



# Pershore Market Town Partnership Action Plan 2009/2010

*Prepared by*  
Pershore Market Town Partnership



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## **Introduction**

Welcome to the 2009/2010 Pershore Market Town Partnership's Action Plan. This document takes a look back at the Partnership's performance in 2008/2009 and outlines its priorities and projects for the year ahead.

Pershore Market Town Partnership (PMTP) was first established in January 2002 and was identified as a 'Tier Two' Market Town and became one of the beneficiary's of Market Town Initiative regeneration programme for England's Market Towns. The impact of this was the successful application and subsequent allocation of a grant of £500,000 from the Regional Development Agency, Advantage West Midlands (AWM) and the requirement to establish a local 'Health Check' and mechanism to allocate these funds to regenerate Pershore and its hinterland as part of a four year programme. And so it was that the PMTP was formed.

Comprised of representatives from the District, Parish, Town and County Councils together with leading voluntary and business organisations in the town, including the Chamber of Trade, Pershore High School, Pershore College, Pershore and District Voluntary Help centre, Tourism representation, Country Land and Business Association, Number 8 Community Arts Centre, Community and Health representatives and a Children and young persons rep. The PMTP very rapidly established a process of solicitation for grants and developed a robust system of evaluating applications.

The programme has gained tremendous success and momentum through supported projects and developing partnerships since its inception, resulting in a strong partnership with award winning projects. Since 2006 PMTP, now operating as the Local Strategic Partnership (LSP), was awarded a grant of £30,000.00 from Wychavon District Council (WDC) each year to continue with the excellent work of the Market Town Partnership. The work of this Partnership is believed to be more important than ever as we seek to promote Pershore and its Hinterland, to retain and attract inward investment particularly as most towns in the country are facing the effects of a current economic recession. These funds have helped to ensure that the ethos of the original MTI process has continued with projects which help to identify, steer, deliver, support and influence the Wychavon Community Plan, a summary of which can be viewed on pages 48/49.

### **2008/2009 – Overview of performance**

2008/2009 following the devastating floods of July 2007 the Pershore Market Town Partnership (PMTP) supported the administration and delivery of additional flood relief funding from both WDC and AWM in supporting the clear-up of debris and aftermath of the flooding which severely affected many residents, some High Street Businesses and devastated many village businesses.

However, Pershore Market Town Partnership continued to perform strongly throughout the year with many successful projects being delivered. A full breakdown of project status can be seen in the delivery report table below.

### **Burgage Plots**

This Capital Development project was rolled over from 2006/2007 with a view to the project commencing during 2007/2008. Unfortunately this project was severely affected by both the immediate impact of the July 2007 flooding and the aftermath where the Environment Agency needed to re-evaluate the potential impact of the project in the flood plain. This evaluation has now taken place and the Agency is satisfied that the proposals will not impact negatively on potential flood alleviation and has recommended no housing development on this site however, this delay together with stakeholders not being able to agree to a land value figure has meant that the Burgage Plot Project has not as yet been delivered.

An important update is that one of the key stake holders - the Angel Inn and Posting House has changed and this new leaseholder is very keen to move the project forward and is investing heavily to update and upgrade the facilities within the hotel. This, in turn, supports the economic need and 'Better Welcome' analysis results of creating quality hotel accommodation within the town.

Hence, there is still an intention to deliver a revised version of this project (Phase 1) and negotiations are again underway with key landowners. The PMTP have recently consulted with two stake holders, Browns Ironmongers and The Angel, situated adjacent to each other, and have put them in touch with Pershore College where a Landscape Architect is completing revised plans for the site which would support an increase in footfall, riverside walks, up to eleven new jobs, new tourism opportunities, overnight stays, support the creation of a new events site and better use of the river with up to 10 new moorings. Importantly, this project will support local distinctiveness in creating enhanced access to an ancient orchard (which includes two local Plum varieties) and in all, creating a new Visitor Attraction in the heart of the town and on the river.

WDC have had to withdraw their funding for the access road and car parking (Phase 2) due to the current difficult economic climate although the PMTP remain hopeful that existing AWM funding and perhaps Heritage Lottery funding may be accessed to progress Phase 1 for the gardens regeneration project and as at such time WDC are in a position to review the project, it is anticipated that Phase 2 of the car parking and access road will be re-visited. It will be ensured that the landscape proposals will reflect the ability to create a Phase 1 and Phase 2 of the scheme.

### **Pershore High Street**

Although not a PMTP funded project, the Pershore High Street Improvement scheme has been a topic of substantial debate during the year. PMTP has performed an important role of providing a forum for informing stakeholders about the details of some of the scheme, the airing of different opinions and has resulted in some improved design elements. Now Phase 1 of the scheme is completed it is felt that the PMTP has played an important role of helping to minimise the disruption created by the roadwork's (e.g. car parking concessions in place to support local traders during the works process) and in supporting promotion of the town when improvements and snagging were being finalised.

### **Economic Downturn**

The 'Credit Crunch' is beginning to bite as the current acute economic downturn in both local and national economies affects Pershore and its surrounding areas. After the debris and clearing of the flooding aftermath from July 2007 we now have new challenges to deal with.

The effects of the economic slow down and resultant recession have not helped the town get back on its feet with a handful of shop losses in the town already this year.

Furthermore the impact is being felt mainly through match funding for anticipated projects now not being confirmed or being withdrawn. The PMTP are optimistic of completing projects in time and on budget however, of particular concern is the formerly approved Better Welcome and Burgage Plots match fund from WDC.

We are currently looking at working with the WDC Arts Officer and local schools on a scheme to fill our empty shop windows with information about the town and its Annual events (i.e. Plum Festival) in order to avoid too many blank prime High Street sites whilst these are, we hope, re-let.

Furthermore, we are working across all of Wychavon in supporting a new Business Start up grant which we hope may go some way to help address the empty shop issues and to encourage those having been made redundant to possibly look at other business interests.

2008/2009 Project delivery report

| Theme                                  | Project Name  | Description  | Partners  | Match fund/cash                           | PMTF  | Total project Cost and status  |
|--|---|--|---|---|---|--|
| <b>Greener</b>                         | Community Wetlands                                    | Support for Avon Meadows Wetlands project has helped to create an educational resource locally. PMTF funding has been utilised for extending public consultations regarding the site and the support of interpretation panels specific to flood management.  | AWM<br>WWT<br>WDC<br>PTC<br>Local Schools,<br>Colleges<br>SAVWP<br>ST<br>Community Groups | 110,000                                   | 2,000   | 112,000<br>Completed 08.09   |
| <b>Greener</b>                         | Pershore Green Festival                               | The PMTF supported a Day long Festival linked to the Pershore Carnival on May Bank Holiday to raise awareness of being 'Greener'. Exhibitors, entertainers and information sources.  | WWT<br>WDC<br>PTC<br>Pershore College<br>Env. Groups                                      | 250                                       | 2,500   | 2,750<br>Completed 08.09   |
| <b>Greener</b>                         | Pershore Energy Efficiency Project (PEEP)             | To support the reduction of the impact of climate change and household energy consumption. Via mail shots, Arial imaging surveys, questionnaires and support and advice for householders. Exhibition, competitions, advice and information gathering.<br>It is believed that there is potential to continue the project into local villages in future years. | PTC<br>WDC<br>WEEAC<br>WCC<br>Rooftop Housing Co-Op                                       | 1,000 - at time of going to print (26.02) | 2,000 (1,000 spent at time of going to print (26.02) 1,000 r. | 3,000<br>Project still underway pending WDC audit outcomes to agree match funding allocated (re CT query).<br>Anticipated completion 2008.09 |
| <b>Stronger Communities 'Stronger'</b> | Senior Citizen Hub/Cherry Orchard Day Club Activities | Market research, consultation. Setting up a basic lunch club – meals supplied by WRVS. Campaign for pensioner lunch specials, and progress a centre for activities, development of a Senior 'Hub'. In addition, £500 set aside for a Younger Homeless Support Service remained unspent and was therefore diverted in January 2008 to this project to support | Rooftop Housing<br>Cherry Orchard<br>WRVS<br>Pershore Ladies Guild                        | 2,500                                     | 1,500   | 4,000<br>Completed 08.09   |

|  |  |  |   |                    |  |  |
|--|--|--|---|--------------------|--|--|
|  |  | the activities programme for older people at Cherry Orchard Day Club.  |   |                    |  |  |
| <b>Improving health and wellbeing: 'Healthier'</b>             | Better provision and Coordination of Health Related Services                 | To bring Health related services back into the town i.e. for groups such as mental health groups, family support groups etc. rather than having to travel to Evesham/Worcester | PCT<br>NHS<br>Local surgeries<br>Three Springs Day Centre<br>Onside<br>Advocacy | 2,000              | 2,500  | 4,500<br>Completed 08.09   |
| <b>'Healthier'</b>   | Exercise programme For All 'Persore Vale Walkers'                            | Introduction and promotion of a healthy walking campaign and group. Leaders training and support undertaken.   | PCT<br>WCC  | 1,500              | 1,500 allocated<br>1,000 spent<br>500 to 2009.10 | 2,500<br>Completed 08.09 and to continue into 09.10 with £500 under spend agreed WDC to carry forward to 2009.10 |
| <b>'Youth'</b>   | Pescoran project   | Training in brass instruments for children and young people, including tuition and hire. x 3 yr project  | PHS Trust   | 3,000              | 1,000 pa x 3 yrs                                 | 4,000<br>Completed Yr 1 08.09  |
| <b>Meeting the Needs of Children and Young People: 'Youth'</b> | Riverside Youth Centre Summer Programme                                      | Riverside Youth Centre Summer programme of activities  | RYC<br>Extended Services<br>Riverside Trust<br>RYC Users fundraising activities | 9,800              | 3,000  | 12,800<br>Completed 08.09  |
| <b>Economic success that is shared by all: 'Successful'</b>    | Number 8 Operations Manager  | Continue support for Number 8 Operations Manager in final year 3 of project support  | Number 8<br>PTC   | 20,000 p.a. x 3 yr | 5,000  | 25,000<br>Final year completed 08.09   |
| <b>'Successful'</b>  | Promoting Persore Creating local distinctiveness - Events and town programme | Further promotion of the town - support local events – Jazz Festival, Plum Festival building on success and developing participation of local businesses                       | WDC<br>PTC<br>EMTP<br>Jazz Festival<br>Plum Festival<br>Art & Photography       | 8,000              | 5,000  | 13,000<br>Completed 08.09  |

|                     |                     |   |                   |   |  |  |
|---------------------|---------------------|---|-------------------|---|--|--|
|                     | support             |   | Show<br>The Abbey |   |  |  |
| <b>'Successful'</b> | Car Park<br>subsidy | Support car parking subsidy costs during<br>High Street works | WDC<br>WCC<br>PTC | 27,500  | 2,500  | 30,000<br>Completed 08.09                                      |
| <b>Totals:</b>      |                     |   |                   | <b>185,550</b><br><b>Financial</b><br><b>match</b><br><b>fund</b> | <b>28,500</b><br><b>PMTP</b><br><b>support</b> | <b>213,550</b><br><b>Total projects cost</b><br><b>2008.09</b> |

