

Persnore Market Town Partnership Action Plan 2011/12

Partnership Manager: Susie Scott

Partnership Chair and Vice-Chair: Michael Amies (Chair)
Cllr John Grantham (Vice-Chair)

Overview of the partnership:

Persnore Market Town Partnership was first established in January 2002 with the aim of bringing 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 across Persnore and its rural hinterland. Projects supported during this time included the creation of community arts and film centre, *Number 8*, the development of a visitor information centre, new town signage, creation of the town's wetlands conservation area, rural business support and the development of a youth shelter and summer activities programme for young people living in the Persnore area.

Since 2006, the Market Town Partnership has evolved into a Local Strategic Partnership (LSP). It's 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 & Worcestershire Community Strategy.

The Partnership is comprised of a Board of members (around 20) and LSP Action (or theme groups), these groups are comprised of wide ranging networks whose aim is to identify community projects for grant and development support, helping to meet the objectives as set out in the county and district's sustainable community plan. The Partnership is supported by a part-time Partnership Manager.

Budget: £30,000

1. Calendar of key events

Month	What	Notes
<i>Delete any months that you don't need</i>	<i>List all the key things you are planning over the next 12 to 18 months. For example, start/completion of projects or activities, events, consultations and funding applications.</i>	<i>Use this column to identify any particular needs or other issues related to your events.</i>
April 2011	<ul style="list-style-type: none"> - 5th April PMTP Appraisal Panel meet to assess grant applications and put forward Recommendations to PMTP Board - 13th April: PMTP Board meet to approve grant recommendations for 2011-12 - Successful applicants notified, provisional grant offer letters sent, pending final approval from Wychavon's Executive Board in early June. 	
May	<ul style="list-style-type: none"> - Schedule of small riverside improvement works begins, PMTP working in partnership with Avon Navigation Trust (ANT) - End of May: Official opening of Pershore's River Avon as a new 'Havon' safe boating site (to be organised between PMTP and ANT) - Series of Big Society discussion group meetings 	
June	<ul style="list-style-type: none"> - Early June: Following Wychavon Executive Board meeting grant monies will be released to this year's successful applicants - June 18/19th launch of Vale Food Festival (<i>Partnership supported project</i>) - June 25th Pershore Regatta Day (<i>Partnership supported project</i>) - PMTP theme groups meet 	
July	<ul style="list-style-type: none"> - July 4th Launch of 'Independents Day' in Pershore and the 'Plum Shoppers Loyalty Card Scheme' (<i>Partnership supported projects</i>) - July 9th Pershore Midsummer Brass Festival commences (<i>Partnership supported project</i>) - 19th July PMTP Board Meeting - 30th July Launch of the Pershore Plum Festival (<i>Partnership supported event</i>) 	
August	<ul style="list-style-type: none"> - Pershore Plum Festival events run every Saturday in Chapman Court, culminating with Grand Plum Fayre Day on August 29 (<i>Partnership supported project</i>) - 19/20/21st Pershore Jazz Festival Commences (<i>Partnership supported project</i>) - Riverside Youth Centre begins its summer activity programme (<i>Partnership supported project</i>) 	
September	<ul style="list-style-type: none"> - Submission of Stage 2 Avon Meadow Wetlands Heritage Lottery Application (<i>Partnership is a match funder</i>) - PMTP theme groups meet - 18-19 Sept Wychavon Festival of Brass event (in Pershore this year) (<i>Partnership supported event</i>) 	
October	PMTP Board Meeting date and venue to be confirmed	
November	- PMTP theme groups meet	

December	- Avon Meadow Wetlands HLF Stage 2 submission outcome (<i>Partnership supported project</i>)	
January 2012	- Partnership theme groups identify potential projects to put forward for 2012-13 - PMTP Board Meeting date and venue to confirmed - Planning for PMTP's 10 th anniversary celebrations (Pride in Pershore awards)	
February	- Deadline for PMTP grant support for 2012-13 - Partnership Board Appraisal Panel meet to assess project applications	
March	- Partnership Full Board meet to approve grant applications - Grant recommendations go to Full Council for final approval	
April	- Grant offer letters sent out, pending final approval from Wychavon Executive Board	
May		
June	- PMTP 10 th birthday celebration event (Pride in Pershore Awards)	
July		
August		
September		

