



Evesham Market Town Partnership
Action Plan
2008-9

EVESHAM MEETING THE CHALLENGE

Contents

1. Market Town Partnership (MTP) Overview and Review of Performance 2007-8
2. 2007/2008 Action Plan (AP) Project Delivery Report
3. Action Plan Projects Summary lists 2008-9
 - 3.1 Strategic Projects Implementation Plans
 - 3.2 Ongoing Rollover Projects
 - 3.3 Theme Groups Action Plans that require Core Group or other Agency input
 - 3.4 Partnership IAP 2008-9 – Overview
 - 3.5 Partnership Projects for delivery 2008-9
 - 3.5.1 Project descriptions – Communities that are Safe and Feel Safe
 - 3.5.2 Project descriptions – A Better Environment for Today and Tomorrow
 - 3.5.3 Project descriptions – Economic Success that is shared by all
 - 3.5.4 Project descriptions – Improving Health and Wellbeing
 - 3.5.5 Project descriptions – Meeting the needs of children and Young People
 - 3.5.6 Project descriptions – Stronger Communities

Appendices

- Appendix 1 Wychavon Core Group 7 MTP Membership lists 2008/2009
- Appendix 2 EMTP Action Plan 2008-9 LSP Fund Projects Cost & Spend
- Appendix 3 Wychavon's Community Strategy 2007-10 summary and Theme Group Leaders

1. **Overview and Review of Performance 2007-8**

1.1 It has been another successful and challenging year for Evesham Market Town Partnership (MTP). The challenging part came with the arrival of the 20th July flood, with flood water reaching record heights that caused heavy damage to many Waterside business and properties in Evesham (and elsewhere). As a result of this flood all MTP funding that had not been committed was transferred to a Flood Recovery Fund, which with support from VECTA and the Town Council amounted to some £17,600. Eleven of the 16 projects that constituted the Action Plan for 2007-8 were successfully delivered. The MTP Board agreed that those projects that had been curtailed would be considered for delivery in the 2008-9 Action Plan. A major operation, in partnership with the Lower Avon Navigational Trust, to clear riverside detritus and dredging of the river abutting Workman Gardens is to take place when the risk of winter flooding recedes in late March.

1.2 Despite the flooding, all planned Festival and Events successfully took place although the Community Safety Day Event was re-arranged to take place in September. The MTP successfully lobbied for Wychavon to acquire the Swan Lane School site for additional parking in the town and took a keen interest in the consultation process for the re-development of Evesham High Street. The Board also continues to lobby for the re-location of the Evesham Volunteer Centre to existing buildings currently being used by the Country's Registrar Services on the Swan Lane site when they become available. The MTP contributed toward the successful publication of the Wychavon Community Strategy. Attendance and input at 2 Forums to help formulate the Worcestershire Integrated Transport Strategy also took place

1.3 MTP support for facilitating a Capital Build Project at Evesham Country Park remains steadfast but protracted negotiations between Eagle-1, the park owners and Ragdoll Productions Ltd have extended into 2008. Efforts to engage Advantage West Midlands in a Capital project to facilitate the project have been effected by the Wychavon Head of Community Services. The successful conclusion of this project would attract S106 funding and facilitate a MTP project to create better road, river, footpaths and mini-rail links with the Town Centre.

1.4 Terms of reference were drawn up for the Partnership and agreed by Wychavon District Council Executive Board. This included the minimum requirements for a membership structure that would represent the key priorities of the Wychavon Community Plan and legislated for the annual election for the appointment of a chairman. The partnership may also nominate named Board Champions to take forward strategies & priorities, may co-opt people onto the LSP Board, set up Task Groups for addressing specific issues/projects including Community Strategy Themes and Projects Partnership Action Plans. These Theme Groups may include individuals from the wider community and organisations that are not serving on the Partnership Board. The MTP continues to hold Regular meetings to formulate its strategies, policies and actions and runs regular and intermittent Theme Group meetings tailored to the need. A list of MTP members is contained in *Appendix 1*.

1.5 The Partnership's Action Plans support The Wychavon Community Plan. This is formulated from the 6 priority headings that structure the Local Area Agreement. These are:

- Communities that are safe and feel safe
- Better environment –for today and tomorrow
- Economic success that is shared by all
- Improving health and well-being
- Meeting the needs of children and young people
- Stronger communities (including housing, transport etc)

1.6 **Action Plan Process.** Wychavon District Council has provided 'Seed' money in the form of a further 3-year £90K LSP Fund (£30K per annum) to facilitate delivery of Community Projects. Projects, including reserve projects, are identified and included in the IAP. Projects are identified through both a 'Theme Group' and MTP Board consultation process. The resultant IAP is agreed by the MTP Board and then presented to the Wychavon Executive Board for approval. Subject to this approval and prior to implementation, the Chairman of the Core Group, the Wychavon Managing Director and the Chairman of the MTP ratify the IAP. Match-funding and In-Kind funding is generally sought for the projects but is not mandatory.

1.7 Membership of Action for Market Towns (AMT) has been maintained and the MTP is in the final process of bidding for a £25K grant from the AWM Better Welcome Programme. This programme is being administered by AMT on behalf of AWM.

1.8 The Partnership maintains close working relationship with Evesham Town Council and its financial and general support is major contributory factor in the success of the Partnership. The Partnership has also been instrumental in helping to develop the Vale of Evesham Commerce & Tourism Association (VECTA) as an independent voice under the aegis of the Economic Success for All priority.

1.9 **Visits/Conferences.** The Partnership was represented at two West Midlands Market Town Forums (WMMTF) at Highley and Bewdley during the year. The planned WMMTF at Evesham, on 27th July was cancelled due to the floods, as was a planned visit by the Yorkshire Forward partnership. We hosted a visit from Telford & Wrekin Partnership plus a networking visit by the Stourport Forward Partnership Manager. A planned visit by the Wiltshire Forum Partnership was postponed both in August and in January due to flooding and at the time of going to press has been rescheduled for 18th March 2008. Hilary Philpott represented the Evesham and Pershore MTPs at the Annual AMT Conference in Newmarket in September 2007. Several conferences/workshops were also attended including Worcestershire Partnership, Wychavon Community Plan and LSPs and Worcestershire Integrated Transport Strategy.

2. **2007-8 Action Plan Project Delivery Report**

The following projects were delivered:

2.1 **Improving Health and Well-being**

a. National Walking The Way to Health Initiative (WHI). The Vale Walking Group came into being on 1st May 2007 as one of now 450 nationally accredited (British Heart Foundation, Lottery Funded and National Institute for Health and Clinical Excellence (NICE)) groups in the scheme. The PCT and WCC support the scheme, locally. The Group delivers on the following criteria;

- Offers short health walks for beginners (as well as

- experienced walkers)
- Meets WHI safety and insurance standards (all walk leaders and walkers are insured)
- Collects basic monitoring information

To date the Group has had 10 Health Walk Leaders trained (including the MTP Manager) under the WHI banner. The training was organised or run by Alison Williams WCC Health Walks & Access Officer. Weekly walks take place every Tuesday at 10a.m from Hampton Ferry, Evesham. The Group is being promoted in partnership with the Evesham Journal and featured in both 2007 editions of the Discovering Evesham Magazine and various Journal and Admag newspaper articles. Whilst some 20 walkers participate in the scheme more effort is to be put into engaging with local surgeries through the PCT to achieve a target of 50 walkers. Thus far the incremental growth of the Group has been achieved through local advertising and word-of-mouth. New walkers are encouraged to join, not only for the benefits of a healthy walking regimen but also for mental stimulus and an enjoyable social occasion. The MTP and Evesham Town Council funding was used to establish the group with its Walk Leaders, the purchase of WHI rucksacks and first aid equipment, promotions and footpaths improvements.