### **Audit Recommendations**

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

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

Aside from one accountant permissible roll over project in 2008/09 to 2009/10 of £500 under spend on the project 'Exercise Programme for All' (Persore Vale Walkers) which will be fully spent when delivered in 2009/2010 for identical outcomes as an extension to the Exercise programme, we currently anticipate that the remainder of the 2008/09 projects (i.e. £29,500) WDC grant fund will be fully exhausted on deliverable and identified projects (inline with the WDC Community Plan themes) with a total financial match fund of £185,550.00

### **Risk management and Contingency Arrangements**

An update on all current projects continues to appear as a standard agenda item at all PMTP board meetings. These meetings continue to take place on an approximately six-to-eight week cycle. This has proven effective at providing early warning with any 'at risk' projects. As part of the appraisal system and board recommendations, each project is judged by a proven and robust system with risk assessment. The project risk analysis helps us to identify any potential problems before they arise. For clarity, we will also differentiate further between match funding (actual) and match funding (in-kind) i.e. 'cash' versus 'non-cash' support.

In the event of the failure of a primary choice project or because allocated funds were not drawn on or fully drawn down, the funding can be used to enhance existing projects and/or appropriate 'reserve' projects which would be identified. Any project that has not had funds committed to it by November 2009 may be cancelled and funding reallocated at the PMTP Manager's discretion and following discussion with the PMTP Chairman.

**2007/08 and on-going roll over projects detailed  
plus rollover projects delivered in 2008/09**

| <b>Theme</b>   | <b>Project</b>                        | <b>Description</b>   | <b>Partners</b>   | <b>Match fund</b>   | <b>PMTP</b>   | <b>Total cost on completion and status</b>        |
|----------------|---------------------------------------|--|---|---------------------|---|---|
| <b>Greener</b> | Burgage Plots                         | Continue to support the Burgage Plots project to completion of a gardens regeneration scheme known as Phase 1. Currently WDC funding available due to economic downturn, continue to work with new Angel Hotel leaseholder to create improved parking, landscaped area, events site, new riverside walks and moorings etc. creating 11 new jobs, remediating brown field land, increasing footfall and overnight stays. Continue dialogue and working with stakeholders/ landowners as appropriate to complete Phase 2 (access road and car parking) in due course. Create revised landscape architect design plan, include all interested parties, re-cost scheme and secure funding. | WDC<br>Angel Hotel Inn<br>Browns Ironmongers<br>Persnore College            | 110,000 tbc         | 138,000 AWM tbc awaiting status report – will re-apply as necessary | (See section above on Burgage Plots).<br>Ongoing  |
| <b>Greener</b> | Persnore Railway Station Improvements | Supporting improvements to Persnore Railway Station. Including new railings, shelters, improved information sites, areas and access. Supporting scheme to improve car parking spaces.  | Better Welcome<br>CLPG<br>PTC<br>WDC<br>Network Rail<br>First Great Western | 40,000 – 56,000 tbc | 4,000   | 4,000 Railings purchased 09.12<br>Ongoing project |
| <b>Greener</b> | 'V' Youth Volunteering Programme      | Project Update: Due to the economic downturn 2008 and lack of house sales/purchases taking place as a National trend currently, together with household devastation suffered locally due to flooding crisis of July 2007, it has   | PDVHC<br>Persnore VIC<br>RYC  | 2,500               | 1,500   | 4,000 Completed 2008.09                           |

|                   |   |  |                       |   |  |   |
|-------------------|---|--|-----------------------|---|--|---|
|                   |   | been decided by the partnership to divert the 'Welcome Pack' funding into the PDVHC led launch event for the Youth Volunteering 'V' Project to support and encourage younger volunteers to get involved in local schemes, until such time it is appropriate to allocate new funding to create a Welcome Pack for the local area. |                       |   |  |   |
| <b>Successful</b> | Business networking training seminars in Hinterland | Continuation of Local Business Networking groups supporting speakers, training, leadership, advice and events.   | Deer Park Agender WDC | 2,000 and 1000 in-kind support  | 2,500  | 4,500 Completed 08.09   |
| <b>Totals</b>     |   |  |                       | <b>4,000 cash<br/>1,000 in kind support</b><br><i>(B Plots &amp; Station match tbc 2009.10)</i> | <b>8,000</b><br><i>(B Plots &amp; Station match tbc 2009.10)</i> | <b>12,000 cash<br/>1,000 in-kind</b><br><b>BP &amp; Station tbc 2009.10</b> |

**Pershore Market Town Partnership  
Action Plan Projects Outline 2009/2010**



### **2009/2010 Action Plan development process**

Pershore Market Town Partnership (PMTTP) has identified the following projects as a focus of activity and support for 2009/10. These projects will predominantly form the basis for drawing down funding from the Wychavon District Council/PMTTP fund (£30,000). Match funding will be sought for projects, as appropriate, from a wide range of local partners and external funding bodies. Funding-in-kind will also be included in the process.

The PMTTP board elected not only to identify new projects for its current Action Plan but also to look for recommendations of support for a further year, or for when more funding becomes available, which given the current economic down turn it is decided that projects for support will be reviewed annually. The PMTTP has been inundated with many valuable and high quality projects put forward for support this year which fit with the wider WDC Community Plan. The PMTTP have categorised the projects into ones which can be supported with the 30k available and several additional 'worthy' projects - in effect, creating a reserve list of potential projects thus, in the event of the failure of a primary choice project or because allocated funds are not drawn down, an agreed reserve project will be selected by the Partnership Manager in accordance with the usual practice of Partnership Managers across Wychavon.

Whilst it was clearly understood that precedents were not set that would encourage or support 'hardy annual' bids for this grant fund as this is mostly seen as 'seed funding' it was recognised that occasionally some projects required longer than one year in becoming established and sustainable. The theme group leaders and members that met to identify Community Planning and MTP needs and actions for 2009/10 endorsed this proposal but agreed to encourage all recipients to look at alternative sustainable funding for longer term support.

In addition, it is also anticipated that at some point and anticipated from April 2009, a new AWM MTi fund will become available and that Pershore is well placed to become a beneficiary of some of this new regeneration funding. We are awaiting further clarification on this new grant initiative.

The Pershore Market Town Partnership has been adopted under the 6 themes that structure the Wychavon Community Plan and the Local Area Agreement. Therefore, our objectives during 2009/10 are to support the following themes through researched, identified projects which are proven to support a local need. In addition all of the projects identified in this plan contribute to one or more of the shared priorities outlined in Wychavon's Community Strategy 2007-2010 and in many cases feed into the wider LAA. The six theme groups are as follows:

- Improving Health and Well-Being - Healthy
- A Better Environment for today and Tomorrow - Greener
- Stronger Communities - Stronger
- Economic Success that is shared by all - Successful
- Meeting the needs of children and young people - Youth
- Communities that are safe and feel safe - Safer

Each of the six theme groups were led by either a member of PMTTP or by a relevant officer from Wychavon District Council or expert in the Theme Group topic. Full theme group memberships/topic experts for 2008.09/2009.10 can be seen in Appendix 2. The theme groups then went through a series of meetings to work up a list of projects to put before the full Market Town board. At this full meeting of PMTTP potential projects were discussed and applications invited and drawn up before appraisal by the PMTTP Appraisal panel, recommendation to the Board and approval by PMTTP and Wychavon District Council's Executive Committee.

### **Celebratory event**

The PMTP has been in operation since its inception in 2002. Encouraged by newspaper articles, the PMTP decided to hold a celebratory and profile raising event on October 7<sup>th</sup> 2008 at Deer Park Hall and Business Centre, Eckington. A wide range of guests were invited including Councillors from County, District, Town and Parish Councils, Officers, Partnership members from Pershore, Evesham and Droitwich, individuals and local business people, media contacts and funding organisations. The event highlighted successful projects, insight into how the partnership operates and also held a visioning workshop to investigate from those present ideas as to how our community could be improved in just 5 minutes. This was a very successful exercise and the results fed into the 2009 theme group's process in order to highlight our priorities and needs within the PMTP area.

### **Better Welcome**

The Better Welcome Project is a visitor economy research project to identify ways of improving the visitor experience by collecting information in four key areas and then delivering projects to support these findings based on a matrix of gathered information;

- Existing tourism product – Activities, Inns, Hotels, Attractions, Public Conveniences etc
- Feedback from Business and Tourism Operators
- Data from Pershore TIC on visitor issues and centre usage and local visitor feedback
- Audit of tourism signposting (information points, pedestrian signs, gateway traffic signs etc).

This project has been developing for the past two years and in the early stages focussed on a series of audits and surveys of signage and visitor satisfaction. An initial consultation was held in June 2007 and this was followed up in February 2008 with a further consultation session. As a result of this research a Pershore matrix report was created and from this a series of projects have been identified to the value of £60,000 in total.