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

Key achievements

Achievement	Theme	Outcome
<i>List your key achievements from 2010/11</i>	<i>Which Community Strategy theme did this contribute towards?</i>	<i>What was the outcome? What difference did it make?</i>
1. Increased town footfall by supporting the revival of a popular town event	- Supporting the local economy	<p>Outcome: Delivery of a successful event following a 5 year absence, the Midsummer Brass Festival attracted a total audience of around 1,400 people (600 of which were paying ticket holders) the rest being made up of performers and their families. 24 bands took part in total.</p> <p>Making a difference:</p> <ul style="list-style-type: none"> • The Festival supported local business through the hire of local venue space and increased visitor footfall to the town • Provided opportunities for volunteering and skills learning (with workshops for young people) • Added to the town's event calendar (and visitor offer) • Promoted and celebrated Persnore's musical talent
2. Contributed towards the long term sustainability of Persnore's arts centre by helping to extend the programme offer and attract new audiences	- Supporting the local economy	<p>Outcome: Contribution towards general management activities including the installation of a new 3D and digital sound cinema at Number 8.</p> <p>Making a difference:</p> <ul style="list-style-type: none"> • General management support has enabled the creation of new digital resources, helping to extend the Centre's programme offer • Has helped to build on Persnore's night time economy (by providing 308 evening events and activities in 2010) • Helped to increase audience numbers to 32,400 for ticketed events
3. Supported greater visitor links and footfall potential between the area's annual Jazz Festival, held at Persnore	- Supporting the local economy	<p>Outcome: Creation of a new transport service enabling Festival goers to access Persnore town, as part of their Festival visit.</p> <p>Making a difference:</p>

<p>College and Persnore town</p>		<ul style="list-style-type: none"> The community bus link has provided an opportunity to increase town footfall and create closer links between the Festival which last year attracted around 1,000 visitors to the town
<p>4. Supported Persnore Plum Festival's long term sustainability development</p>	<p>- Supporting the local economy</p>	<p>Outcome: Partnership grant helped to support the creation of a new merchandise range such as postcards, jute and cotton bags, pens and other Festival souvenirs.</p> <p>Making a difference:</p> <ul style="list-style-type: none"> The new product range has developed a new income stream for the Festival, helping to support long term sustainability. (Profits made on products were in an excess of £1,000 for 2010). Festival products have provided an opportunity to increase visitor engagement with the event With an audience of 17,000 visitors, Festival products have also actively helped to promote Persnore as an area of local distinctiveness, especially its local, fresh food products
<p>5. Supported the development of Persnore's venue and event building capacity</p>	<p>- Supporting the local economy</p>	<p>Outcome: Creation of a new outdoor electric power supply for the Angel Inn Gardens</p> <p>Making a difference:</p> <ul style="list-style-type: none"> Persnore now has an additional outside venue space from which more events can be hosted in the future The new facility will provide free venue access to the Persnore Plum Festival's Big Plum Beer and Food Festival (a significant feature of the annual Plum Festival event) as well as free venue space to other community organised events in the future An additional venue space will help to increase capacity for Persnore's night time economy
<p>6. Supported the creation of a community art workshop and exhibition space</p>	<p>- Stronger communities</p>	<p>Outcome: Through PMTP support a community art and exhibition space was created, making use in a temporary capacity (6 months duration) of an empty shop unit in the town's High Street</p> <p>Making a difference:</p>