b. Health & Safety Awareness Day and Falls Prevention Campaign. This WiNN (Worcestershire Integrated Neighbourhood Network) 'Staying Steady' project was successfully delivered in the Town Hall on 26th June. In respect of older people, statistically, the Evesham area has the highest rate of falls in the county. The event featured displays, demonstration 'taster' exercise sessions, speakers on related topics, refreshments and a new for old slipper exchange (old slippers being responsible for a good number of falls/slips incidents).

c. The WiNN delivered its Autumn Showcase and 'Eat your Way to Health' events in October and November. On 19th October in Evesham Town Hall a raft of information on grants, including Winter Warmth, Financial Advice, Pension Credit, Energy Efficiency, Physical & mental Health topics, Community Service Support Information, Exercise and Activity Opportunities, Fall Awareness etc was dispensed. A road show to the Vale was also delivered in November featuring low-cost winter warmers 'healthy food' cookery demonstrations. Events were held at Hampton, Offenham and Cleeve Prior. The Cookery demonstrations were led by

Christine Holder (Environmental Health Technical Officer, Wychavon DC) with a focus upon 5 a day fruit and vegetables; balanced diets; good 'fuel' foods; easy to cook and low on energy (gas/electric), kitchen safety and food hygiene etc. Attendees were treated to samples of the food and were offered tips and hints throughout the interactive demonstrations. The events were also supported by the Worcestershire Energy Efficiency Advice Centre (WEEAC) who were able to address individual enquiries regarding domestic heating, insulation etc. Age Concern raised awareness about possible exercise options and Evesham Library spoke about their library services in general, including home visits for the housebound. In total, in excess of 110 people attended the road-shows, including a small number of men, and they were all given a copy of the Winter Warmers booklet funded by the MTP.

d. The Young Persons Health Awareness Day did not take place and funding was redirected to the Flood Recovery Project Fund (£500).

2.2 **Stronger Communities**

a. Larger Premises for Evesham Volunteer Centre. Lobbying to gain interest and approval for moving the Centre from its existing inadequate premises in Oat Street to the now newly acquired School Building off Swan Lane were carried out. Interest within Wychavon has been stimulated but thus far, not approval.

b. Connecting Communities, Discovering Evesham Magazine. Two editions of the magazine were produced and issued by Newsquest's Evesham Journal in 2007. An excellent selection of community interest articles featured in the magazines. The quality of this magazine goes from strength to strength.

c. Community Chest Scheme. There were no bids received before all uncommitted funding was redirected to the Flood Recovery Fund (£4,500).

2.3 **Meeting the Needs of Children and Young People**

a. Adventure Park Youth Event & Youth Unifying Event. This year the theme of the event in the Adventure Playground was 'Circus'. It attracted some 400 children and adults. Serving to stimulate, interest and occupy children in their spare time, the event also served to raise awareness of free services and to raise funding for the provision of these services in the

Adventure Playground. The event involved around 60 volunteers and members of staff. Funding for the Youth Unifying Event at Wallace House was not committed and was redirected to the Flood recovery Fund.

b. Forest Schools. This project to assist in schoolchildren and adults with learning difficulties to gain access to the outdoor learning environment was supported for a second year. Forest Schools have demonstrated success with children of all ages, giving them the opportunity to learn about and respect the natural environment, how to handle risks and to solve problems. Forest Schools also enables children to work with others, improve social communications skills and to grow in confidence and self-esteem.

c. HAVEN. This project was supported for a second year and this year concentrated on the provision of move-on packs of essential items for HAVEN residents moving into independent accommodation. Sadly the floods again severely damaged the buildings, forcing their evacuation and subsequent closure. Added to this, due to the loss of funding for 24-hour warden cover, some bad behaviour by some undesirable elements ensured its demise. Rooftop are planning to promote a new initiative, named Shine, in which 2-3 bed-roomed houses are made available for young people to share and develop their living skills.

2.4 **Economic Success that is shared by All.**

a. The Evesham Charter Market. This funding (£3,000) had not been committed by the time the floods had occurred and was redirected to the Flood Recovery Fund. It is hoped to support Evesham Town Council in its efforts to develop the market in 2008-9.

b. The Better Welcome Project. This visitor economy research project, to identify ways and means of improving the visitor experience in Evesham to support the retail sector was prosecuted throughout the year. This included a Tourism Product identification exercise, a Visioning Workshop, A Visitor Survey and Signs Audit. This was all pulled together and a final Action Planning Seminar, involving local businesses, particularly those with a direct tourism interest (Almonry TIC, Evesham Country Park, Tea-rooms, Pubs etc) took place on 5th February. The results of this final meeting are reflected in the 2008-9 Better Welcome project bid in this Action Plan.

c. Broadway TIC – Gateway to the Vale. This 3-year project came to fruition on 20th June 2007 when the TIC was formally opened by

HRH The Duke of Kent. The opening of the Gordon Russell Museum was delayed due to legal processes and complexities but finally opened on 22nd January 2008. Discussions on collaboration with the tic continue.

d. Accommodation Providers Accreditation Project. This funding (£2,000) had not been committed by the time the floods had occurred and was redirected to the Flood Recovery Fund. This project is to be supported in 2008-9 and possible 2009-10.

e. Developing the Vale Trail as a Brand. Designed to attract visitor interest the year round, this tourism brochure led project augments the highly successful Spring Blossom Trail publication and serves as a mechanism to re-enforce the Vale of Evesham as a tourism destination. A third brochure, the Events Diary complements them and the three together present a powerful tourism marketing campaign. The Vale Trail lists a range of rural based attractions, Farm shops and Specialist Food & Drink producers, Garden Centres & Nurseries, Pub & Restaurants, PYO and Accommodation. It highlights key horticultural events and has been instrumental in the development of the now 'British' Asparagus Festival in the Vale of Evesham.

f. Local Distinctiveness – Festivals and Events 2007. Despite challenging weather condition all the Festivals & Events planned for 2007 were successfully delivered and record attendance was recorded for the summer events. Over 75,000 visitors attended the Festivals.

The programme for 2007 included, for the first time, support for the Evesham Rowing Club's main event, The Regatta and some promotion for the Heads of River Races. Italian and French specialist food markets were held in Evesham as supporting events for The Regatta and the Evesham Angling Festival. To attract their participation, these markets were shared with Broadway, Pershore and Droitwich Spa over three day periods. Another 'first' was support for the 'Community Safety Day Event'. This showcased the emergency services at work, with displays and exhibitions directed at increasing community safety, be it at work, in the home or at play. A good number of 'side-shows' attended this event, featuring River Rescue services, Air Ambulance, St Johns Ambulance Services, Wild Life Groups, Evesham Historical Society, etc.

Promotional and practical support for the first Evesham Festival of Music was also afforded and this will become a biennial event with the Festival of Brass hopefully taking place on alternate years.

For the second year the Vale Asparagus Festival, centred on the Fleece Inn at Bretforton was supported. Despite the weather it was highly successful, with Henry Sandon again attracting a lot of attention. The

festival was linked by bus with the Almonry and Evesham's asparagus growing field off Abbey Road. The British Asparagus Association was also involved in the Festival, as well as 'Farm Stay' and the Asparagus Auctions at the Fleece. This has resulted in the Festival being afforded the title 'The British Asparagus Festival in the Vale of Evesham' which features in the Local Distinctiveness projects for 2008-9.

The Mediaeval, Morris and Cider Festival took place in the Town Centre and was an unequivocal success with a record number of people visiting the Almonry Heritage Centre.