A further Better Welcome application and Action Plan was drawn up by the PMTP Manager for AWM and Pershore was finally accepted onto the scheme in June 2008 to deliver these identified projects by December 2009.

The Better Welcome projects are:

- Railway Station Improvements
- Pedestrian signage
- Local Capital Events Support (Electrical supply boxes)

These projects will be funded through the £25,000 AWM grant attached to this initiative and a £20-30,000 match fund which is being raised through Wychavon District Council, Pershore Town Council, Cotswold and District Line Promotion Group, First Great Western, Network Rail and PMTP.

## Action plan project summary 2009/10

The following is a summary of the new projects received, appraised and recommended for delivery by the Pershore Market Town Partnership 2009/2010

Key - **A better environment for today and tomorrow - Greener**  
**Economic success that is shared by all - Successful**  
**Communities that are safe and feel safe - Stronger**  
**Improving health and well-being - Healthier**  
**Stronger communities – Stronger**  
**Meeting the needs of children and young people – Youth**

| Project                                      | Partners  | Total Match fund | PMTP  | Total anticipated project costs |
|--|---|------------------|-------|---------------------------------|
| Better Welcome Railway Station enhancements  | AWM, WDC, CDLPG, PTC, PMTP, First Great Western, Network Rail, Carlton-Smith Joinery, Tarmac, Visit Britain | 40-56,000 tbc    | 3,000 | 43-59,000                       |
| Better Welcome Events Infrastructure Support | WDC, PTC, Jazz Festival, Plum Festival, Co-op, AWM, Pershore Chamber of Trade                               | 6,000 tbc        | 2,000 | 8,000                           |
| Better Welcome Pedestrian Signage            | AWM, WDC, PTC, Co-op, Pershore Abbey, Civic Society   | 16,000 tbc       | 2,000 | 18,000                          |
| Number 8 General Manager                     | Number 8, PTC   | 26,000           | 5,000 | 31,000                          |
| Pershore in Bloom                            | Pershore in Bloom, PTC, WDC, Pershore College, Pershore Chamber of Trade                                    | 1,100            | 500   | 1,600                           |
| Pershore Town Guides                         | PTC, Civic Society, History and Heritage Society, Visitor Information Centre                                | 350              | 400   | 750                             |
| Pershore Jazz Festival                       | Pershore Jazz Festival, Pershore College, Pershore Baptist Church, Pershore Chamber of Trade                | 7090             | 500   | 7590                            |

|   |   |                                  |  |                                      |
|---|---|----------------------------------|--|--------------------------------------|
| Pershore Plum Festival                                  | Pershore College, WDC, Chamber of Trade, PTC, Pershore Abbey, Pershore High School, The Angel Inn, Browns Ironmongers | 4,900                            | 500  | 5,400                                |
| Promoting Pershore 'Local Distinctiveness'              | WDC, PTC, local organisations and event committees  | 4,400                            | 1,600                                      | 6,000                                |
| Burgage Plots – Phase 1 Angel Inn Gardens               | WDC, The Angel Inn and Posting House, Brown Ironmongers. Pershore College   | 110,000 tbc                      | tbc  | 248,000 tbc                          |
| <b>Total</b>  |   | <b>215,840 – 231,840 tbc</b>     | <b>15,500</b>                              | <b>369,340 tbc</b>                   |
| Prevent Distraction Crime                               | Police, Trading Standard, Age Concern, Neighbourhood Watch  | 1,000                            | 1,000                                      | 2,000                                |
| <b>Total</b>  |   | <b>1,000</b>                     | <b>1,000</b>                               | <b>2,000</b>                         |
| Exercise Programme for All                              | Medical Centres, WCC, Vale Walkers  | 500                              | 500<br>(carried from 08/09)                | 1,000                                |
| <b>Total</b>  |   | <b>500</b>                       | <b>500</b>                                 | <b>1,000</b>                         |
| Activities Co-coordinator 'Activities for All'          | Rooftop Housing Group, Cherry Orchard Lunch Club, Age Concern, PDVHC  | 33,714.40                        | 1,500                                      | 35,214                               |
| Silver Surfer Day 2009                                  | Rooftop Housing Group, PDVHC, Age Concern, Pershore High School, Libraries Service, E & MH Colleges                   | 500                              | 500  | 1,000                                |
| Agender – Business networking                           | WDC, Agender, Pershore Chamber of Trade, local businesses   | 1,000 cash<br>1,500 in-kind      | 500  | 1500<br>1,500 in-kind                |
| Business Start-up grants                                | WDC, Business Link, Evesham Market Town Partnership, Jobcentre, Droitwich Spa Area Partnership,                       | 13,500                           | 1,500                                      | 15,000                               |
| <b>Total</b>  |   | <b>48,714.44 + 1,500 in kind</b> | <b>4,000</b>                               | <b>52,714 + 1,500 in kind</b>        |
| Pescoran Project – Year 2                               | Pershore High School, Abbey Park, Drakes Broughton and Pinvin Middle Schools  | 3,000 (over 3 years)             | 1,000                                      | 10,000                               |
| Riverside Youth Centre 2008 Summer Program for 13 + yrs | Riverside Youth Centre, PTC, Pershore High School, WDC, WCC, Extended Services  | 4,000                            | 2,000                                      | 6,000                                |
| Youth Bus   | WDC, WCC Youth Service, Safer Worcestershire Board, SW Community Partnership, Police, Voluntary Sector                | 30,000 +                         | 1,500                                      | 31,500                               |
| Techno Centre   | RYC, Rotary Club, WCC   | 5,000                            | 5,000                                      | 10,000                               |
| <b>Total</b>  |   | <b>48,000</b>                    | <b>9,500</b>                               | <b>57,500</b>                        |
| <b>Totals</b>   |   | <b>308,054.44</b>                | <b>30,500 n.b. includes 500 from 08.09</b> | <b>482,554.00 plus 1,500 in kind</b> |

## PMTP detailed project descriptions 2009.10

### Economic Success that is shared by all

|  |  |
|--|--|
| <b>Theme</b>   | <b>Successful</b>  |
| <b>Name of the Project</b>                                 | Burgage Plots – Phase 1  |
| <b>Description (what the project will do)</b>              | Phase 1: Support the creation of a new and unique visitor destination. Link the High Street with the river frontage. Create a new town based circular walk. Create a landscaped events site. Clear an area ready for car parking and transport links (Phase 2) but use currently as kitchen garden to service hotel. Open access route for businesses to cross pollinate. Support up to ten new moorings and increased overnight stays. Open opportunity for boat hire. Support and assist businesses, remediate brownfield land, enhance footfall, create up to 11 new jobs and a safer environment for the wider community to enjoy.   |
| <b>Fit to Community Strategy</b>                           | <p>Economic Success that is shared by all</p> <ul style="list-style-type: none"> <li>• Support local businesses</li> <li>• Improve access and education and learning opportunities for all</li> </ul> <p>Communities that are safe and feel safe</p> <ul style="list-style-type: none"> <li>• Tackle speeding traffic and improve road safety</li> <li>• Reduce crime</li> <li>• Tackle anti-social behaviour and disorder</li> </ul> <p>A better environment for today and tomorrow</p> <ul style="list-style-type: none"> <li>• Create a clean environment</li> <li>• Aid recovery from recent flooding and minimise the impacts of future flooding</li> </ul> <p>Stronger communities</p> <ul style="list-style-type: none"> <li>• Improve access to services</li> </ul> <p>Improving Health and well-being</p> <ul style="list-style-type: none"> <li>• Increase levels of physical activity across all generations</li> </ul> |
| <b>Partners involved</b>                                   | The Angel Hotel, Pershore College, Browns Ironmongers, RYC, WDC, LANT, AWM, PTC, PHS   |
| <b>Total project Funding required and possible sources</b> | 250,000 est.<br>AWM, PMTP, WDC, PTC<br>The Angel Hotel<br>Browns Ironmongers<br>Heritage lottery   |
| <b>PMTP funding request</b>                                | 138,000 (AWM) status tbc   |
| <b>Match funding</b>                                       | Awaiting confirmation that secured   |
| <b>Achievable in 09/10</b>                                 | Yes – Phase 1  |

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| <b>Theme</b>   | <b>Successful</b>   |
| <b>Name of the Project</b>                                 | Better Welcome  |
| <b>Description (what the project will do)</b>              | Implementation of x 3 capital projects in line with the Better Welcome Action Plan approved June 2006 <ul style="list-style-type: none"> <li>• Pedestrian signage implementation</li> <li>• Improvements to Pershore railway station</li> <li>• Supporting town open air events infrastructure through electrical supply installations</li> </ul> |
| <b>Fit to Community Strategy</b>                           | Economic Success that is shared by all <ul style="list-style-type: none"> <li>• Support local Businesses and village services</li> </ul> Communities that are safe and feel safe <ul style="list-style-type: none"> <li>• Reassure people and reduce the fear of crime</li> </ul>   |
| <b>Partners involved</b>                                   | Visit Britain, First Great Western, Network Rail, Carlton-Smith Joinery, CDLPG, PTC, WDC, Pershore in Bloom, Tarmac, Co-op Store Pershore, Leisure Centre, AWM, MTi   |
| <b>Total project Funding required and possible sources</b> | 40-56,000<br>WDC<br>CDLPG<br>PTC<br>First Great Western<br>Network Rail<br>AWM  |
| <b>PMTP funding request</b>                                | 7,000   |
| <b>Match funding</b>                                       | In place  |
| <b>Achievable in 2009/2010</b>                             | Yes – deadline BW projects delivery December 2009   |