		<ul style="list-style-type: none"> • The community art space enabled more people (of all ages) to engage with art • Provided an exhibition space for local artists • Made temporary use of an empty shop unit in Pershore High Street, adding to the street's retail and shopping experience • Enabled community art networks, such as WANA, to develop new business relationships with town based organisations, such as Number 8, in order to sustain activities to continue supporting community art in Pershore and the surrounding area.
<p>7. Contributed towards extending volunteer support and resources for older people living in the Pershore area</p>	<p>- Stronger communities</p>	<p>Outcome: Through PMTP support, more volunteer opportunities for working with older people were created and a new information directory, listing all support and activities for older people is being published for wider circulation</p> <p>Making a difference:</p> <ul style="list-style-type: none"> • The active support project has provided more volunteering opportunities to support older people living in Pershore, contributing towards a 30% increase last year in volunteering activity • The active support project has provided a new information and networking resource listing services and activities available for older people in the Pershore area
<p>8. Supported local business and enterprise development</p>	<p>- Supporting the local economy</p>	<p>Outcome: PMTP contributed towards a total of five start-up business grants to help support new retail and commercial business development in Pershore.</p> <p>Making a difference:</p> <ul style="list-style-type: none"> • Business start-up grants helped to create new businesses and jobs (bringing added investment to the town's economy, estimated business investment return in the region of £33,787) • Reduced empty unit space in Pershore High Street • Increased the area's retail offer (with wider choice of

		<p>new business and products)</p> <ul style="list-style-type: none"> • Provided opportunities for new skill learning and business development training
<p>9. Helped to establish a new advice support service for young people</p>	<p>- Meeting the needs of children and young people</p>	<p>Outcome: The creation of the 'Time 4U Hub' based at the Riverside Centre in Pershore has provided a new confidential, advice and support service for young people.</p> <p>Making a difference:</p> <ul style="list-style-type: none"> • Young people living in Pershore now have a dedicated place to go for information support and advice on a range of issues (average numbers per weekly session being between 7-15 young people) • Project has been particularly beneficial to young people's health and well-being, especially in terms of information on sexual health and lifestyles • The Hub has brought together a broad range of service partners and organisations to provide young people with a targeted and inclusive support service
<p>10. Added to Pershore's leisure and recreational facilities</p>	<p>- Stronger communities - Meeting the needs of children and young people - Improving health and well being</p>	<p>Outcome: PMTP support helped to create a new bandstand in Pershore's Abbey Park, the bandstand is also used as a shelter for young people, parents and other residents</p> <p>Making a difference:</p> <ul style="list-style-type: none"> • The new bandstand will increase the town's venue and events offer (for instance providing a summer programme of concerts)in doing so will add to residents' enjoyment of the park area generally • The new bandstand provides a shelter and shaded area (especially in the summer) for younger residents and parents with young children • With the bandstand's development being led by Pershore Youth Council, this experience has allowed young people to become more active in community planning and decision-making
<p>11. Supported a programme of skill development and activities for young</p>	<p>- Meeting the needs of children and young people</p>	<p>Outcome: PMTP support helped to create a summer activities programme for young people over 13 living in the Pershore</p>

<p>people</p>		<p>area. Making a difference: Provide opportunities for young people to learn new skills through a wide selection of tutor-led activities</p> <ul style="list-style-type: none"> • Through physical and intellectual activities supported young people's health and well-being • Contributed towards a safer and stronger local community (by offering young people positive and meaningful activities) • Supported working parents by offering structured-tutor led sessions • Through a social setting provided opportunities for young people to mix from different villages and parishes across Persore
<p>12. Helped to increase the area's road and pedestrian safety</p>	<p>- Communities that are safe and feel safer</p>	<p>Outcome: PMTP supported the creation and installation of three village speed control systems (in Whittington, Upton Snodsbury and Flyford Flavell) Making a difference: The speed control systems are helping to-:</p> <ul style="list-style-type: none"> • Reduce the potential for road traffic and or pedestrian accidents • Improve the quality of life in the 3 villages named (by reducing incidents of speeding through the areas) • Generally contribute to greater village community safety and safe driving behaviours
<p>2010-11 Funding:</p>	<p><i>Total PMTP Grant fund spent: £30,000:</i></p>	<p><i>Total Project Match Funding: £180, 712</i></p>