The Evesham River Festival was, as ever highly successful and also attracted record crowds as did the Evesham Fishing Festival. The latter, with its growing retail village and craft Fayre marquee augurs well for future events, although there were concerns raised about the reducing quantity of small silver fish in the river. This resulted in a seminar being held in November to identify the reasons for this. The recommendations that evolved from this seminar are represented in a Environment Agency led project that features in the Partnerships 2008-9 Projects list.

g. VECTA and the VECTA Vale100 Action Group. The Partnership continued its support for the development of the Vale of Evesham Commerce & Tourism Association under its 'Economic Success for All' banner. It has assisted in its membership growth from about 20 to over 80 by supporting the running of various seminars and forums to highlight the essential work of the association, particularly as a consultation body for the town's businesses. The concept to create a Vale100 Action Group to represent the businesses was not enduring, as the membership of the Action Group committee was largely composed of retailers/traders and was perceived as unrepresentative. Thus VECTA, with MTP and Town Council support, has embarked on a 'New beginnings' initiative, launched at the Vale Golf Course on 31st January 2008, to highlight the 'C' in VECTA and develop better links with the existing membership and the wider business community. The aim is to build on past achievements, improve partnership working and to form appropriate links that will facilitate debate and representation at the highest level and to stimulate 'Action'.

The Partnership supported the development of the VECTA news-sheet into a twice-yearly 8-page newsletter, entitled 'The Voice'. This has been highly successful. VECTA is also supporting the Evesham High Street Re-development Scheme and the Better Welcome Programme, committing funding to both projects. Whilst MTP support for VECTA continues, indeed the MTP and VECTA have representatives on their respective Committees, it is stressed that VECTA is an independent association and as it

consolidates its sustainability MTP financial support will reduce and end.

h. **The Flood Recovery Fund.** A flood recovery programme focused on promotion actions and advertising, based on an 'Evesham is Alive and Well' caption to support, promote the recovery of businesses was pursued. Facilitating this were Wychavon's Community Services Departments, including the MTPs' and Parks Managers which steered, quickly, operations to clear the river of debris and to recover that town's riverside parks. This was largely completed within 3-4 weeks, enabling the Evesham Angling Festival to take place, with record attendance. The programme also included a substantial and highly successful promotion for Blackminster Business Park.

An enhanced programme for the Evesham 'Country Christmas' Christmas Retail launch and the switching on of the lights was also successfully carried out in appalling weather conditions. VECTA's town traders supported the event, filling market stalls and promoting their businesses. Re-useable and colourful banners, designed by Blackminster Middle School, were produced and these were displayed in shop and restaurant windows informing the public of re-opening dates. Feature articles were also included in the local press and Discovering Evesham magazine.

2.5 **A Better Environment for Today and Tomorrow**

a. **Riverside Regeneration.** Negotiations to the progress of developing the Evesham Water Sports Centre continue. It is expected that this project will take up to another 3-4 years to deliver as it will be dependent on S106 and possibly AWM funding. Evesham Town Council has committed £10,000 towards the project. A cost and design study is required and this will form part of a wider study, similar to the River Avon Tourism & Leisure Study of June 2002, which proved so useful. The Boardwalk on Swampy meadow, upstream from Common Meadow was slightly damaged in the July floods but is to be repaired under guarantee (WCC Countryside Services). The accesses to the boardwalk were improved and a jetty, opposite the Bridge & Ferry Inn at Offenham was installed and survives the flooding. This will facilitate transit for walkers across the river when a river taxi service becomes operational. The delivery of road, (mini-rail), river and footpaths links between Evesham Country Park and the Town Centre and riverside hostelrys remains very dependent on the successful delivery of new business ventures in the Country Park.

Other projects: In a joint project, the Public Right of Way linking the River Avon by the Rugby Club with Briar Close and the longer circular riverside walk, was cleared of heavy overgrowth in readiness for WCC Countryside Services to lay new materials to reform the path. Using flood relief funding The Hampton Ferry Town circular walk was re-surfaced after the 20th July flood and the fishing platforms within the confines of the town parks were refurbished.

b. **Town Centre Regeneration.** The 3rd phase of enhancing Evesham's Abbey Road Gateway to the town by replacing the old railings for new has been largely completed. Despite earlier agreement, concerns about the siting of some of the railings were raised by the Rudge Trust and Eon and some modifications were made. One section remains to be upgraded (The railings have been purchased and are in SE Cooper's works store) and this work will take place in conjunction with the development of the Old Council Compound (FOCSA Depot).

3. **Projects 2008-9**

Projects categories - MTP Action Plans fall into 4 sections:

- Strategic Project Implementation Plans
- Rollover projects
- Theme Groups/Sub-groups Actions Plans that require Core Group or other agency input and drive
- New Projects using the Community Development (£30K) Fund

3.1 **Strategic Projects Implementation Plans**

Through delivery of ongoing and new projects, MTP Board Meetings, lobbying and other constructive meetings, including Theme Group Meetings the following projects have been identified or continue to be identified:

- a. Develop the Partnership to meet the priorities of the Local Area Agreement and through local delivery and consultation help formulate strategies, policies and new priorities
- b. Support the LSP Theme Groups/Sub-groups (TG) to identify and deliver projects and strategies within their respective Community Plan priorities.

- c. To support the Evesham Volunteer Centre to acquire larger and more suitable premises to enable it to serve local people better and to attract a larger 'formal' Volunteer Force and in doing so meet one of the Government's mandatory Community Empowerment outcomes
- d. Riverside and High Street Regeneration Programmes:
- Support the development of a capital project on Evesham Country Park (ECP) for the benefit of Local Business Development and to the Visitor Economy. To continue dialogue and support for Ragdoll Ltd and Eagle-1 (ECP owners) to successfully gain planning consent for a capital project at the Park. To work with ECP to develop its 125 acre site as a centre of tourism including fishing, fishing lodges, mountain bike course etc and to negotiate S106 Agreements (Planning gain) that will support road, rail, river and footpaths links between the Countryside Park and the Town Centre.
 - Evesham Water Sports Centre. In partnership with Evesham Town Council, Evesham Rowing Club, Evesham Sailing Club, Evesham Paddle Sport/Kayak Club and others, re-develop Wychavon's disused riverside swimming pool in Common Meadow to create a Water Sports Centre, a river-trips passenger jetty and mini-bus terminus. Evesham Town Council has pledged £10,000 towards this project.
 - Support the Evesham High Street Re-Development - to link with the Better Welcome Programme (see New Projects below)
 - Support the Port Street Townscape Heritage Initiative (THI - AWM/HLF/ WDC Programme Option project) and the re-opening of the Regal Cinema, Port Street.
 - Support improvements to Evesham Railway Station. Renew efforts through Network Rail/Thames Trains/Cotswold Line Promotion Group/WCC Rural Transport

Partnership/Wychavon Policy Plans and First Great Western Customer Panel Representative (Brian Clayton) for structural and service improvements to the station.

- e. Sustain and Develop Local Distinctiveness through a series of sustainable Events and Festivals, including the British Asparagus Festival in the Vale of Evesham and to continue to develop 'Connecting our Communities' through the 'Discovering Evesham' magazine and other initiatives.
- f. Continue to develop the status and role of VECTA to better-represent local business, retail and service sectors as a consultation body and to support local businesses and visitor economy initiatives.
- g. Continue support for the National Walking your Way to Health Initiative (Whi), in partnership with WCC and the PCT utilising and improving footpaths, parks and other routes to promote Healthy Living initiatives. To support Evesham Rambling Club and WCC Country Service in their efforts to open new and linking rights of way to create a better walking environment and footpaths network in the local area.
- h. To give priority support to all Health & Wellbeing Initiatives for all age groups
- i. Migrant Workers Initiatives. To support Wychavon's Migrant Worker population initiatives and to help integrate them into local society.

3.2 **Ongoing Rollover Projects.** The following projects are ongoing:

- Road, Rail, Footpath and River links from Evesham Country Park and Evesham Town Centre and Riverside Walks and links with the Battlefield Trail including the production of a walk-leaflet to promote the walks on a 365-days a year basis.
- Local Distinctiveness – the delivery and development of Festivals to promote Town and Vale

- Hydro-Electric Scheme at Evesham Lock – supporting Beneco Energy Limited to install its renewable energy turbine into the Mill Race at Evesham Lock to provide electricity into the National Grid. To provide an Information Display Cabinet to contain historic and current information on the old Mill, Lock and Millrace.
- Accommodation Providers Accreditation scheme to maximise visit preference and potential and safeguard advertisers.
- Development of the Vale Trail and Blossom Trail as year-around visitor attractions. Development of the British Asparagus Festival in the Vale of Evesham and creation of a National Morris Festival.

