek to improve the quality of life in the area. Funding was received through the Regional Development Agency, Advantage West Midlands, 'Market Town Initiative' Programme. A grant of £500,000 was allocated enabling a four year programme of economic and social regeneration projects to be supported in Pershore and its rural hinterland.

Past projects supported by the PMTP include:

- Creation of 'Number 8', a purpose built arts and film centre
- Support towards the development of a visitor information centre
- New town signage
- Restoration of wetlands conservation area
- Rural business networking and start up grant support
- Young people's youth shelter and activities support

Since 2006, the Market Town Partnership has evolved into a Local Strategic Partnership (LSP). It is now awarded an annual grant of £30,000 from Wychavon District Council in which to continue its work of supporting community projects. As the area's LSP a key function is to develop and deliver a plan for the on-going sustainable development of the area. As such the Partnership now contributes through its supported projects towards the Wychavon Community Strategy.

The Partnership is comprised of a Board of members and four LSP Action (theme groups) all these groups are comprised of wide ranging networks whose aim is to identify community projects for support and to help meet the objectives as set out in the sustainable community plan.

Pershore Market Town Partnership membership list 2010-11

Name	Representing
Michael Amies	PMTP Chairman and representing Number 8 Community Arts Centre
Val Wood	Pershore Chamber of Trade
Andrew Clasen	Pershore Civic Society
Vacant	Pershore tourism
Vacant	Country Land and Business Association
Rachel Cockayne	Wychavon Health Improvement Co-ordinator
Cllr. Liz Tucker	Worcestershire County Council
Kate Walton	Pershore and District Voluntary Help Centre
Cllr. John Grantham	Wychavon District Council
Russell Dalton	Pershore High School
Cllr. Charles Tucker	Pershore Town Council
David Balme	Worcestershire County Council Transport Services
Arthur Ore	County Association of Local Councils
Karen Taylor	WCC Extended Services
Cllr. Linda Robinson	Wychavon District Council
Deborah Dale	Community Engagement Officer, Worcestershire County Council
Jennie Harker	Pershore College
Cllr. Ron Davis	Wychavon District Council

‘Action’ Theme Groups 2010-11

Pershore Market Town Partnership’s Action ‘theme’ groups broadly cover the themes and shared priorities as identified in the Wychavon Community Plan. Each Action Group involves members of the Partnership Board and a network of representatives from the community’s public, private and voluntary sectors.

The Action Groups help to identify local need and projects for Partnership support which can best meet local need and contribute to Wychavon’s Community Strategy and its shared priorities.

Currently there are 4 Partnership Action Groups

1. Healthier

Name	Representing
*Michael Amies	PMTP Chairman, Number 8 rep
Val Wood	Pershore Chamber of Trade
Rachel Cockayne	Wychavon Health Improvement Officer
Julie Moore	Abbotswood medical centre
Dr Tom Pitts-Tucker	Pershore Medical Centre

2. Stronger and Safer

Name	Representing
*Kate Walton	Manager, Pershore Volunteer Centre
Cllr Liz Tucker	Worcestershire County Council
Catherine Kevis	Head of Supported Housing, Rooftop
Felicia Leo	Wychavon District Council
David Hemming	Wychavon District Council’s Community Safety Manager
P.C. John Hunter	West Mercia Police

3. Meeting the needs of children and young people

Name	Representing
* Cllr Liz Tucker	Worcestershire County
Cllr John Grantham	Wychavon District Council
Karen Taylor	Extended Services, Worcestershire County Council
Alex Mellor	Riverside Youth Centre

4. Greener and Successful (economy and environment)

Name	Representing
* Cllr Charles Tucker	Pershore Town Council
Andy Graham	Worcestershire Wildlife Trust
Dave Shaw	Vale Landscape Heritage Trust
David Julien	WEEAC
Liz Alston	WCC
Felicia Leo	Wychavon District Council
Roger Taylor	Rooftop Housing
Deborah Dale	Community Engagement Officer, Worcestershire County Council
* Chris Brooks	Wychavon District Council, Regeneration Manager
Angela Tidmarsh	Wychavon District Council Tourism Officer
Beth Milsom	Agender/Women's Business Network
Jane Dobson	Wychavon District Council's Economic Development Officer