Actions we didn't achieve: all actions for 2010-11 achieved

Action	Theme	Explanation and intentions
<i>Look through your 2010/11 Action Plan and list any actions you didn't achieve</i>	<i>Which Community Strategy theme did this contribute towards</i>	<i>Explain why you didn't achieve this action and what, if anything, you will do to meet this in the future. If nothing, say why.</i>

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

Ref	Action/project	Start date	Due date	Lead partner	Success measure	PMTP Grant Awarded	Project Match Funding
	<i>Description of action/project:</i>			<i>Name of lead partner</i>	<i>What will be used to measure the impact of the action or project? E.g. number of people attending event</i>		
1. Priority: Supporting and improving the local economy							
	Project title Wychavon Brass Festival: <i>A two day district-wide brass band entertainment competition to be based in the centre of Persnore. The event will add to the town's visitor offer, as well as provide opportunities for increase town footfall and potential visitor spend. As a two day event it is expected that it will particularly benefit Persnore's accommodation providers.</i>	17/9/11 <i>* Event planning will have started from 2010</i>	18/9/11	Wychavon Festival of Brass	<i>Measures of impact and project success will include-:</i> - Audience attendance data (via ticket sales) 2,500 people expected - Opportunities for visitor surveys - Telephone survey to assess whether the event has led to increases in local accommodation bookings	£2k	£29,050

	<p>Plum Festival Live <i>Opportunities for Persnore Plum Festival to extend its audience reach and engagement by redesigning and developing its Festival website. The new website will include marketing opportunities to promote and sell Festival merchandise, as well as promoting Persnore as a place to visit and stay. The project will also include training for Committee members to run the website long term and develop opportunities to engage with Festival audiences throughout the year.</i></p>	<p>30/7/11</p> <p><i>*Event planning will have started from 2010</i></p>	<p>29/8/11</p>	<p>Persnore Plum Festival Committee</p>	<p><i>Measures of impact and project success will include-:</i></p> <ul style="list-style-type: none"> - Monitoring increase in website visitor numbers - Recording of number of Festival products sold on-line - Survey to assess business benefits in terms of local advertising and visitor interest in Persnore - Agreed programme of IT support training sessions for committee members 	<p>£2k</p>	<p>£8,000</p>
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	<p>Persnore Jazz Festival town link project <i>To support Persnore Jazz Festival to run a series of taster events (activities) based in Persnore to increase opportunities for Festival goers to stay and enjoy the retail and recreational benefits of Persnore town. Links should also be made with the Persnore Plum Festival (as both events will be running in August) with possibility of creating shared marketing opportunities.</i></p>	<p>19/8/11</p> <p>* Event planning will have started in 2010</p>	<p>21/8/11</p>	<p>Persnore Jazz Festival Committee</p>	<p><i>Measures of impact and project success will include-:</i></p> <ul style="list-style-type: none"> - Recording of number of taster events and audience attendance at each - Survey/interviews to assess whether such taster activities have benefited local town businesses - Audience questionnaire 	<p>£1k</p>	<p>£31,900</p>
	<p>Persnore Midsummer Brass Marketing Project <i>Marketing support to increase and build on last year's visitor numbers for Persnore's Midsummer Brass event, increasing town footfall and potential visitor spend.</i></p>	<p>9/7/11</p> <p>*Event planning will have started in 2010</p>	<p>9/7/11</p>	<p>Persnore Midsummer Brass Committee</p>	<p><i>Measures of impact and project success will include-:</i></p> <ul style="list-style-type: none"> - Audience numbers and whether any increase. (Where possible event organiser should try to obtain place of residence for visitors to help assess impact of wider advertising). - Visitor & local business satisfaction survey 	<p>£1k</p>	<p>£12,000</p>