3.3 **Theme Groups/Sub-groups Actions Plans that require Core Group or other LA or Agency input**

- a. **Communities that are Safe and feel Safe.** This TG meets twice per year and on an ‘as required’ basis to handle any issues that arise. It works closely with the Children & Young People’s TG, which has taken on a number of issues that have been discussed at meetings and through e-communications. There are no issues that require additional support.
- b. **Better Environment – for Today and Tomorrow.** The TG was established to identify its Action Plan for the MTP and will re-convene on an ‘as required’ basis.
 - **Create a clean environment** - free from dog mess, litter, chewing gum and fly tipping - group discussed encouraging land owners to protect their land by use of gates and also for clubs to report incidents of fly-tipping. Need to ensure that footways and verges are kept clear of overgrowth – danger to pedestrians, runners, pushchairs etc due to lack of maintenance. Cycle route needed along Red Lane. Highways and land drainage need regular maintenance and this is just not being done. Not enough money in the right place to achieve this.
 - **Reduce the impacts of climate change and household energy consumption** - Push Government to introduce legislation to ensure builders’ use recycled and eco-friendly thermo-insulating materials.

- **National Grant Programme For Renewable Fuels and Insulation -**
 Energy at present time still too cheap and because of this not currently is being used efficiently. Continue to support renewable energy projects, like Mill Race, Evesham Lock. Need for a National Grant Programme for renewable fuel and insulation to enable this to be an affordable option.
- **Wychavon Grants For Listed Buildings and What Materials Should Be Used.** Knowing where to get sensible information for listed buildings and also sharing information within communities/villages (for example many village halls listed buildings or listed buildings within villages). Re-introduction of Wychavon grants for listed buildings.
- **Protect And Actively Promote Evesham And Its Hinterlands Natural And Historic Environment -** To protect and actively promote and maintain the natural and historic environment. Wychavon Community Grants should feature initiative for woodlands and countryside.
- **Look At Identifying Solution To Problems On Construction Waste And Trade Waste To Recycle -** Trade waste and construction waste currently have no provision for recycling and therefore all waste goes to landfill. Look at ways to extend the service of recycling for these groups. Strong feeling that Trade Waste should be given same priority as Domestic Waste.
- **To Support WRAP and Initiatives -** Waste and Resources Action Programme (WRAP) campaign on avoiding food waste, recognised that biggest wasters of food are institutions for example hospitals and supermarkets
- **Encourage Working Nearer To Home and Communicate Business Close To Home -** Recognised that town centres are growing in population, however local businesses are being lost. To facilitate a better environment for today and tomorrow, reduce the need for travel by encouraging use of local businesses and enable close to home working. Better liaison between Planning Department and Rural Transport Partnership needed.

c. **Economic success that is shared by all.** The MTP Board handles issues and projects for this priority on a meeting by meeting basis.

- WP, Multi LA and Agency financial and facilitating support required to deliver agreements and delivery of projects to create better links between Evesham Country Park and Evesham Town Centre and Riverside. Evesham Country Park, which attracts some 1.5 million visitors a year is a vital asset to Evesham and close links should be developed to ensure that all opportunities to benefit Town and Vale are maximised and achieved. The development of the Country Park should feature in the South Worcestershire and Local Development Plans.

d. **Meeting the needs of Children & Young People.** The Evesham Children and Young People LSP sub-group (Theme Group) meet on a regular basis and are Working to make a difference for Children and Young People around positive activities, things to do, places to go. Close working with WCC and local partners has identified the following projects and programmes that require MTP strategic action and/or Core Group or other Agency support and initiatives that would benefit from TG support:

- Set up District C&YP Forum with links to the Youth Cabinet and Youth Parliament. Local members as a reference group to inform direction of travel gaps/overlaps in Evesham and hinterland
- Party in the Park. Support delivery of Party in the Park 20/21 August. Evesham 2008 by working with District & County Council as appropriate. Help in communication with providers for Provider Fayre.
- Hinton Community Forum. Support delivery of Play facilities in Hinton. Links to Rural Play Initiative meeting in April (Wychavon David Manning) and support the principle of the employment of a Rural-Play Advisor.
- Build stronger links with Evesham & Pershore Housing. Give assistance with prevention but proactive approach to diverse young people placed in Evesham and hinterland.

e. **Improving Health and Well-being.** The TG was established to identify its Action Plan for the MTP and will re-convene on an ‘as required’ basis.

- Need to sustain the projects/services that WiNN had delivered. A Promotions Co-ordinator needed to maintain the impetus that WiNN generated. The employment of a Community Development Worker has been suggested.
- Tinnitus Group - WiNN currently funds Deaf Direct (for hard of hearing and those suffering from tinnitus). Social and support group meets once a month. Attendees split equally between those suffering hearing loss and those with tinnitus. Many young people with tinnitus attending the group. Funding for this project guaranteed until March 2008, hoped that this would continue until March 2009 (however this would not be known until February this year). Project to fund help and support post of 5 hours per month.
- Cardiac Rehabilitation – Patchy service from PCT across Worcestershire that needs to be improved. Joint project with PCT bearing major cost of providing specialists to run the programme. Local MTP champion is in discussions with PCT regarding initial rehabilitation for those who have had surgery. Local input will be to locate suitable place on which to build cardiac rehabilitation facility, possible to use existing community building for example Evesham Rowing Club which has some low impact equipment. Also, a Local Pharmacist is willing to provide a technician for diagnostic testing one afternoon per week to include BP, Blood Glucose, BMI and waist circumference monitoring and testing services Model based on graduate exercise to then progress onto walking (ties in with health walks initiative). Theme group recommended that MTP funding up to £3,000 to support this project (equipment) but circa £150,000 required from PCT.

f. **Stronger Communities.** The TG was established to identify its Action Plan for the MTP and will re-convene on an ‘as required’ basis.

- Rural Post Offices - SPARCE project by David Inman Rural Services Network - lobbying to keep all rural post offices open.

- Flood Relief Information Package. Need for some kind of flood relief package that Wychavon residents/Businesses could be issued – particularly in high-risk areas. Need for better communications with communities.
- Installation of Evesham Volunteer Centre into part of the Old Swan Lane School
- Housing Needs for young people and use of Shawcross Walk, Port Street (previously a British Schizophrenia Society warden-run refuge). If Rooftop purchase this what would their tenancy plan be?
- Public Hall – gives perception of an under utilised facility that is not being robustly promoted. The hall requires re-decorating. The outside of the building owned by AXA; inside administered through WDC, so possible problems for development. Need to develop the Public Hall on the lines of the old Evesham Marina Ballroom for theatre, music and dance uses. Excellent health and community benefits.
- Multi-lingual Language Line - Through SHINE offer subscribed phone interpretation service, business in Evesham to be made aware of and also could be included and publicised in Discovering Evesham magazine. Volunteer Centre looking at taking on volunteers with foreign language experience. Corpe Group, Connexions and VECTA to publicise Language Line and Core Group too.

3.4 **Action Plan 2008-9 - Overview**

The MTP Board elected not only to identify new projects and themes for its current Action Plan but also to support, for a further year, some previous projects that merited it. Additionally, the Board agreed that where projects were curtailed in 2007 as a result of the floods, then they could be delivered in 2008, as appropriate. Whilst it was clearly understood that precedents were not to be set that would encourage or support ‘hardy annual’ bids for Community Funding it was recognised that some projects required longer than one year to become established and sustainable. It was agreed that projects should not be supported in excess of three years.