* Action Group Leaders

Action Groups meet around 3 times a year. If anyone is interested in joining one of the groups or would like more details, please contact Susie Scott, PMTP Manager (e) Susie.scott@wychavon.gov.uk (t) 01386 565519



Pershore Market Town Partnership: Action Plan 2009-10

Overview of performance 2009-10

In 2009-10 the PMTP supported a total of 20 individual projects, spending £30k of its allocated budget for this financial year. Combined, the projects supported, saw the PMTP working with around 46 different partners, attracting approximately £167,054 match funding and directly benefiting around 1,000 people, and indirectly benefiting more than 50,000 people.

Project highlights: One of the highlights and an excellent demonstration of a value for money supported project was the *Pershore Plum Festival*. The PMTP supported this event with a grant of £500; around 12,000 people took part in the Plum Festival last year. One of the marketing successes in 2009 was the Festival's website which a week before Plum Fayre Day, received in excess of 1,563 hits. The website has helped to develop a truly international audience with enquiries coming in from a field as the Philippines, Albania and Japan.

Promoting Pershore as a place to visit was a strong theme for projects in 09/10, a £25k grant received from Advantage West Midlands (as successfully applied for by the PMTP) enabled the delivery of a series of *Better Welcome* initiatives. Projects included installing new railings at Pershore Railway Station and the creation of new town maps and signage.

Supporting Pershore's local economy: The PMTP responded to the challenges presented by last year's economic environment by supporting projects which helped to create business opportunities (such as the *Pershore business start-up grant*), as well as supporting the protection of existing business with the *Pershore Prevent Distraction Crime* scheme. This project offered businesses an advice and information resource to alert local businesses to popular scams, frauds and deceptions. Since its introduction, records for shop theft in Pershore (town) have fallen by almost 45%.

As highlighted in Wychavon's place-making result survey, providing services and resources for young people in the community is a paramount need. In 2009, the Partnership supported the *Summer Activity Programme* for over 13s at the Riverside Youth Centre. Around 600 young people took part in a six week programme, enjoying activities as varied as canoeing, archery, art and street dance. The Partnership has also helped contribute towards the creation of a new *Techno Centre* at the Riverside, which will offer young people in the area an opportunity to learn new skills in sound and music recording production.

2009/10 saw continued support for *Vale Walkers Exercise for All* programme, to date 14 'walk and guide' leaders have been trained and the programme has attracted around 42 registered walkers. This scheme helps establish Pershore as the 'walking centre' of the Vale and has been an excellent example of successful partnership working with Worcestershire County Council's Countryside Services, Worcestershire Primary Care Trust and Natural England, along with the PMTP, all working with the local community towards the development and delivery of this resource.

Pershore Market Town Partnership: Action Plan 2010-11

Introduction

Pershore Market Town Partnership has identified the following projects as a focus of activity and support for 2010-11. These projects will predominantly form the basis for drawing down funding from the Wychavon District Council/PMTP fund (£30,000). Match funding will be sought from projects, as appropriate, from a wide range of local partners and external funding bodies. Funding-in-kind will also be included in the process.

The PMTP has been inundated with many valuable and high quality projects put forward for support this year which will fit with the wider Wychavon Community Plan.

In 10/11, the Partnership will continue its commitment towards supporting projects which seek to develop a robust and sustainable economy. The Partnership is also committed to responding to meeting needs across the generations.

Audit Recommendations

Appropriate and approved audit procedures have been in place since the inception of the Market Town Programme. Wychavon District Council (the accountable body for the partnership), operates standard local authority audit procedures. The Council has permanent internal audit staff to undertake regular auditing procedures in accordance with best CCAB practices. The Council is also audited annually by external company KPMG.