	<p>Pershore Railway Car Park <i>To create an improved and extended car parking facility for passengers using Pershore Railway Station, helping to strengthen the area's transport and economic infrastructure</i></p>	April 2011	March 2012	Network Rail	<p><i>Measures of impact and project success will include-:</i></p> <ul style="list-style-type: none"> - Reviewing changes in footfall in footfall at the station - Capturing the increase in revenue from passenger fares - Capturing the amount of car parking revenue year on year that might be taken should charges apply - Carrying out passenger surveys 	£1k	£250,000
	<p>Pershore Business Support <i>To develop a series of business activities to help support enterprise development, including publication of a new shopping guide and shopper's loyalty card in Pershore and market it as a centre of retail distinction and uniqueness.</i></p>	May 2011	March 2012	Pershore Chamber of Trade with support from WDC's Economic Development Officer	<p><i>Measures of impact and project success will include-:</i></p> <ul style="list-style-type: none"> - Target to award 5 business start up grants (and monitor business progress) - To carry out customer and business surveys to assess success of planned activities 	£4k	£8,250

	<p>Persnore Water Sports <i>To develop and market a pilot project to provide water sport activities, including tuition, in order to support the Riverside Youth Centre's income generating capacity and development as Persnore's Water Sports Centre.</i></p>	April 2011	March 2012	Riverside Youth Centre	<p><i>Measures of impact and project success will include-:</i></p> <ul style="list-style-type: none"> -Physical evidence of the purchasing, marketing and training - Participation numbers and financial income - Feedback forms from participants and records of certificates achieved - Grant application and fundraising process 	£5k	<p>£385,000</p> <p>* HLF application pending</p>
	<p>Foundations for the Future <i>To research and produce an audience development plan and subsequent programme of planned activities in order to attract family and younger audiences to Number 8 Arts Centre, helping to develop new audience income streams and support the organisations long term sustainability as a vibrant cultural venue for Persnore and the surrounding area.</i></p>	May 2011	March 2012	Number 8 Arts Centre	<p><i>Measures of impact and project success will include-:</i></p> <ul style="list-style-type: none"> - Recording of audience numbers and attendance - Survey profiling - Participant interviews - Audience surveys and questionnaires 	£4k	£28,000

2. Priority: Developing skills and lifelong learning

	Wetlands For All <i>Support towards a Heritage Lottery project to increase awareness, access and enjoyment of the Avon Meadows Wetlands area. Through the creation of a Learning and Community Wetlands Officer post the project will engage more people in the long-term conservation and enhancement of the town's natural and environmental heritage</i>	April 2011	March 2012	Friends of Avon Meadow Wetlands	<i>Measures of impact and project success will include-:</i> Successful outcome of a Stage 2 submission including project monitoring and evaluation plan	£2,500	£220,000 Stage 1 passed awarded in March 2011. Submission to Stage 2 will be in September 2011.
3. Priority: Delivering housing that meets local needs							
4. Priority: Reducing health inequalities and promoting healthy lifestyles							
	Vale Food Festival <i>To create a new food festival for the Vale, promoting food producers, local products and sustainability. (This is an event being organised by Evesham and Pershore Transition Groups, with support also coming from the Evesham Market Town Partnership). Evesham will host the event this year and Pershore will look to host the event in 2012.</i>	June 18 <i>Event planning started in Feb/March 2011</i>	June 19	Transition Evesham and Pershore	<i>Measures of impact and project success will include-:</i> - Recording of visitor numbers - Number of exhibitors - Sales of produce - Visitor surveys	£500	£4,500
5. Priority: Supporting older people							
6. Priority: Providing positive activities for young people							