The Board also agreed that to maximise the potential of the Community Fund, in the event of the failure of a primary choice project or because allocated funds were not drawn on, the funding could be used to enhance existing projects and/or appropriate 'reserve' projects would be identified. Any project that has not had funds committed to it by November 2008 may be cancelled and funding re-allocated.

The Evesham MTP Action Plan (AP) has been drawn up under the 6 themes that structure the Wychavon Community Plan 2007-10 and the Local Area Agreement. A number of these projects will form the basis for drawing down funding from the Wychavon District Council Community Fund (£30,000). Match Funding (MF) is to be sought for projects, as appropriate, from a wide range of local partners and external funding bodies. Funding-in-Kind is also to be included in the process.

3.5 **Projects for Delivery 2008-9**

3.5.1 **Communities that are safe and feel safe**

Speed Reduction Controls. In its 2007-8 AP the MTP identified the need to stop vehicles 'Speeding in Villages'. Stopping excessive speeding in villages has again also been identified as a priority in Parish Plans and at P.A.C.T. meetings. Speeding through communities is not just about road safety but impacts on quality of life, is viewed as anti-social behaviour and causes fear.

Partners:

Inkberrow & Cookhill Working Group – Project Manager and Funding
Stock & Bradley WG and Droitwich LSP– Facilitating and Funding
Feckenham WG and Redditch LSP - Facilitating and Funding
Wychavon Community Safety Officer - Facilitating
West Mercia Constabulary - Facilitating
WCC Highways Traffic Management Unit (Road Safety) - Facilitating and Funding
Droitwich Area Partnership (tbc) Facilitating and Funding (tbc)
Redditch LSP - Facilitating Funding (tbc)
Parish Councils - Facilitating funding

Action	Cost	Cash Funding Partners
<p>To purchase and install 5 battery operated and moveable ‘suitcase’ excessive speed displays at village gateways</p>	<p>£12,800</p> <p>Suitcase models: 5 @ £2,000 each</p> <p>10 x Poles £250 each</p>	<p>Lead Inkberrow WG</p> <p>EMTP £1,000</p> <p>Wychavon</p> <p>Community Safety Fund £1,000 nyc</p> <p>WCC – Ca £2,500</p> <p>Parish Council</p> <p>Precepts and other LSPs (£8,000)</p> <p>In Kind £300</p>

3.5.2 **A Better Environment – for Today and Tomorrow**

a. Riverside Regeneration

a). **River Avon Tourism, Leisure & Sports Study.** This is to support present and future initiatives linked to Evesham’s Avon to create better usage of the river and its environs including the synergy with Economic Development, Ecological, Health and Heritage opportunities. The study will include:

- Usage TL&S uses of the river
- Highlight links with Evesham Country Park and the Town Centre and Parks. This will include provision of jetties and accesses to the river; Mini-bus service; Way-marked riverside footpaths and cycle way River taxi service ECP/Abbey Park & Hampton Ferry with ‘Lock experience’; Pleasure cruises linking riverside hostelrys; Fishing Lagoon(s); Evesham Water Sports Centre with moorings for visiting boats and a terminus for the water-taxi service and mini-bus’ and links with Simon de Montfort Battlefield Trail.

Partners:

Evesham Country Park – Facilitating and Funding (tbc) Partner

WCC Countryside Service –Facilitating Partner

Wychavon District Council - Facilitating and Funding (tbc) Partner

Action	Cost	Cash Funding Partners
To Commission an independent consultant to produce the study	Estimated at £8,500	Lead EMTP EMTP - £1,500 Evesham Country Park £1,500 (tbc) WDC PO Regen Fund £5,5000 (tbc)

b). **Cost & Design Study for the Evesham Watersports Centre -**
This study will provide a design study and quantify the costs of delivering the capital project.

Partners:

Wychavon District Council – Funding and Facilitating Partner

Evesham Town Council - Funding Partner (tbc)

Evesham Sailing Club – Facilitating Partner

Evesham Paddle Club - Facilitating Partner

Evesham Rowing Club - Facilitating Partner

Lower Avon Navigational Trust (LANT) – Facilitating Partner

Action	Cost	Cash Funding Partners
To produce a design and cost study of the Water Sports Centre	Estimated £3,000	Lead EMTP and LANT EMTP £1,000 ETC £10k confirmed. Town Council will be asked to release £1,000 for this study. Wychavon PO Regen £1,000

c). River Avon Ecological Project - Safe Havens For Fish -

Due to flooding Evesham's Avon lost two generations of fish-fry in 1998 and 2007. Additionally, the quality of the river-water has over the past 20 years been systematically improved to provide potable water (after treatment) and the clarity of the water has also impacted on fish stocks and angling. The impact on the river's ecology is considerable and the situation needs to be redressed. A seminar on this subject was held in November 2007 and the project to create a safe haven for fish fry (backwater/lagoon) as agreed.

Partners:

Environmental Agency
Wychavon DC
Evesham Town Council
Evesham Angling Festival Working Group
Match Fishing David Hall Publication
Shakespeare Angling UK Limited
Evesham & District Angling Association
Hampton Ferry Fisheries

Action	Cost	Cash Funding Partners
<p>A 2-year project to design and build a fish-fry lagoon between Corporation Meadow and Hampton Ferry Meadow that will both preserve and increase fish stocks in the river and provide a fishing lagoon</p>	<p>Estimated £63,000</p>	<p>Lead EA and EMTP EA - £15,000 (tbc) ETC £2,000 (tbc) Evesham Angling Festival WG - £9,000 (tbc) Match Fishing - £1,000 (tbc) Shakespeare Angling - £1,000 (tbc) Wychavon PO Regeneration Capital Fund £10,000 (tbc) EMTP £2,000 Hampton Ferry Fishery- £20,000 in kind WDC Parks £2,000 (tbc)</p>

b. Town Centre Regeneration

a). **The Evesham Charter Market.** A 2-year project to work with Evesham Town Council, who are planning to use a Professional Market Operator, to create a vibrant weekly Charter Market that better reflects the Market Town Charter History and supports the ‘Local Distinctiveness Visitor Economy and Regeneration Programmes’. On completion of the Evesham High Street Re-development the market could be augmented by occasional specialist/feature markets (Mop Fair Market, a Spice, Fabric or China/Porcelain, French & Italian markets etc) that will attract visitor footfall and safeguard and benefit local jobs and businesses.

Partners:

Evesham Town Council – Leading and funding

Evesham Historical Society- Facilitating

VECTA - Facilitating

Worcestershire Farmers Market Group - Facilitating

Action	Cost	Cash Funding Partners
<p>The market is to be run by Evesham Town Council through a Market Operator Company. EMTP will help promote the Charter Market sub-regionally and work with partners to produce information plaques/cabinets to inform the public of Evesham's rich market history since 1055a.d.</p>	<p>Estimated £30,000 over 2 years</p> <p>2008-9 £19,000</p> <p>2009-10 £11,000</p>	<p>Lead Evesham TC Running of Charter Market – Evesham TC £16,000 over 2 years (Estimated figures)</p> <p>Promotions: EMTP £2,000 2008-9 and £2,000 2009-10 Wychavon Regeneration (Econ Dev): £1,000 2008-9 and 2009-10 AWM £8,000 (tbc)</p>

b). **Better Welcome Programme** - Following a 2-year period of audits, benchmarking and surveys and a SWOT matrix a capital programme of delivery is to begin in 2008. This AWM funded project, aims to stimulate footfall and retail prosperity by creating a better welcome for residents and visitors in the Town Centre. The project augments and supports the High Street Re-development scheme that is to be delivered between 2008-10.