Project Monitoring and Evaluation

Approved Market Town funding to external delivery organisations is only paid following a grant offer letter that sets out conditions of payment, with a 'claw back' clause, should the project fail to deliver an element of deliverability or agreed output. The grant offer letter also requests the receipt of appropriate evidence of project delivery and outputs identified before the grant is released.

Regular monitoring updates are sent by projects to the PMTP Manager and development progress is reported back at Partnership Board Meetings and Wychavon's LSP Core Group. These meetings happen on a 6-8 week cycle and have proved effective at providing early warning with any 'at risk' projects. Projects are also asked to complete an 'End of Year Final Report' in order to complete the evaluation process.

Risk Management and Contingency Arrangements

As part of the appraisal system and PMTP Board recommendations, each project is judged by a proven and robust system with risk assessment. The project risk analysis helps us to identify any potential problems before they arise. For clarity, we will also differentiate further between match funding (actual) and match funding (in-kind) i.e. 'cash' versus 'non-cash' support.

In the event of the failure of a primary choice project or because allocated funds were not drawn on or fully drawn down, the funding can be used to enhance existing

projects and or/appropriate 'reserve' projects which would be identified. Any project that has not had funds committed to it by November 2010 may be cancelled and funding re-allocated at the PMTP Manager's discretion and following discussion with the PMTP Chairman.

Action Plan Delivery report 2009-10

The following is a summary of projects supported by the PMTP in 2009-10

Key: **A better environment for today and tomorrow – Greener**

Economic success that is shared by all – Successful

Communities that are safe and feel safer – Safer

Improving health and well-being - Healthier

Stronger communities – Stronger

Meeting the needs of children and young people - Youth

Theme	Project title/description	Partners	Match fund	PMTP grant	Total project cost and status
Economic success shared by all: 'successful'	<p>Project name: Better Welcome (BW)</p> <p>Implementation of 3 x capital projects in line with the BW action plan, as approved 06/06.</p> <ul style="list-style-type: none"> - Railway station enhancements - Supporting town events infrastructure - Implementation of pedestrian signage 	AWM, WDC, CDLPG, PTC, PMTP, First Great Western, Network Rail, Carlton-Smith Joinery, Tarmac, Visit Britain, Jazz Festival, Plum Festival, Co-op, Pershore Chamber of Trade, Pershore Abbey, Civic Society	25,000	6,250	31,250 All signs and equipment purchased and either in place or in store to be installed.
'successful'	<p>Number 8</p> <p>Top-up support for 1st year</p>	Number 8, PTC	26,000	5,000	31,000 1 st year completed:

	of a new General Manager's post which is based on a 3-year funded contract. PMTP support agreed year on year approach				03/10
'successful'	Pershore in Bloom To promote tourism and community participation through floral town displays	Pershore College, PTC, Pershore Retail Market Pershore Chamber of Trade, Care homes	1,100	500	1,600 Completed: 2009
'Successful'	Pershore Town Guides Supporting local tourism by training town tour guides	PTC, Civic Society, History & Heritage Society, Visitor Information Centre	350	400	750 Completed: 2009 *Bookings and marketing for guided tours to commence from April 2010
'Successful'	Pershore Jazz Festival To support the re-location and development of this event at its new venue Pershore College	Pershore Jazz Festival, Pershore College, Pershore Baptist Church, Pershore Chamber of Trade	7090	500	7590 Completed: 08/09
'Successful'	Pershore Plum Festival: to help support the development of the Festival as a month-long event and develop a dedicated Festival website	Pershore College, WDC, Chamber of Trade, PTC, Pershore Abbey, Pershore High School, The Angel Inn, Browns Ironmongers	4,900	500	5,400 Completed: 08/09