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| <b>Theme</b>                                  | <b>Successful</b>   |
| <b>Name of the Project</b>                    | Number 8 General Manger Post  |
| <b>Description (what the project will do)</b> | Providing financial support for the new post of Number 8 General Manager in order to support the longer term future of Number 8 Community Arts Centre   |
| <b>Fit to Community Strategy</b>              | Economic Success that is shared by all <ul style="list-style-type: none"> <li>• Support local Businesses and village services</li> <li>• Improve access to education and learning opportunities for all</li> </ul> Communities that are safe and feel safe <ul style="list-style-type: none"> <li>• Reassure people and reduce the fear of crime</li> </ul> |

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|  | <p>Improving health and well-being</p> <ul style="list-style-type: none"> <li>• Increase levels of physical activity across all generations</li> <li>• Improve the care and quality of life of older people</li> </ul> <p>Meeting the needs of children and young people</p> <ul style="list-style-type: none"> <li>• Improve facilities/activities for young people</li> </ul> |
| <b>Partners involved</b>                                   | Number 8, PTC   |
| <b>Total project Funding required and possible sources</b> | 31,000<br>Number 8 own resources<br>PTC   |
| <b>PMTP funding request</b>                                | 5,000   |
| <b>Match funding</b>                                       | 26,000  |
| <b>Achievable in 2009/20010</b>                            | Yes. Request for 3 year funding. Agreed year on year approach – i.e. one year approval  |

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| <b>Theme</b>   | <b>Successful</b>  |
| <b>Name of the Project</b>                                 | Pershore in Bloom  |
| <b>Description (what the project will do)</b>              | The project will enhance and promote Pershore for residents and tourists encouraging footfall, community pride and participation. Interact with all members, ages and abilities within our local community.  |
| <b>Fit to Community Strategy</b>                           | <p>Economic Success that is shared by all</p> <ul style="list-style-type: none"> <li>• Support local businesses and support services</li> <li>• Improve access to education and learning opportunities</li> </ul> <p>Improving Health and well-being</p> <ul style="list-style-type: none"> <li>• Improve quality of life of older people</li> <li>• Increase levels of physical activity across all generations</li> </ul> <p>Meeting the needs of children and young people</p> <ul style="list-style-type: none"> <li>• Improve activities/facilities for young people</li> </ul> |
| <b>Partners involved</b>                                   | Pershore College of Horticulture, PTC, Pershore Retail Market, Pershore Chamber of Trade, Schools, Care homes  |
| <b>Total project Funding required and possible sources</b> | 1,600<br>WDC<br>PTC<br>Pershore College<br>Local Businesses<br>Own resources   |
| <b>PMTP funding</b>  | 500  |

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| <b>request</b>                 |       |
| <b>Match funding</b>           | 1,100 |
| <b>Achievable in 2009/2010</b> | Yes   |

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| <b>Theme</b>   | <b>Successful</b>  |
| <b>Name of the Project</b>                                 | Pershore Town Guides   |
| <b>Description (what the project will do)</b>              | To support tourism and trade in Pershore by training guides to enable trained guided tours to take place and be booked in advance by visitors to the town for the wider benefit of the community/businesses  |
| <b>Fit to Community Strategy</b>                           | Economic success that is shared by all <ul style="list-style-type: none"> <li>• Support Local Business and Village Services</li> <li>• Improve access to education and learning opportunities for all</li> </ul> Improving Health and well-being <ul style="list-style-type: none"> <li>• Increase levels of physical activity across all generations</li> </ul> |
| <b>Partners involved</b>                                   | PTC, History and Heritage Society, Civic Society, Pershore VIC   |
| <b>Total project Funding required and possible sources</b> | 750<br>PTC<br>Civic Society  |
| <b>PMTF funding request</b>                                | 400  |
| <b>Match funding</b>                                       | 350  |
| <b>Achievable in 2009/2010</b>                             | Yes  |

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| <b>Theme</b>                                  | <b>Successful</b>   |
| <b>Name of the Project</b>                    | Pershore Jazz Festival  |
| <b>Description (what the project will do)</b> | To maintain the reputation and status of the Pershore Jazz Festival that includes local, national and internationally recognised musicians. Support to develop the festival on its new site at Pershore College through marquee provision and links to the town through the jazz service in the Baptist Church. |
| <b>Fit to Community Strategy</b>              | Economic success that is shared by all <ul style="list-style-type: none"> <li>• Support Local Businesses and Village Services</li> <li>• Improve access to education and learning opportunities for all</li> </ul>  |

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|  | Meeting the needs of children and young people <ul style="list-style-type: none"> <li>• Improve activities/facilities for young people</li> </ul> |
| <b>Partners involved</b>                                   | Pershore College<br>Pershore Baptist Church   |
| <b>Total project Funding required and possible sources</b> | 7,590<br>Own resources – door entry<br>PTC  |
| <b>PMTP funding request</b>                                | 500   |
| <b>Match funding</b>                                       | 7,090   |
| <b>Achievable in 2009/2010</b>                             | Yes   |

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| <b>Theme</b>   | <b>Successful</b>   |
| <b>Name of the Project</b>                                 | Events Infrastructure Support   |
| <b>Description (what the project will do)</b>              | Support the creation of two new electrical box sites for local events within the town and for wider town use  |
| <b>Fit to Community Strategy</b>                           | Economic success that is shared by all <ul style="list-style-type: none"> <li>• Support local businesses and village services</li> </ul> Communities that are safe and feel safe <ul style="list-style-type: none"> <li>• Reassure people and reduce the fear of crime</li> </ul> Meeting the needs of children and young people <ul style="list-style-type: none"> <li>• Improve activities/facilities for young people</li> </ul> |
| <b>Partners involved</b>                                   | WDC<br>Co-op<br>PTC   |
| <b>Total project Funding required and possible sources</b> | 10,000<br>AWM – Better Welcome<br>WDC   |
| <b>PMTP funding request</b>                                | 2,000   |
| <b>Match funding</b>                                       | 8,000   |
| <b>Achievable in 09/10</b>                                 | Yes   |

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| <b>Theme</b>   | <b>Successful</b>  |
| <b>Name of the Project</b>                                 | Pershore Plum Festival   |
| <b>Description (what the project will do)</b>              | Promote the heritage and local distinctiveness of Pershore with a unique month long celebration of the plum – particularly the three varieties local to this area.<br>Encouraging community participation and civic pride whilst involving many local groups. Increasing the capacity of the event with additional activities for children and young people.   |
| <b>Fit to Community Strategy</b>                           | Economic success that is shared by all <ul style="list-style-type: none"> <li>• Support local businesses and village services</li> <li>• Improve access to education and learning opportunities to all</li> </ul> Communities that are safe and feel safe <ul style="list-style-type: none"> <li>• Reassure people and reduce the fear of crime</li> </ul> Meeting the needs of children and young people <ul style="list-style-type: none"> <li>• Improve access/facilities for younger people</li> </ul> |
| <b>Partners involved</b>                                   | WDC<br>Pershore Chamber of Trade<br>Pershore Town Council<br>Pershore Abbey<br>Pershore College of Horticulture<br>Pershore High School  |
| <b>Total project Funding required and possible sources</b> | 5,400<br>PTC<br>Pershore Chamber of Trade<br>WDC<br>Own resources  |
| <b>PMTP funding request</b>                                | 500  |
| <b>Match funding</b>                                       | 4,900 +  |
| <b>Achievable in 09/10</b>                                 | Yes  |

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| <b>Theme</b>                                  | <b>Successful</b>   |
| <b>Name of the Project</b>                    | Creating and Supporting Local Distinctiveness through promotions  |
| <b>Description (what the project will do)</b> | Support the marketing, profile and infrastructure of events which help to create a local distinctiveness throughout the town. Developing audiences and footfall to boost the local economy and to encourage participants at the various events and supporting the desire for overnight stays in the area. |

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| <b>Fit to Community Strategy</b>                           | <p>Economic success that is shared by all</p> <ul style="list-style-type: none"> <li>• Support local businesses and village services</li> <li>• Improve access to education and learning opportunities to all</li> </ul> <p>Communities that are safe and feel safe</p> <ul style="list-style-type: none"> <li>• Reassure people and reduce the fear of crime</li> <li>• Reduce Crime</li> </ul> <p>A better environment for today and tomorrow</p> <ul style="list-style-type: none"> <li>• Aid recovery from recent flooding</li> </ul> <p>Improving health and well being</p> <ul style="list-style-type: none"> <li>• Increase levels of physical activity across all generations</li> </ul> <p>Meeting the needs of children and young people</p> <ul style="list-style-type: none"> <li>• Improve activities/facilities for young people</li> </ul> <p>Stronger communities</p> <ul style="list-style-type: none"> <li>• Improve transport choice and availability, particularly in village areas (bus links etc)</li> </ul> |
| <b>Partners involved</b>                                   | <p>Plum Festival Committee<br/> Jazz Festival Committee<br/> Art &amp; Photography show<br/> Farmers Market<br/> PTC<br/> Pershore College<br/> LANT<br/> Various retailers and small business operators</p>   |
| <b>Total project Funding required and possible sources</b> | <p>6,000<br/> WDC<br/> PTC<br/> Chamber of Trade<br/> Various event committees<br/> Local businesses</p>   |
| <b>PMTP funding request</b>                                | <p>1,600 (Application, agreed 2k – not enough funds in budget to allocate full amount)</p>   |
| <b>Match funding</b>                                       | <p>6,000 +</p>   |
| <b>Achievable in 09/10</b>                                 | <p>Yes</p>   |