Partners:

Advantage West Midlands - Funding

VECTA - Funding

Evesham Town Council - Funding

Wychavon- Facilitating and Funding

Vale of Evesham Civic Society – Facilitating

Simon de Montfort Society - Facilitating and Funding

Evesham Historical Society - Facilitating and Funding

Action	Cost	Cash Funding Partners
<p>Support and deliver a package of improvements based on visitor comments: Install New seating in Market Place and developing open spaces for markets. Create a more pedestrian friendly environment; improve signing for Car Parks TIC and Evesham Country Park and provide Information Boards and Maps at key points. Instate interpretation boards and plaques to mark the town's heritage and create a Battlefield Trail from the Town Centre</p>	<p>Total £58,000 tbc over 2-years</p> <p>2008-9 £33,000 tbc</p> <p>2009-10 £25,tbc MTP & ETC tbc)</p>	<p>Lead EMTP</p> <p>ETC £2,000 confirmed</p> <p>Wychavon Regeneration Capital fund £25,000 (nyc)</p> <p>EMTP £2,000</p> <p>AWM £25,000 (nyc)</p> <p>VECTA £500 confirmed</p> <p>Simon de Montfort Society £500 confirmed and £1,000 in kind.</p> <p>Evesham Historic Society - £2,000 in kind</p>

c. General

a). **Development of Footpaths** – Continuing this long-running programme of footpaths developments to make Evesham a visitor destination and attraction and to facilitate a wider Walking your Way to Health Programme for the Vale Walking and Running Groups

Partners:

WCC Countryside Services - Facilitating and Funding

Evesham Town Council - Funding

Wychavon - Facilitating and Funding

Evesham Country Park - Facilitating

Action	Cost	Cash Funding Partners
<p>A 3-year programme to continue improving the developing network of footpaths that link the river, Town Centre, Evesham Country Park and other rural walks. To instate riverside way marking and information boards at appropriate points and produce a footpaths leaflets</p>	<p>Total 2008-9 - £8,000</p>	<p>Lead EMTP and WCC Countryside Services</p> <p>ETC £2,000 confirmed 2008-9</p> <p>Wychavon PO Regeneration Capital Fund £2,150 & Riverside Improvement £500 (nyc)</p> <p>WCC Countryside Services £2,000 (nyc)</p> <p>EMTP £1,350 (08-09)</p>

b). **Evesham Bag Busters Campaign** - a 3-year project to persuade the retail businesses and people of Evesham to cease the use of single use plastic carrier bags. Evesham Bag Busters is a voluntary not for profit community based pressure/lobby group, with the strategic aim to bring about an accumulating and significant reduction in the domestic and retail waste going to landfill every year. Plastic bags represent a particularly long-lived non-biodegradable waste type lasting in excess of 400 years in landfill. Relevant research material will be collated to support local businesses and the population at large with accurate facts about the disposal and recyclability issues involved with the use of plastic bags. Targets and milestones: By the end of 2008 at least 25 to 30 % of the retail businesses signed up; by the end of 2009 to 60 % reaching 75-90% by the end of 2010 and attaining/ declaring Evesham a plastic bag free area during 2011-12 when the project will be consolidated. The Government and County Council's recent initiatives to encourage the greater use of jute or other recyclable bags is helping local campaigns to gather momentum and there is increasing evidence that there may be commercial solutions/opportunities to further this campaign. It is intended to debate the project application more fully during the MTP Project Appraisal Process.

Partners

Evesham Bag Busters Organising Committee
 Wychavon District Council – Facilitating and Participating
 Evesham Town Council – Supporting
 Vale of Evesham Commerce & Tourism Association - supporting
 Local Businesses – Participating (14 signed-up so far)

Action	Cost	Cash Funding Partners
A 3-year project. 2008-9 Lobby and sign-up further businesses. Distribute/sell re-usable/renewable Jute bags to participants Promote the campaign to 140 shops and at local public events and environmental road-shows with collaborate with WDC	Total 2008-9 £21,757	Lead Evesham Bag Busters EMTP £500 2008-9 + £3,000 2009-11 Bag Busters in-kind - £19,940 (£73,220 in 3 years) 2009-11 Match-funding: Jutexpo: £367 Best of Evesham £950

c). **Flooding Alleviation**

Flood alleviation via water storage in farmland soils and wetlands. To identify where water could be diverted to - slowing the flow of water down in the event of flooding and to stop riversides being inundated with water by diverting it to a storage area. Farming Wildlife Advisory Group (FWAG) will connect to a soil management and flood alleviation-training programme for farmers to help prevent flooding on the land and in towns and will strive to identify a method to engage and compensate farmers to absorb floodwater and slow its progress to the river. Currently, under the EA/DEFRA Catchment Sensitive Farming initiative, only the Teme in Worcestershire is a targeted river-catchment for this initiative. There are 40 rivers being targeted nation-wide. This local initiative goes directly to farmers, is free from the DEFRA process but the results would, nevertheless, be helpful to them as well as us. The project will also benefit rural and local economies and the existence of a ‘running project’ will make it possible to apply for

DEFRA Catchment Sensitive farming funding under the ‘Associate Catchment Status’ banner to continue and expand on the work for several years into the future.

Partners:

Advantage West Midlands - Funding tbc

EA -Worcestershire Land Drainage Partnership –Facilitating

GY Associates (Developer of Keysoil Too for DEFRA) – Delivery

Severn and Avon Vales Wetland Partnership, Worcestershire Wildlife Trust

Action	Cost	Cash Funding Partners
<ul style="list-style-type: none"> • Hold an awareness-raising event • On-site assessments of soil, water-management & pollution issues • Draw up soil management plans • Identify suitable site for small wetland creation • Signpost further advice (Drainage, irrigation, storage etc) 	<p>£16,046 but the project will be scaled up or down as funding dictates</p>	<p>Lead: FWAG</p> <p>FWAG In-kind £1762 AWM £12,284 applied for</p> <p>Wychavon/MTP £2,000</p>

3.5.3 **Economic success that is shared by all** The partnership wishes to support a range of Visitor Economy Projects to help safeguard and create jobs and businesses and enhance Town Centre vitality and to protect its Regeneration Programmes investment in the town:

a. **Better Welcome project** – See Better environment for today and tomorrow above.

b. **Broadway TIC Gateway to the Vale** – To hold a promotion event with the Gordon Russell Museum, which opened in January 2008. The TIC was opened in June 2007 and is helping to develop the Visitor Economy in the Vale of Evesham and Worcestershire. (Reserve project)

Partners and Steering Group:
 WDC Economic Development and Tourism Section
 The Gordon Russell Museum Trust
 Broadway Parish Council
 Broadway Traders Association
 VECTA
 Evesham TIC

Action	Cost	Cash Funding Partners
<p>To hold a promotion event with the aim of raising awareness, increasing local footfall and sales.</p>	<p>CA £1,500</p>	<p>Lead Broadway TIC Steering Group Broadway TIC and Gordon Russell Museum £1,000 Awards for All bid pending to enable additional promotions. <i>N.B. This project has been has been l slipped into the reserve list and funding transferred to the Flood Alleviation Project</i></p>

c. **Accommodation Providers Accreditation** - This project was agreed in the 2007-8 IAP but funding was redirected to the Flood Relief Project. The need for quality assurance on accommodation is of paramount importance to maximise visit preference and potential. It is Wychavon policy, along with its Destination Worcestershire tourism partners not to advertise or take bookings for unaccredited accommodation. A single ‘Visit Britain Quality Assurance Standard, under the banner of ‘Visit Britain’ (VB) and ‘Enjoy England’ is to be pursued and effected for Non-Serviced/Self-Catering (s/c), Touring & Camping Parks, Hotel and Guest Accommodation. The national outcome of this is that only VB and its partner AA rated

accommodation will be accepted and recognised under trading standards guidelines. To encourage participation, it is planned to subsidise, on a first come first served basis, an initial ‘Advisory Visit’ from the Quality in Tourism Team (which is actually based in Broadway) for providers that subsequently apply and pay for the joining and annual inspection fees. This will be confined to providers that are members of Destination Worcestershire with up to 10 rooms, 5 s/c units and Caravan Parks up to a maximum of £100 for the first 20 applications. This initiative will also promote membership of Destination Worcestershire, which is cost-free. Additionally, in partnership with Destination Worcestershire a 10% discount on VB Inspection fees on unaccredited properties has been negotiated with Quality in Tourism. Finally, accredited providers will be offered a 50% discount to advertise in the Vale Trail brochure in 2008-9.