'Successful'	Promoting local distinctiveness Supporting the marketing and infrastructure of events which help to create local distinctiveness	WDC, PTC, local organisations and event committees	4,400	1,600	6,000 Completed 03/10
Safer communities	Prevent Distraction Crime Creation of information pack & retail radio network to reduce number of distraction burglaries	Police, Trading Standard, Age Concern and Neighbourhood Watch	1,000	1,000	2,000 Completed: 2009
Healthier communities	Exercise programme for all Sustain and develop the current Vale Walkers programme, including supporting training for lead walkers	Medical Centres, WCC, Vale Walkers	500	500 (carried forward from 08/09)	1,000 Completed: 2009 (walking programme ongoing)
Stronger communities	Activities Co-ordinator 'Activities for All' Support the post of a co-ordinator to provide a range of activities for older people	Rooftop Housing, Cherry Orchard Lunch Club, Age Concern, PDVHC	33, 714	1,500	35,214 Completed: 2009

'Stronger'	Silver Surfer's Day 2009 Part of Adult Learning Week intergenerational project to set up one-to one IT tutoring sessions for older people	Rooftop Housing, PDVHC, Age Concern, Pershore High School, Libraries Service, E&MH Colleges	500	500	500 Completed: 05/09
'Stronger'	Agender – Business networking To help support and develop the network's membership and event programme	WDC, Agender, Pershore Chamber of Trade, local businesses	1,000 cash 1,500 in-kind	500	1,500 1,500 in-kind Completed: 3/10
'Stronger'	Business start-up grants Grant-aid programme to support new retail and commercial businesses to the town centre	WDC, Business Link, Evesham Market Town Partnership, Job Centre, Droitwich Spa Area Partnership	13,500	1,500	15,000 2 grants given to businesses in Pershore <i>*Approved to roll forward this programme to 2010/11</i>

Youth	Pescoran project – Year 2: Year 2 support (of a 3 year programme) to produce a supply of brass players for Pershore High School	Pershore High School, Abbey Park, Drakes Broughton and Pinvin Middle Schools	3,000 (over 3 years)	1,000	10,000 Completed: 03/10 Project on-going until 2010/11.

Youth	Riverside Youth Centre 2009 Summer Programme To support the development and implementation of a 6 week summer activity programme for 13yrs plus	Riverside Youth Centre, PTC, Pershore High School, WDC, WCC, Extended Services	4,000	2,000	6,000 Completed: 09/09
Youth	Youth Bus To support the development of a community youth facility for young people living in rural areas	WDC, WCC, Youth Service, Safer Worcestershire Board, SW Community Partnership, Police, Voluntary sector	30,000 +	1,500	31,500 Completed: 03/10 *project on-going
Youth	Techno Centre To create/ install a digital music facility at the Riverside Youth Centre	Riverside Youth Centre, Rotary Club, WCC	5,000	5,000	10,000 *Techo Centre to be launched/unveiled in Spring 2010
	Totals: 09/10		167,054 plus £1,500 given in kind	29,750 includes 500 from 08.09.	203,304 plus £1,500 in kind

Action Plan project summary 2010-11

The following is a summary of new projects received and recommended for delivery by the Pershore Market Town Partnership 2010-11

Key: A better environment for today and tomorrow – Greener

Economic success that is shared by all – Successful

Communities that are safe and feel safer – Safer

Improving health and well-being - Healthier

Stronger communities – Stronger

Meeting the needs of children and young people - Youth

Theme	Project/description	Lead/Partners	Total Match Fund	PMTP grant	Total anticipated costs
Economic Success that is shared by all 'Successful'	Midsummer Brass: to support the revival of the Pershore Midsummer Brass event, promoting Pershore as a tourist destination and encouraging visitor footfall and spend	<i>Lead:</i> Pershore Midsummer Brass <i>Partners:</i> Pershore Abbey and Angel Hotel Inn.	8,000	4,000	12,000
'Successful'	Number 8: Support for the General Manager's post (<i>this is the 2nd year of a 3 year funded post</i>)	<i>Lead:</i> Number 8 <i>Partners:</i> Arts Council	26,000	5,000	31,000
'Successful'	Pershore Jazz Festival: to further develop this event (encourage better links between its hosting venue, Pershore College and the town)	<i>Lead:</i> Pershore Jazz Festival <i>Partners:</i> Pershore College Persore Visitor Information Centre, Pershore Town Council Twinning Committee Persore Chamber of Trade Local Business	2,500 1,100 in kind	1,000	20,150
'Successful'	Pershore Plum Festival: to develop a range of festival merchandise, providing a long term revenue stream for the event	<i>Lead:</i> Plum Festival <i>Partners:</i> WDC, Pershore Town Council, Pershore Abbey, Pershore Volunteer	1,400	4,000	5,000 +