**Communities that are safe and feel safe Theme Group  
'Safer'**

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| <b>Theme</b>   | <b>Safer</b>   |
| <b>Name of the Project</b>                                 | Prevent Distraction Crime  |
| <b>Description (what the project will do)</b>              | To reduce the number of distraction burglaries and rogue traders visiting retail premises leading to:<br>A decrease in distraction crime<br>A community that feels safer<br>Create an information pack containing images of shoplifters, information on popular scams, frauds and deceptions and ways for shopkeepers to prevent and reduce the fear of crime on their premises. Also to provide a retail radio network and link to CCTV monitoring room so that traders can alert each other to suspicious behaviour. |
| <b>Fit to Community Strategy</b>                           | Communities that are safe and feel safe <ul style="list-style-type: none"> <li>• Reduce Crime</li> <li>• Reassure People and reduce the fear of crime</li> </ul>   |
| <b>Partners involved</b>                                   | Police<br>Trading Standard<br>Age Concern<br>Neighbourhood Watch<br>Chamber of Trade   |
| <b>Total project Funding required and possible sources</b> | 2,000  |
| <b>PMTF funding request</b>                                | 1,000  |
| <b>Match funding</b>                                       | 1,000  |
| <b>Achievable in 09/10</b>                                 | Yes  |

**Improving Health and Wellbeing Theme Group  
'Healthy'**

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| <b>Theme</b>   | <b>Healthy</b>   |
| <b>Name of the Project</b>                                 | Exercise programme for All – Pershore Vale Walkers   |
| <b>Description (what the project will do)</b>              | Sustain and develop the current Vale Walkers programme to allow for new members of various social groups to take part in healthy walking schemes and to allow funding for training new walk leaders as required.   |
| <b>Fit to Community Strategy</b>                           | <p>Improving Health and wellbeing</p> <ul style="list-style-type: none"> <li>• Reduce the incidence of coronary heart disease, cancer, obesity and diabetes</li> <li>• Increase levels of physical activity across all generations</li> </ul> <p>Economic Success that is shared by all</p> <ul style="list-style-type: none"> <li>• Improve access to education and learning opportunities for all</li> </ul> <p>Communities that are safe and feel safe</p> <ul style="list-style-type: none"> <li>• Reassure people and reduce the fear of crime</li> </ul> |
| <b>Partners involved</b>                                   | <p>Abbotts wood medical centre<br/>         Pershore medical centre<br/>         Vale Walkers<br/>         WDC<br/>         WCC</p>  |
| <b>Total project Funding required and possible sources</b> | 750  |
| <b>PMTP funding request</b>                                | <i>500 (rolled over from 2008/09 budget)</i>   |
| <b>Match funding</b>                                       | 250  |
| <b>Achievable in 2009/2010</b>                             | Yes  |

**Stronger Communities Theme Group  
'Stronger'**

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| <b>Theme</b>   | <b>Stronger</b>   |
| <b>Name of the Project</b>                                 | Activities for All  |
| <b>Description (what the project will do)</b>              | To provide a post to support a range of activities for older people using Rooftop Housing Group scheme facilities as community hubs and to provide support to community group (i.e. Cherry Orchard lunch club) seeking to organise activities for centre users.   |
| <b>Fit to Community Strategy</b>                           | Economic success that is shared by all <ul style="list-style-type: none"> <li>• Improve access to education and learning opportunities for all</li> </ul> Improving health and well-being <ul style="list-style-type: none"> <li>• Reduce the incidence of coronary heart disease, cancer, obesity and diabetes</li> <li>• Increase levels of physical activity across all generations</li> <li>• Improve the care and quality of life of older people</li> </ul> |
| <b>Partners involved</b>                                   | PDVHC<br>Cherry Orchard Lunch Club<br>Age Concern   |
| <b>Total project Funding required and possible sources</b> | 34,214.40<br><br>Rooftops<br>Age Concern  |
| <b>PMTF funding request</b>                                | 1,500   |
| <b>Match funding</b>                                       | 32,714.40   |
| <b>Achievable in 09/10</b>                                 | yes   |

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| <b>Theme</b>                                  | <b>Stronger</b>  |
| <b>Name of the Project</b>                    | Silver Surfer Day  |
| <b>Description (what the project will do)</b> | Silver Surfer Day (SSD) is a national day promoted as part of Adult Learning Week in May each year. SSD aims to encourage older people to become more digitally aware by offering one to one tutored IT sessions. The sessions typically include a tour of internet sites, basic log on-off and mouse handling. The tutors in SSD will primarily be older people (as the aim of the project is to promote shared learning) but the project will also include young people from Pershore High School to give an added inter-generational dimension. A link with local training in computer basics will be formed to encourage any interested older people to access |

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|  | <p>further learning opportunities.<br/> Rooftop Housing Group has encouraged the setting up of computer clubs in its sheltered schemes in Pershore and provided computers for use of older residents.<br/> Opportunities for further inter-generational support and volunteering by young people will be explored as a part of the project.</p>  |
| <b>Fit to Community Strategy</b>                           | <p>Economic success that is shared by all</p> <ul style="list-style-type: none"> <li>• Improve access to education and learning opportunities for all</li> </ul> <p>Improving Health and Wellbeing</p> <ul style="list-style-type: none"> <li>• Improve the care and quality of life of older people</li> </ul> <p>Stronger Communities</p> <ul style="list-style-type: none"> <li>• Improve access to services</li> </ul> |
| <b>Partners involved</b>                                   | <p>PDVHC<br/> Age Concern<br/> Pershe High School<br/> Libraries Service<br/> Evesham and Malvern Hills College</p>  |
| <b>Total project Funding required and possible sources</b> | <p>1,000</p> <p>Rooftop</p>  |
| <b>PMTF funding request</b>                                | 500  |
| <b>Match funding</b>                                       | 500  |
| <b>Achievable in 09/10</b>                                 | yes  |

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| <b>Theme</b>                                  | <b>Stronger</b>   |
| <b>Name of the Project</b>                    | Agender - business networking   |
| <b>Description (what the project will do)</b> | <p>The Agender Business Women's group was set up in 2007 for the Pershore LSP area and had its first meeting in May that year. It now has a membership of around 20 businesses a mailing list of 40+ businesses and a core group of 8 members who act as the steering group, one of whom is the treasurer. The group has 4 evening meetings a year together with a speaker on a business subject such as marketing or pricing.</p> <p>It is intended to develop the group further by increasing membership until it is self sustaining. We will be putting together a new programme for 2009 and re-launching the group to attract new members. We will continue to hold quarterly meetings. It is also intended to take a more active role in local events and town centre projects that improve the trading environment. Funding will support key speakers and awareness raising.</p> |
| <b>Fit to Community Strategy</b>              | <p>Stronger Communities</p> <ul style="list-style-type: none"> <li>• Improve access to services</li> </ul> <p>Economic Success that is shared by all</p>  |

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|  | <ul style="list-style-type: none"> <li>• Support local businesses and village services</li> </ul> <p>A better environment for today and tomorrow</p> <ul style="list-style-type: none"> <li>• Aid recovery from recent flooding and minimise the impacts of future flooding</li> </ul> |
| <b>Partners involved</b>                                   | <p>Agender members<br/>WDC<br/>Various local businesses</p>  |
| <b>Total project Funding required and possible sources</b> | <p>1500</p> <p>Subscriptions<br/>Agender funds</p>   |
| <b>PMTF funding request</b>                                | 750 but granted 500  |
| <b>Match funding</b>                                       | 1,000  |
| <b>Achievable in 09/10</b>                                 | Yes  |

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| <b>Theme</b>   | <b>Stronger</b>   |
| <b>Name of the Project</b>                                 | Business Start Up Grants  |
| <b>Description (what the project will do)</b>              | Working with business specialists, the aim of this project is to attract and support new retail and commercial businesses to the town centre with a package of specialist business advice, support and grant funding. This will be linked to other town centre initiatives and will strengthen the offer of Pershore as a local centre and is aimed at improving the vitality and viability of the trading environment. |
| <b>Fit to Community Strategy</b>                           | <p>A Better environment for today and tomorrow</p> <ul style="list-style-type: none"> <li>• Aid recovery from the recent flooding and minimise the impacts of future flooding</li> </ul> <p>Economic Success that is shared by all</p> <ul style="list-style-type: none"> <li>• Support local businesses and village services</li> </ul>  |
| <b>Partners involved</b>                                   | <p>WDC<br/>Evesham LSP<br/>Droitwich Spa Area Partnership<br/>Business Link<br/>Rural Shops Alliance<br/>Retail sector skills agency<br/>Pershore Chamber of Trade<br/>Agender</p>  |
| <b>Total project Funding required and possible sources</b> | <p>15,000</p> <p>Evesham LSP<br/>Droitwich Spa Area Partnership<br/>WDC</p>   |

|                             |               |
|-----------------------------|---------------|
|                             | Business Link |
| <b>PMTP funding request</b> | 1,000         |
| <b>Match funding</b>        | 14,000        |
| <b>Achievable in 09/10</b>  | Yes           |

## Meeting the needs of children and young people Theme Group

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| <b>Theme</b>   | <b>Youth</b>  |
| <b>Name of the Project</b>                                 | Pescoran Project  |
| <b>Description (what the project will do)</b>              | To support year two of this project with the aim to produce a supply of brass players for Pershore High School<br>Details – to start groups of young children in Abbey Park, Drakes Broughton and Pinvin Middle Schools to learn to play. (Currently a three year project). Costs include tuition fees and instrument hire.   |
| <b>Fit to Community Strategy</b>                           | Meeting the needs of children and young people <ul style="list-style-type: none"> <li>• Improve activities / facilities for young people</li> </ul> <p>Stronger Communities</p> <ul style="list-style-type: none"> <li>• Improve access to services</li> </ul> <p>Economic Success that is shared by all</p> <ul style="list-style-type: none"> <li>• Improve access to education and learning opportunities for all</li> </ul> |
| <b>Partners involved</b>                                   | Abbey Park, Drakes Broughton and Pinvin Middle Schools, Pershore High School  |
| <b>Total project Funding required and possible sources</b> | 9,000 x 30 children per annum over 3 years<br><br>Midsummer Brass<br>PHS  |
| <b>PMTF funding request</b>                                | 1,000 x 3 years   |
| <b>Match funding</b>                                       | 8,000   |
| <b>Achievable in 09/10</b>                                 | Yes and into 2010   |