Partners:

Visit Britain – Facilitating

VECTA – Facilitating and funding

Wychavon Tourism Section - Facilitating

Quality in Tourism - Facilitating and funding

Destination Worcestershire - Facilitating and funding

Broadway, Evesham & Pershore TICs – Facilitating

Evesham Town Council - Facilitating and funding

Action	Cost/Value	Cash Funding Partners
To promote and increase the number of accredited accommodation providers as part of a joined-up visitor economic development drive	CA£10,000 + over 2-years 2008-9 £5,000 2009-10 (nyc)£5,000	Lead Partner -Wychavon Tourism EMTP £2,000 2008-09 and 2009-2010 Evesham Town Council £2,000 2208-9 confirmed (2009-10 (nyc) Wychavon Regeneration/ Economic Development £1,000 2008 & 2009 confirmed

d. Local Distinctiveness – Festivals and Events 2008 -

Supporting the Visitor Economy is recognised as vital to any local economy. The Local Distinctiveness project, now in its 6th year, has brought in 10’s of thousands of extra visitors and attracted sponsorship and visitor spend of

100's of thousands of pounds. Funded through Wychavon's Town Centre Initiatives and Events Promotion budgets, sponsorships, grants and revenues from pitch rents etc the events are increasingly demanding. To meet these demands, particularly in respect of human resources, it is vital that local groups and organisations are involved in them. The River Festival Committee, Angling Festival Working Group, Evesham Rowing Club, Rotary Club of Each, Lions Club, VECTA and Evesham Town Council are playing major roles in this.

The Asparagus Festival has entered an exciting new era and has been recognised as the 'British Asparagus Festival in the Vale of Evesham' by the National Media. Such prestige does, however, come at a price. 'Fringe' Festivals to the British Asparagus Festival are to be Morris, Mediaeval & Cider Festival and the Balloon Festival. Efforts are continuing to develop the Morris, Mediaeval & Cider Festival as a National Morris Festival. This year is crucial to the ambition. Some 20 Morris Sides from across the country will perform at villages in the Vale of Evesham, focusing on those that have asparagus connections and the Town Centre. Again, this comes at a cost because the Morris Sides will have to be subsidised to make the venture viable for them.

The Eastern Festival will not be taking place in 2008 but it is hoped will return in 2009. Rily's the principle food vendor has not recovered from the July 2007 floods and there is a need to change the emphasis of the Festival from showcase staged performances to food, cultural and arts workshops and displays.

Events are increasingly becoming more difficult and expensive for all concerned, not least for the volunteer/community led events, as local expertise is lost, H&S issues impact and costs rise. The River Festival, Community Safety Event, Regatta and Heads of River Races and the Evesham Carnival all bring good economic value to the town and it is crucial that at least promotional support be given for these initiatives.

Sponsorship for the Evesham Angling Festival is secure for at least a further 2 years. This is now Britain's top river-angling championship venue. The Festival and Evesham benefits from some £45,000's worth of free promotions through some of the country's top fishing media. The Festival now comprises 6 Championship matches, embracing Juniors, Ladies, Veterans and three mixed Individual, Team and Individuals Championships.

Introductory tuition for children and new anglers features in the Festival. Profits from the Festival are used to sustain the Festival and to support other Evesham Festivals and will part-fund the impending capital scheme to safeguard and improve fish stocks in the River Avon.

Partners and supporters:

Wychavon DC Parks, Leisure, Tourism and Client Services

Evesham Town Council

WCC Arts & Cultural Services

VECTA

The Riverside Shopping Centre

The Rotary Club of Evesham

Lions Club of Evesham

The Fleece Inn, Bretforton

The Vale Group

David Hall Publication (Match Fishing)

Shakespeare Angling (UK) Ltd

The Emergency Services

Evesham & District Angling Association

The National Trust

The Environment Agency

The British Asparagus Growers Association

Festivals & Events calendar 2008:

- Evesham Vintage Easter Gathering – 22-24th March - Ashdown Farm
- Evesham Regatta 3-4/5/08 (Crown Meadow) with Italian Market (Droitwich Saturday, Evesham Sunday and Pershore Monday)
- British Asparagus Festival in the Vale of Evesham
www.britishasparagusfestival.org - Grand Launch on St George's Day 23rd April (Part of Visit Britain Enjoy England Campaign - £5,000), Fleece Event BH Monday 26th May with Town Centre involvement and
 - a. Historic Air Balloons, Folk and RR&B & Classic Cars 7-8th June (Crown Meadow)
 - a. Evesham Morris, Mediaeval & Cider Festival (Town Centre) 14-15th June

- Evesham Race for Life 22nd June
- Evesham Carnival 5th July
- Evesham River Festival 12-13th July (Workman Gdns & Crown Meadow)
- 999 Community Safety Day 26th July (Crown Meadow)
- Victory Concert organ on Tour, The Market Place Evesham 7th August
- Evesham Steam Rally 8-10th August (Ashdown Farm)
- Evesham Angling Festival 16-25th August (Crown Meadow) with French Fine Foods Market in Broadway 23rd and Evesham 24-25th Aug
- Junior Head of River Race 4th October (Crown Meadow)
- An Evesham Country Christmas 16th November (Town Centre)
- Head of River Race 29th November (Crown Meadow)

Action	Cost/Value	Cash Funding Partners
To co-ordinate, promote and help to run an events programme throughout 2008 excluding the Angling Festival	CA£40,500	Lead: EMTP/Wychavon DC EMTP £2,500 WDC Regeneration £16,500 Evesham TC £7,500 Evesham Angling Festival £6,000 Flood Support Funding £5,000 Event revenues (bars, food sales & pitch rents) -£1,500 The Vale Group - £1500 in kind

e. **VECTA** www.vecta.info and www.eveshamtown.co.uk – To help promote VECTA as an important organisation in promoting Town and Vale

to create a strong representative consultation body for a wide range of community, social and business issues. To support the development of VECTA as a highly functional, respected, potent and productive organisation to better represent town and vale and to undertake more Visitor Economy initiatives. To continue supporting its membership drive to create a strong membership base representing a diverse range of interests and skills from the voluntary, business, trading and service sectors. The project encompasses the running of a marketing initiative to re-enforce the ongoing VECTA membership drive through its magazine ‘The Voice’ to engage better with the existing membership, to help present E-commerce and Website opportunities and to identify new initiatives and support for visitor economy events.

Partners and support:

Wychavon DC (Regeneration section)

Evesham Town Council

Broadway Traders Association

VECTA

Northwick Hotel, Evesham

The Cotswold Vale Magazine

Action	Cost	Cash Funding Partners
To support the promotion and growth of VECTA to better represent town and vale through a range of initiatives.	£3,000	Joint Lead – VECTA and EMTP EMTP £750 VECTA £2,250

3.5.4 Improving Health and Well-being :

a. **National Walking The Way to Health Initiative (Whi).**

Developing ‘Healthy Living Exercise Groups’ through the now established Vale Walking Group. To identify and train champions that will run local Healthy Walking Groups for adults of all abilities and manageable health problems and to link with Healthy Eating and Healthy Lifestyles initiatives including the Wychavon 5-a-day campaign.