	<p>Persnore and District Summer Activity Programme <i>Creation and delivery of a six week summer activity programme for young people over 13 living in the Persnore area. Based at Riverside Centre, the activity programme for 2011 will include outreach activities proposed for 'hot spot' areas where large groups of young people congregate</i></p>	July 2011	August 2011	Riverside Youth Centre	<p><i>Measures of impact and project success will include-:</i></p> <ul style="list-style-type: none"> - Record number of young people participating in activities (both at the RYC and in outreach locations) - Feedback/interviews gathered from participants and session workers - Reports from police on impact on anti-social behaviour and other incidents during the summer holiday period 	£1,500	£5,000
	<p>Persnore Regatta Event <i>To help develop the Persnore Bell Boat Regatta, a one-day event that celebrates Persnore's riverside heritage and involves young people living in the Persnore and hinterland area. While the event provides positive opportunities for young people, through audience attendance it also offers an opportunity to increase town footfall and involve local business in its organisation.</i></p>			Fladbury Paddle Club	<p><i>Measures of impact and project success will include-:</i></p> <ul style="list-style-type: none"> -Recording of numbers taking part in the regatta - Feedback from participants (verbal and written) - Numbers taking part in paddle-sports after regatta competition 	£500	£6,170

7. Priority: Supporting people to play an active role in their communities and to take more responsibility for improving their lives

	<p>Hinterland Development Worker project <i>To create a 'Big Society' Development Worker post to pilot a programme of activities to help engage people not normally involved in volunteering and develop opportunities for rural communities to become more sustainable in the future</i></p>	May 2011	March 2012	Persnore & District Volunteer Centre	<p>Measures of impact and project success will include-:</p> <ul style="list-style-type: none"> - Engagement with at least four Persnore hinterland communities - Series of project activities delivered with project outcomes reported - Details of pilot programmes and models of working to be shared publicly and offered as case study learning 	£5k	£31,726
	<p>Funding spend and totals 2011-12:</p>					<p>Total PMTP grant commitment £30k</p>	<p>Total anticipated match funding: £1,019,596</p>

4. Partners Perschore LSP is working with in 2011-12

PMTP Members:	PMTP Project Partners
Michael Amies (Chair) (Number 8)	Wychavon Brass Festival
Cllr John Grantham (Vice-Chair) (District Councillor)	Perschore Town Council
David Balme (WCC Passenger Transport Group)	Worcestershire County Council
Judi Brazkiewicz (Worcestershire Feederation of Small Businesses)	Perschore Rotary Club
Andrew Clasen (Perschore Civic Society)	Wychavon District Council
Clive Corbett (Perschore High School)	Number 8 Arts Centre
Deborah Dale (WCC Area Democracy Unit)	Perschore Midsummer Brass Festival
Cllr Ron Davis (District Councillor)	Perschore Jazz Festival
Mike Gordon (Perschore Chamber of Trade)	Perschore College
Gill Hyatt (Age Concern, Perschore)	Perschore Visitor Information Centre
Clive Matthews (Avon Navigation Trust)	Perschore Chamber of Trade
Alex Mellor (Riverside Youth Centre)	Thompson & Bancks
Julia North (Wychavon Health Improvement Officer)	Worcestershire Wildlife Trust
Arthur Ore (CALC)	Network Rail
Cllr Linda Robinson (District Councillor)	First Great Western
Karen Taylor (Extended Services)	Heritage Lottery
Cllr Charles Tucker (Perschore Town Council)	Riverside Youth Centre
Cllr Liz Tucker (county councillor)	WCC Youth Support team
Kate Walton (Perschore & District Volunteer Centre)	Wychavon Sports Development
Val Wood (Perschore Tourism)	Wychavon Kayak and Canoe Club
	WCC Extended Services
	Perschore High School
	West Mercia Police
	Perschore & District Volunteer Centre
	Perschore Plum Festival
	Perschore Agender Women's Business Network
	Federation of Small Businesses
	Talk Business Uk
	Business School, University of Worcester
	Perschore Lifeguards
	Wychavon Parish Games Committee
	Fladbury Paddle Club
	Transition Evesham
	Transition Perschore

	Worcestershire Leader Funding
	Avon Navigation Trust
	Pershe Sea Cadets
	Worcestershire Council for Young Carers