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| <b>Theme</b>                                  | <b>Youth</b>   |
| <b>Name of the Project</b>                    | Riverside Youth Centre 2008 Summer Program   |
| <b>Description (what the project will do)</b> | During the 6 week Summer Holidays RYC will run a week long activity programme for the 13yrs plus. Activities will help engage music, arts, canoeing; bell boating, archery and trips to activity centres. The activities will be run by professionals and supported and organised by qualified youth workers. The young people themselves help to organise, research and run elements of the programme. This gives ownership and helps towards the success of the project. |
| <b>Fit to Community Strategy</b>              | Meeting the needs of children and young people <ul style="list-style-type: none"> <li>• Improve activities and facilities for young people</li> </ul> <p>Stronger Communities</p> <ul style="list-style-type: none"> <li>• Improve access to services</li> </ul> <p>Communities that are safe and feel safe</p> <ul style="list-style-type: none"> <li>• Reduce crime (potentially)</li> </ul>   |

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|  | <ul style="list-style-type: none"> <li>• Tackle anti-social behaviour and disorder</li> </ul> <p>Economic success that is shared by all</p> <ul style="list-style-type: none"> <li>• Improve access to education and learning opportunities for all</li> </ul> |
| <b>Partners involved</b>                                   | RYC<br>WCC<br>WDC<br>Wychavon Kayak and Canoe club<br>WCC Extended Services  |
| <b>Total project Funding required and possible sources</b> | 4,000  |
| <b>PMTP funding request</b>                                | 3,000 requested. However, 2,000 granted from PMTP and 1,000 from WDC Youth pot via HP  |
| <b>Match funding</b>                                       | 1,000  |
| <b>Achievable in 09/10</b>                                 | Yes  |

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| <b>Theme</b>   | <b>Youth</b>   |
| <b>Name of the Project</b>                                 | Youth Bus  |
| <b>Description (what the project will do)</b>              | To give a much needed community facility for young people particularly those living in the rural areas of Wychavon   |
| <b>Fit to Community Strategy</b>                           | <p>Meeting the needs of children and young people</p> <ul style="list-style-type: none"> <li>• Improve activities and facilities for young people</li> </ul> <p>Stronger Communities</p> <ul style="list-style-type: none"> <li>• Improve access to services</li> </ul> <p>Communities that are safe and feel safe</p> <ul style="list-style-type: none"> <li>• Reduce crime (potentially)</li> <li>• Tackle anti-social behaviour and disorder</li> </ul> <p>Economic success that is shared by all</p> <ul style="list-style-type: none"> <li>• Improve access to education and learning opportunities for all</li> </ul> <p>Improving Health and well-being</p> <ul style="list-style-type: none"> <li>• Increase levels of physical activity across all generations</li> </ul> |
| <b>Partners involved</b>                                   |  |
| <b>Total project Funding required and possible sources</b> | 30,000 +<br><br>WDC<br>Safer Worcestershire Board<br>South Worcestershire Community Safety Partnership   |

|                             |   |
|-----------------------------|---|
|                             | Youth Service<br>Police<br>Voluntary Sector<br>Evesham LSP<br>Droitwich Spa Area Partnership<br>RYC |
| <b>PMTF funding request</b> | 1,500   |
| <b>Match funding</b>        | 28,500 +  |
| <b>Achievable in 09/10</b>  | Yes   |

|  |   |
|--|---|
| <b>Theme</b>   | <b>Youth</b>  |
| <b>Name of the Project</b>                                 | Techno Centre   |
| <b>Description (what the project will do)</b>              | To complete an internet café and digital musical facility to benefit young people of Pershore and its hinterland. The facility will also meet the needs of disabled people.   |
| <b>Fit to Community Strategy</b>                           | Meeting the needs of children and young people <ul style="list-style-type: none"> <li>• Improve activities and facilities for young people</li> </ul> Stronger Communities <ul style="list-style-type: none"> <li>• Improve access to services</li> </ul> Communities that are safe and feel safe <ul style="list-style-type: none"> <li>• Reduce crime (potentially)</li> <li>• Tackle anti-social behaviour and disorder</li> </ul> Economic success that is shared by all <ul style="list-style-type: none"> <li>• Improve access to education and learning opportunities for all</li> </ul> |
| <b>Partners involved</b>                                   | The Rotary Club of Pershore<br>RYC  |
| <b>Total project Funding required and possible sources</b> | 15,000<br><br>Rotary Club   |
| <b>PMTF funding request</b>                                | 5,000   |
| <b>Match funding</b>                                       | 10,000  |
| <b>Achievable in 09/10</b>                                 | yes   |

**PMTP 'Reserve' projects:**

**First reserves for when additional PMTP/MTi funding is secured 2009.10:**

| <b>Project</b>             | <b>Partners</b>   | <b>Cost</b>        | <b>PMTP</b>        |
|----------------------------|---|--------------------|--------------------|
| Burgage Plots              | AWM, WDC, Angel Inn and Posting House, RYC, Browns Ironmongers, Pershore College  | 250,000 tbc        | tbc                |
| Musical Instrument Amnesty | PHS Trust, WDC, Local musicians: Robert Fripp, Dutch Lewis, Marshall Fahzey, Peter Farrell, Paul Adams-Groom and others | 2,000              | 1,000              |
| <b>Total cost</b>          |   | <b>257,000 tbc</b> | <b>1,000 + tbc</b> |

| <b>Theme</b>                                    | <b>Successful</b>   |
|---|---|
| <b>Name of the Project</b>                      | Burgage Plots Phase 1 - Angel Inn Gardens enhancements  |
| <b>Description (what the project will do)</b>   | Supporting the creation of an attractive garden area at the back of the Angel Inn with additional moorings to increase footfall, increased tourism and new job opportunities and additional overnight stays with a riverside walk and enhanced link to the town.<br>Linking with Browns Orchard and potentially for the riverside walk to be made into a secure walk (i.e. fenced and gated off) to both Browns site and possibly the RYC creating a circular walk back up into town.<br>Obviously with all partners consents. Supporting plan for Phase 2 of the project.  |
| <b>Fit to Community Strategy</b>                | Economic Success that is shared by all <ul style="list-style-type: none"> <li>• Support local businesses and village services</li> <li>• Improve access and education and learning opportunities for all</li> </ul> A better environment for today and tomorrow <ul style="list-style-type: none"> <li>• Create a clean environment</li> <li>• Aid recovery from recent flooding and minimise the impacts of future flooding</li> </ul> Communities that are safe and feel safe <ul style="list-style-type: none"> <li>• Reduce crime</li> <li>• Tackle anti-social behaviour and disorder</li> </ul> Meeting the needs of children and young people <ul style="list-style-type: none"> <li>• Improve activities/facilities for young people</li> </ul> |
| <b>Fit to AWM Capital Developments Criteria</b> | Fit to AWM Criteria: <ul style="list-style-type: none"> <li>• Creating new jobs</li> <li>• Assisting businesses</li> <li>• Remediating Brownfield land</li> <li>• Increasing footfall through tourism opportunities</li> </ul>  |

|  |  |
|--|--|
| <b>Partners involved</b>                                   | AWM<br>WDC<br>Angel Inn and Posting House<br>RYC<br>Browns Ironmongers<br>Pershore College |
| <b>Total project Funding required and possible sources</b> | 250,000 (estimated)  |
| <b>PMTP funding request</b>                                | tbc  |
| <b>Match funding</b>                                       | 138 AWM tbc  |
| <b>Achievable in 2009/2010</b>                             | Yes  |

|  |  |
|--|--|
| <b>Theme</b>   | <b>Youth</b>   |
| <b>Name of the Project</b>                                 | Musical Instrument Amnesty   |
| <b>Description (what the project will do)</b>              | To recycle unused musical instruments which may be held in people's lofts and homes locally for better use by the younger community. Managed by Pershore High School, a launch of the project using local musician's incoming instruments will be serviced and repaired and checked not stolen goods as necessary before being allocated to young people for use on a deposit scheme via the High School.          |
| <b>Fit to Community Strategy</b>                           | Meeting the needs of children and young people <ul style="list-style-type: none"> <li>• Improve activities and facilities for young people</li> </ul> Stronger Communities <ul style="list-style-type: none"> <li>• Improve access to services</li> </ul> Economic Success that is shared by all <ul style="list-style-type: none"> <li>• Improve access to education and learning opportunities to all</li> </ul> |
| <b>Partners involved</b>                                   | PHS Trust<br>WDC<br>Local musicians: Robert Fripp, Dutch Lewis, Marshall Fahzey, Peter Farrell, Paul Adams-Groom and others  |
| <b>Total project Funding required and possible sources</b> | 2,000 plus in kind support<br><br>WDC<br>Children in Need tbc<br>PHS Trust tbc<br>Rotary tbc   |
| <b>PMTP funding</b>  | 1,000  |

|                            |       |
|----------------------------|-------|
| <b>request</b>             |       |
| <b>Match funding</b>       | 1,000 |
| <b>Achievable in 09/10</b> | Yes   |

**Pershore Market Town Partnership  
2009/10**



### Pershore Market Town Partnership membership list 2009/2010

| <b>Name</b>         | <b>Representing</b>   |
|---------------------|---|
| Michael Amies       | PMTP Chairman and representing Number 8 Community Arts Centre |
| Val Wood            | Pershore Chamber of Trade                                     |
| Andrew Clasen       | Pershore Civic Society  |
| Janet Daniels       | Pershore Tourism  |
| Vacant              | Community Representative                                      |
| Vacant              | Country Land and Business Association                         |
| Paul Madill         | PCT Health Improvement Practitioner                           |
| Cllr. Liz Tucker    | Worcestershire County Council                                 |
| Kate Walton         | Pershore and District Voluntary Help Centre                   |
| Cllr John Grantham  | Wychavon District Council                                     |
| Russell Dalton      | Pershore High School  |
| Cllr Charles Tucker | Pershore Town Council   |
| Joy Pygott          | Pershore Horticultural College                                |
| Deborah Dale        | Worcestershire County Council – Area Democracy Unit           |
| Cllr Ron Davis      | Wychavon District Council                                     |
| David Balme         | Worcestershire County Council Transport Services              |
| Vacant              | County Association of Local Councils                          |
| Karen Taylor        | WCC Extended Services   |
| Cllr Linda Robinson | Wychavon District Council                                     |
| Hilary Philpott     | Market Town Partnership Manager                               |

## Action Plan Theme Groups – Membership lists 2009/2010

On 7<sup>th</sup> October 2008 we held a celebratory event to give an overview of our past six years of activity together with a year ‘20/20 Visioning’ activity.’