In partnership with or support from:

WCC Countryside Services Health Walks and Community Access
 Officer and PCT Liaison – Alison Williams
 The Evesham Journal – John Murphy
 Evesham Vale Running Club Sylvia Davies and Colin Tether
 Evesham Ramblers Club – Clive Bostle
 Evesham Volunteer Centre – Helen Gray
 Wychavon Community Development (Sports) – Mark Williams
 Evesham Rowing Club – John Lomas and Mark Dewdney
 Evesham & District Older People’s Forum

Action	Cost	Cash Funding Partners
Advertising/Promotion & Admin (including personal record cards), Training, Meetings and Equipment	£9,000	EMTP £500 The Evesham Journal - £1,000 WCC/PCT in kind (Whi Co-ordinator £7,500)

b. **Young Persons Health Awareness Day.** Workshops, demonstrations and information for young persons, concentrating on but not exclusively middle-school aged children at the Riverside Surgery, Evesham, to inform them of the link between their treatment of their bodies and a variety of health problems that can be avoided.

Partners:

Riverside Surgery doctors and staff
 Other Evesham Surgeries
 Local PCT Healthy Schools Programme, Smoking Cessation and Substance Abuse Team staff
 The Emergency Services Community teams
 Wychavon 5-a day Environmental Health Team

Action	Cost	Cash Funding Partners
Promotion and workshop delivery etc	£2,500	Lead and main funder Riverside Surgery and PCT EMTP £500

c. **Cardiac Rehabilitation Centre.** Pilot Project to trial a community based cardiac rehabilitation unit possibly using an existing community building. Costs would be funding for equipment. Such a facility would undertake Phases 3 & 4 rehabilitation. The long term aim would be to have a permanent, bespoke facility in Evesham. Discussions in progress with PCT to get an overview of cardiac rehabilitation initiatives in the county. PCT acknowledge that delivery of these services was very patchy across Worcestershire. PCT are prepared to staff with clinical personnel (from an increased budget), and contribute £2000 towards running costs/equipment.

Phase 1 rehabilitation takes place in hospital, immediately after treatment, and before discharge. Phase 2 normally consists of home visits, incorporating advice on stress management and gentle exercise programme. Phases 3 & 4 involve a graduated programme of CV exercise to build & strengthen heart muscle. The programme continues at the pace of the patient, through brisk walking programmes to jogging and beyond.

This project ties in with the Walking your Way to Health Initiative (Whi).

Partners:

PCT - Facilitating and Funding

Stewart Pharmacy - Facilitating and Funding in kind

Evesham Rowing Club - Facilitating and Funding in kind

Action	Cost	Cash Funding Partners
To set up and run a Pilot (S Worcs)	CA£159,500	Lead Cllr G O'Donnell PCT – CA

Cardiac Rehabilitation Centre		£152,000 EMTP £3,000 (Equipment) Stewart Pharmacy - £2,000 (Technician) Evesham Rowing Club Facilities - £2,500
--------------------------------------	--	--

3.5.5 Meeting the needs of children and young people:

a. **Local accessible ‘DVD’ Cinema for 8- 19 year olds** allowing groups to access cinema equipment and 1 film per month and support and legislation to facilitate this.

Partners:

Worcs Council for Voluntary Youth Services (WCVYS)

WCC Youth Services

Lynda Huggan Wallace House

Action	Cost	Cash Funding Partners
Purchase of equipment and running of to be run by young people, running DVD’s in youth clubs (VS or SS) or village halls in Evesham and hinterland.	£12,000: Purchase of equipment £1,900 Purchase of single title licence £150 set-up with 12 screenings per month x 12 months £6,000 Renewal and repair £1,500 Training and support £2,000 Management costs - £900	Lead: South Wychavon Youth Network (WCVYS) EMTP £2,000 Awards for all £10,000 (nyc)

b. **Youth Youth Shelter Broadway.** Support delivery of a Youth Shelter on the recreation ground. (Awaiting details)

Action	Cost	Cash Funding Partners
Source and instate a Youth Shelter	£7,000	Lead EMTP £2,000 Broadway PC CA£5,000

c. **Young People Traveller Community Unifying Event.** To support a summer youth event in Wallace House, organised by youth for youth under the supervision of Lynda Huggan .

Partners:
Wallace House

Action	Cost	Cash Funding Partners
Support for Themed Event	CA £1,000	Leads: Wallace House
Support for Youth Unifying Event (Travellers Community)		Wallace House £500 EMTP - £500

d. **Forest Schools and Wildlife Gardens** - To assist in schoolchildren and adults with learning difficulties to gain access to the outdoor learning environment to include problem solving and communication learning skill exercises.

Partners:
Community First
Evesham Rambling Club & Simon de Montfort Society
Farmers Wildlife Advisory Trust
Evesham & Malvern College – Christina Dee
Vale Landscape Heritage Trust

Action	Cost	Cash Funding Partners
To provide Waterproof Clothing and Footwear for Forest Schools sites	£1,600 @ £400 per site	Lead – E&M College EMTP £400 Evesham College - £1,200

e. **Compile a local directory of places to go and things to do.** Add 'places to go things to do on Plug & Play with links to FIS, Evesham and Hinterland. (Awaiting details)

Action	Cost	Cash Funding Partners
To provide local directory of places to and things to do for young people		Lead – EMTP -Nil

3.5.6 Stronger Communities:

a. **Larger Premises for Evesham Volunteer Centre.** To support Evesham Volunteer Management Committee in its need to acquire larger premises that will enable the Centre to function-better and develop its services to the wider community. The Volunteer Centre is lightly funded and works from inadequate premises. This is unjustifiable when its value to the community and statutory bodies is in excess of £3M per year.

Supporters

VECTA

Local and Vale Voluntary Groups

Action	Cost	Cash Funding Partners
Support efforts to identify and acquire larger premises	Not known	Wychavon Evesham Volunteer Centre WCC nyc

b. **Connecting Communities - Discovering Evesham Magazine.** This magazine was established by EMTP in collaboration with The Evesham Journal to highlight, promote and networking with local voluntary services, businesses, communities and organisations to facilitate better communication and awareness about all aspects of rural and town life. The magazine, which reaches the majority of households and businesses in the Vale and has a print over-run of 2,500 for Wychavon's tourism promotion, has been highly successful and is a highly useful tool in highlighting historic and contemporary local issues, expertise, events and MTP projects.

Action	Cost	Funding Partners
To promote twice yearly publication and advertise and promote MTP projects, key events and issues in the Vale of Evesham	CA£9,000	Lead partner –The Evesham Journal EMTP £1,000

c. **Evesham Volunteer Centre Showcase Event.** To raise awareness and support for the Evesham Volunteer Centre and to promote village groups, activities & events and highlight creativity, culture and capacity in the parishes. To signpost practical and direct links between parishes and people.

Partners:

Evesham Volunteer Centre

Wychavon Capacity Building Co-ordinator

Evesham and Vale Parishes and Community Groups

Action	Cost	Cash Funding Partners
To hold a 2-day event in the Evesham Town or Public Hall	£3,500	Lead: Evesham Volunteer Centre EMTP - £1,500 EVC - £2,000

3.5.7 Reserve Projects

The following reserve projects have been identified (not in any priority order):

- a. Broadway TIC promotion – follow-up from opening of the TIC in 2007 in collaboration with the Gordon Russell Trust
- b. Beckford Nature Reserve –On completion of purchase the Beckford Nature Reserve Committee will seek funding to make the nature Reserve fully accessible.
- c. Developing the Vale Trail as a brand – to create a strong Vale Trail Brand that can be extensively promoted, as a visitor economy initiative. This will tie in with a project to encourage providers to engage with the National ‘Visit Britain’ Accommodation Accreditation process. It is also planned to develop the Vale Trail to augment The Blossom Trail Brand, which attracts thousands of visitors each year, including foreign visitors and some that take short breaks. The Vale Trail Brand will cater for all-seasons visits.
- d. Vale Arts Trail to augment the Blossom and Vale Trails. Based on famous people (artists, composers, writers etc), houses, gardens and natural landscapes and features.