		Centre, The Angel Inn and other local organisations			
'Successful'	Vale of Evesham Network of Artists: a community arts project to temporary lease an empty shop in Pershore High Street and run this as a community artist studio & workshop	<i>Lead:</i> Vale of Evesham Network of Artists (VENA) <i>Partners:</i> WDC (Arts Officer), Wychavon Area of Network of Artists (WANA), WCC and other community groups	2,925 5,200 in kind	1,500	12, 875
'Successful'	Town and business support project: to develop the Angel Inn's garden as a free community event venue (with the installation of a power supply) to support community events and activities	<i>Lead:</i> The Angel Inn Hotel <i>Partners:</i> First Response Training, Carl Douglas Building Contractors, A1 Electrics, Browns Ironmongers and community groups.	4,000	2,000	6,500
Stronger communities	Active support project: to develop a marketing and information promotion package of existing/new activities and services for older people living in Pershore and the rural hinterland	<i>Lead:</i> Pershore Volunteer Centre <i>Partners:</i> Rooftop Housing, WDC and other local community groups.	9,000 1,000 in kind	4,000	15,000
Stronger communities	Business Start-up grants: to develop a programme of grant-aid support for new retail and commercial businesses to Pershore town centre. In 2009/10 two grants were given for Pershore, the aim is to roll	<i>Lead:</i> WDC/Economic Development <i>Partners:</i> Business Link, Evesham Market Town	13,500	750 (roll forward from grant given in 09/10)	15,000

	this scheme forward in order to encourage further grant up take up in 2010-11.	Partnership and Droitwich Spa Area Partnership			
'Youth'	Time 4U Hub: to create a one-stop shop advice, information and support service for young people. Based at the Riverside Youth Centre, the Hub will offer young people free access to sexual health advice, healthy lifestyles, careers and youth work services.	<i>Lead:</i> Riverside Youth Service/Extended Services <i>Partners:</i> Sexual Health Service, Youth Service, WCC, Pershore High School, Connexions and Community Police	13,000 15,000 in kind	4,000	33,000
'Youth'	Bandstand/youth shelter: To create a multi-purpose shelter to be used by young people/parents (in the play area of Abbey Park); the creation of a bandstand enabling this resource to be used for the wider enjoyment of the community.	<i>Lead:</i> Pershore Youth Council <i>Partners:</i> PTC, WDC	18,000 2,000 in-kind	2,000	22,000 approx
'Youth'	Riverside Centre Summer Activity Programme: to support a 6 week summer programme of activities for over 13s, created in consultation with young people and targeted at reaching vulnerable and potentially social excluded young people within the local area.	<i>Lead:</i> Riverside Youth Centre <i>Partners:</i> WCC Youth Support, WDC, (Arts and Sports Development), Wychavon Kayak and Canoe Club.	4,000	1,000	5,000
'Youth'	Village speed control project: to support the purchase and installation of two speed reduction units to be shared by the villages of Upton Snodsbury, Flyford Flavell, Peopleton and Whittington	<i>Lead:</i> Village working groups and Parish Councils <i>Partners:</i> Police, Highways Agency and Wychavon Community Safety	4,000	1,500	7,990.84
Totals:	Totals: 2010-11		106, 325	30,000	185, 515.84

2010-11			Plus: 24, 300 in-kind	Plus: £750 roll forward from 09/10.	
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