At this event, attendees were given 5 minutes to jot down their 20/20 visions for their local community benefit and the results (which interestingly, included some duplicate desires and requests) hence, the results of this exercise can be seen after the attendees list below.

### Pershore Market Town Partnership ‘Six Year Review’ event – 7<sup>th</sup> October 2008

#### Attendees:

|   |
|---|
| <b>Pershore Market Town Partnership Members</b>           |
| Andrew Clasen – Civic Society                             |
| Cilla Cameron – County Association of Local Councils      |
| Cllr Charles Tucker – Pershore Town Council               |
| Cllr John Grantham – Wychavon District Council            |
| Cllr Linda Robinson – Wychavon District Council           |
| Cllr Liz Tucker – Worcestershire County Council           |
| Cllr Ron Davis – Wychavon District Council                |
| Cllr Val Wood – Pershore Chamber of Trade                 |
| Janet Daniels – Pershore Tourism Rep.                     |
| Joy Pygott – Pershore College                             |
| Kate Walton – Pershore and District Voluntary Help Centre |
| Michael Amies – Number 8 Rep. and Chairman of PMTP        |
| Paul Madill – Health Improvement Practitioner             |
| Paul Sinnott – Rural Community Rep                        |
| Russell Dalton – Pershore High School                     |
| <b>Evesham Market Town Partnership</b>                    |
| David Noyes - Chairman                                    |
| Lew Hammond – EMTP Manager                                |
| <b>Droitwich Spa Partnership</b>                          |
| Janet Yates – DSP Manager                                 |
| <b>Pershore Town Council</b>                              |
| Ann Dobbins - Town Clerk                                  |
| Mayor of Pershore Cllr Ken Rowe                           |
| Mayoress of Pershore Mrs Margaret Rowe                    |
| <b>Event ‘Master of Ceremonies’</b>                       |
| Katie Johnson - Broadcaster                               |
| <b>Local Project Champions</b>                            |

|  |
|--|
| Alex Mellor – Riverside Youth Centre   |
| Heather Powell – Number 8 Community Arts Centre                              |
| Jim Burgin – Wychavon District Council Heritage Manager/Avon Meadows project |
| <b>Wychavon District Council</b>   |
| Angela Tidmarsh – Tourism Officer  |
| Chris Brooks – Regeneration Manager  |
| Lyn Stevens - WDC Parks Officer  |
| Phil Merrick – Head of Community Services                                    |
| <b>Advantage West Midlands</b>   |
| Paul Sampson – Partnerships Manager  |
| <b>Croome Court</b>  |
| Wendy Carter/National Trust Rep.   |
| <b>Pershore Events/Business's</b>  |
| Darren Eden - First Response Training & The Angel Inn & Posting House        |
| Jack Forrest – Wychavon Area Network of local Artists                        |
| Nick Green - W.L. Brown Ironmongers  |
| <b>Railway Project</b>   |
| Teresa Ceesay - First Great Western  |
| <b>Worcestershire County Council</b>   |
| James Gurney – Extended Services Co-ordinator Pershore & Evesham             |
| Margaret Gray – Principle Economic Development Officer WCC                   |

## **20/20 Visioning event responses:**

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

- A New High School
- Rural activities for young people
- Opportunities for young people to get involved in Community projects
- Community Enterprise for young, families and retired people
- Further develop the RYC range of activities and ways to earn an income stream to fund more youth work
- Enterprise centre for young people with business support for all
- Effective use of available transport to involve children and Young people with the activities – sporting/play or academic based – that live in the surrounding villages of the town of Pershore
- Outdoor activity centre at Riverside Youth Centre
- Continued support for the Youth of Pershore
- Outdoor activity at Youth Centre – more river usage
- Summer project/after school projects for younger children (outdoor educational and fun)
- Natural play opportunities in Abbey Park Pershore and some of the Parish Play areas (as advocated by Play England and being looked at via Dave Manning and Andy Pitt currently).
- Natural play measuring the genius locality of the site to provide imaginative ways to play. Using land contours, natural materials, sand, rocks, timber, logs
- Childcare support for parents
- Cookery for kids and parents
- Writing competitions, art/music competitions – led by local professionals
- Young Volunteers corps

### **Improving Health**

- Cycle path to Evesham - pavement is all along the road already there – just needs re-surfacing – Good for the environment and could create a school kids pick up route
- Better Rural Transport – especially for the elderly
- Road safety provision outside towns (Linda)
- More care homes and houses
- Social activity for very elderly and isolated – including transport, health advice and gentle exercise. In so doing, support struggling seniors clubs in the villages
- More local/riverside walks
- Resurrect the circular footpath and footbridge project. It is a ‘must’ and
  - 1). Will bring new fragments of tourism visitors to the town
  - 2). Will encourage other riverside or rights of river initiatives (boat club, marina, restaurants etc)
  - 3). Will be in harmony with the Avon Wetlands project (‘twitchers’ will become visitor segment)
- Guide walks around Pershore and hinterland

- Boats to hire
- Drop in centre to assist local medical centres
- Breastfeeding and weaning support
- Cookery for kids and parents
- More activities for older people, oral history project
- More mobility support for older people (public transport) to stop isolation/mobility issues
- Peer-led Health activities
- Mental Health support activities
- More signposted and publicised foot and cycle pathways
- Facebook for Older people
- Better transport facilities from surrounding villages

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

- Better use of the river – include it in everyday living and events
- Better use of the river
- Better insulation for all homes
- Circular walks from Town Centre
- Bridge over the river and circular walk
- Reduced Carbon footprint
- Less need to drive
- More access to the Riverside to rear of High Street (Burgage Plots)
- Enhancement to the square at front of Co-op (Chapman Court)
- More river usage and confidence about flood defences
- Complete the Link Road
- Improved local transport, walkways and cycling
- Flood Bund to include allotments (Ken)
- 20 mph Through Pershore
- 20 yr Plan for Housing (inc. Affordable)
- Affordable local housing in rural villages
- Affordable housing
- Affordable housing for rural areas
- More low cost housing
- Housing for local people
- More regeneration between different areas of the Vale
- Sustainability – encourage individuals to be more sustainable in lifestyle choices e.g. recycling, freecycle
- Encourage less use of the motor vehicles – too many empty buses, too many bus timetables don't fit the local need
- Better/more parking at Pershore Railway Station
- Create a sustainable fuel source for industrial areas – providing heat/power for school, leisure centre etc
- Become a carbon neutral community
- Low cost housing
- Better rural access to the town

- A more attractive Railway Station
- Taxi/phone link at Station for access into Town
- Improved links with the river – awareness. More river based activities to encourage people to use the resource and therefore promote such an exceptional asset.
- The Grand Canal (drain next to the Leisure centre) Do something with it!
- Pedestrianisation of Church Street
- Planting of more Plum Orchards to enhance Pershore's Local distinctiveness (Plums/blossom)
- Enhance Abbey Park
- Complete High Street project
- Replant Pershore Plum Orchards

### **Economic Success for All**

- Develop a Marina to attract more boating people
- Develop Flood Plane alongside river (Burgage Plots)
- Improve restaurants in the Town-Turn days into stays!
- Provision of Quality accommodation
- Riverside water tap for boaters
- List of shops at the riverside
- Hire boats
- More use of the River
- A quality hotel
- Encourage shops to open at special times e.g. Plum Fayre, carnival etc
- More publicity for Pershore
- Brown signs for Pershore on M5 from South
- Future links with the college for future use of facilities – incorporate in current development plans
- More use of the riverside.
- Better accommodation for Visitors to Pershore
- A wedding/banqueting venue
- Permissions and Creation of an events/performance site in Chapman Court
- Develop Abbey Garage Site
- Establish secure moorings for visiting boats with facilities to match (shower, toilet, refuse and de-bunk – sewerage- areas).
- Complete the Burgage Plots site
- More shoppers to the town
- Increased car parking in Pershore Town Centre (Burgage Plots!)
- More help for retail promotion
- More prominence of the History of Pershore as a visitor destination
- Burgage Plots completed!
- Complete Pershore High Street improvements (Cherry Orchard-Church Street)
- Keeping business local
- Better Association between Towns and adjoining Parishes
- Complete pavements improvements to rest of High Street

- Better local transport inc. Railway Station links
- Development of more of the Riverside (perhaps below wetland area)
- More Tourism/Overnight stays
- Better signposting of M5 to include what the town is famous for
- More promotion of the Vale of Evesham
- River trips from ?Bridges or King George's Field
- Fill empty shops
- Better use of river and Summer/Winter cruising programme
- More visitors to our area
- A location/venue to hold a 200 seat Dinner
- Encouraging more visitors to the Town
- Sort out the Burgage Plots once and for all!!
- Evening local Plum Line Bus service around Pershore to enable elderly people to access social occasions i.e. Number 8, pubs, restaurants, meetings etc
- Create a café at Pershore College to create a destination for visitors
- Work with new owner of the Angel Inn to get good hotel services up and running a.s.a.p. and link into existing tourism opportunities (Blossom Trail, Theatre etc).
- Better Quality accommodation for visitors to the Town
- Increased retail outlets in Town (i.e. 2 of a kind is better than 1 of a kind)
- Develop increased links to Pershore Horticultural College
- Better use of rural buildings
- Local Craft Centre
- Better use of and promotion of the River
- Continued development f Town events and Festivals
- Making more safe areas for children, adults and the ever increasing older people
- More intergenerational links – using school as a Community resource – Schools inviting older groups to join in events, celebrations
- More business premises occupied and preferably by independent traders
- Possibly one/two more events with a local flavour to compliment the Plum Festival
- Businesses to encourage working parents (20-50) to volunteer in activities throughout the community – schools, charities, voluntary services – by emphasising that such experience would benefit their attitude to their work.
- Pershore Radio

### **Stronger Communities**

- A local Arts Festival – artists across Pershore and the Hinterland coming together to create an 'open studios'/open arts workshops/exhibitions – visual artists working in the community – and some way of forging links between art groups.
- Revamped Pershore Railway Station with adequate Car parking, bus service, environment and a good rail service!
- More accredited accommodation

- Improved Community Cohesion e.g. People who live in communities integrating into those communities. E.g. Sharing of facilities, encourage contributions of personal skills
- Planning permissions adhered to
- The on-going request for Motorway signage
- Improved links to Gloucestershire Boarded e.g. Bredon – Tewkesbury Bus service
- Utilise major attraction – The Abbey
- Promote Rail travel
- Car park enhancements and fair pricing structure
- More rural projects – not town based
- More Car parking – longer car parking hours
- Link the station to the town and college
- Heritage Centre in a more visible position/site
- Bandstand – Abbey Park or St Andrews Gardens
- Complete Pedestrian improvements to the top end of Pershore High Street
- Better rural and Town Centre Bus service
- Development of Parking facilities at Railway Station
- Create a Band Stand and Summer weekend concerts to promote our own local distinctiveness
- Christmas Lights that do the town proud

#### **Meeting the needs of children and young people**

- Large area of land by Pershore High School to be turned into an alcohol free family area. With emphasis on old pub games (skittles?) and re-introduce some of the old games which have been lost

#### **Other suggestions:**

- Expanding existing ideas to different partnerships across the Vale and District
- More cross-pollination between towns
- Better links between local businesses and local Government
- More positive promotion of Pershore – ban the wingers!
- No more large stores

**Theme Group members used the above process to help them to prioritise projects for this 2009/10 Action Plan**

## Theme Group Members in support of this Action Plan

### Improving health and well-being

| Name                | Representing                   |
|---------------------|--------------------------------|
| Michael Amies*      | Number 8 Community Arts Centre |
| Val Wood            | Pershore Chamber of Trade      |
| Julie Moore         | Abbotswood medical centre      |
| Paul Sinnott        | PCT                            |
| Dr Tom Pitts-Tucker | Pershore Medical Centre        |

### A better environment for today and tomorrow

| Name                 | Representing                          |
|----------------------|---------------------------------------|
| Cllr Charles Tucker* | Pershore Town Council                 |
| Andy Graham          | Worcestershire Wildlife Trust         |
| Dave Shaw            | Vale Landscape Heritage Trust         |
| David Julien         | WEEAC                                 |
| Liz Alston           | WCC                                   |
| Felicia Leo          | Wychavon DC                           |
| Roger Taylor         | Rooftop Housing                       |
| Deborah Dale         | Economic Development and Regeneration |

### Stronger Communities

| Name            | Representing  |
|-----------------|---|
| Kate Walton*    | Manager, Pershore Volunteer Centre                  |
| Cllr Liz Tucker | County Councillor                                   |
| Catherine Kevis | Head of Supported Housing, Rooftop                  |
| Jenny Davis     | Arts Development Officer, Wychavon District Council |
| David Manning   | Acting PMTP Manager                                 |
| Felicia Leo     | Wychavon DC   |

**Theme Group Members continued:**

**Economic success that is shared by all**

| <b>Name</b>     | <b>Representing</b>                                  |
|-----------------|--|
| Chris Brooks*   | Wychavon District Council – Economy and Regeneration |
| Angela Tidmarsh | Wychavon District Council - Tourism                  |
| Hilary Philpott | WDC - PMTP Manager                                   |
| Beth Milsom     | Agender/Local Business                               |
| Jane Dobson     | WDC - Economic Development Officer                   |

**Meeting the needs of children and young people**

| <b>Name</b>         | <b>Representing</b>                               |
|---------------------|---|
| Cllr John Grantham* | Wychavon District Council                         |
| Alex Mellor         | Riverside centre                                  |
| Cllr Liz Tucker     | County Councillor                                 |
| Ema Kirbyson        | Worcestershire County Council - Extended services |
| Paul Madill         | PCT Health Improvement Practitioner               |

**Theme Group**

**Communities that are safe and feel safe Theme Group**

| <b>Name</b>      | <b>Representing</b>                                  |
|------------------|--|
| David Hemming*   | Wychavon District Council – Community Safety Manager |
| P.C. John Hunter | Police   |

\* denotes theme group leader

## **Wychavon District Council's Community Strategy 2007-2010**

List of themes and shared priorities

### **Communities that are safe and feel safe**

- Reduce crime
- Reassure people and reduce the fear of crime
- Tackle anti-social behaviour and disorder
- Reduce the harm caused by drugs and alcohol
- Tackle speeding traffic and improve road safety

### **A better environment – for today and tomorrow**

- Create a clean environment - free from dog mess, litter, chewing gum, fly tipping
- Reduce the impacts of climate change and household energy consumption
- Aid recovery from recent flooding and minimise the impacts of future flooding
- Improve the condition of roads
- Plan for the future development of the Hill and Moor landfill site

### **Economic success that is shared by all**

- Support local businesses and village services
- Build understanding about and increase involvement of migrant workers
- Improve access to education and learning opportunities for all
- Develop the Throckmorton airfield

### **Improving health and well-being**

- Reduce the incidence of coronary heart disease, cancer, obesity and diabetes
- Increase levels of physical activity across all generations
- Tackle alcohol misuse
- Improve the care and quality of life of older people
- Increase the availability of NHS dental services and improve access to health facilities and services for all
- Improve treatment and choices for people with mental health problems

### **Meeting the needs of children and young people**

- Improve activities/facilities for young people

### **Stronger communities**

- Increase the availability of affordable housing
- Reduce fuel poverty
- Improve transport choice and availability, particularly in rural areas
- Improve access to services
- Increase sporting and cultural facilities and activities

**Proposed projects for future development/years**  
**i.e. applications in place, awaiting secure funding sources**

Once again, the PMTP theme groups together with some external organisations have developed a large number of high quality projects. The following tables show those projects that have been agreed for the next two years subject to working up and project appraisal at the relevant time.

| <b>Project</b>            | <b>Partners</b>   | <b>Cost</b>                             | <b>PMTF</b>  |
|---------------------------|---|---|--------------|
| WANA website              | WANA members, local businesses  | 1,000                                   | 700          |
| Chapman Court Marquee     | Co-op, PTC  | 2,700                                   | 1,000        |
| Youth Notice Board        | RYC, PTC  | 550                                     | 550          |
| Saturday Youth Music Club | RYC, WCC Youth Service, PHS   | 1,500                                   | 1,500        |
| Transition Town           | PTC, Pershore College, PHS, Middle Schools, WCC local transport, Library, Fair Trade group, Chamber of Trade. | 1,000 in kind<br>400 PMTP               | 1,400        |
| <b>Total cost</b>         |   | <b>6,150 plus<br/>1,000 in<br/>kind</b> | <b>5,150</b> |

| <b>Theme</b>   | <b>Successful</b>  |
|--|--|
| <b>Name of the Project</b>                                 | WANA Website   |
| <b>Description (what the project will do)</b>              | To develop a website for WANA (Worcestershire Area Network of Artists) which supports Pershore LSP area – to display work and provide information about activities. This will enable increased opportunities for members and increased access for local people and visitors to arts activities in the area.            |
| <b>Fit to Community Strategy</b>                           | Economic Success that is Shared by All <ul style="list-style-type: none"> <li>• Support local businesses and village services</li> <li>• Improve access to education and learning opportunities for all</li> </ul> Stronger Communities <ul style="list-style-type: none"> <li>• Improve access to services</li> </ul> |
| <b>Partners involved</b>                                   | WANA members<br>Local businesses   |
| <b>Total project Funding required and possible sources</b> | 1000<br><br>WANA   |
| <b>PMTF funding</b>  | 700  |

|                            |     |
|----------------------------|-----|
| <b>request</b>             |     |
| <b>Match funding</b>       | 300 |
| <b>Achievable in 09/10</b> | Yes |

|  |  |
|--|--|
| <b>Theme</b>   | <b>Successful</b>  |
| <b>Name of the Project</b>                                 | Chapman Court Marquee  |
| <b>Description (what the project will do)</b>              | Create a covered events site adjacent to the Co-op building on Chapman Court for better use/creation of a town centre all weather events area. This may be in the form of two marquee/gazebo style structures complete with ground bars, secure ground anchors and storage box and could be utilised for existing and new town events. |
| <b>Fit to Community Strategy</b>                           | Economic Success that is shared by All <ul style="list-style-type: none"> <li>• Support local businesses and village services</li> </ul> Stronger Communities <ul style="list-style-type: none"> <li>• Improve access to services</li> </ul>   |
| <b>Partners involved</b>                                   | Co-op<br>PTC   |
| <b>Total project Funding required and possible sources</b> | 2,700  |
| <b>PMTP funding request</b>                                | 1,000  |
| <b>Match funding</b>                                       | 1,700 tbc  |
| <b>Achievable in 2009/2010</b>                             | Yes but need to consider logistics of erection/dismantle, drying out if wet, hire organisation and storage, insurance needs. A desirable project for the town.   |

|   |   |
|---|---|
| <b>Theme</b>                                  | <b>Youth</b>  |
| <b>Name of the Project</b>                    | Youth Notice Board  |
| <b>Description (what the project will do)</b> | To place a Youth Notice board in Chapman Court, Pershore in order to display current information about activities/interest solely for young people. To be managed by RYC staff.   |
| <b>Fit to Community Strategy</b>              | Meeting the needs of children and young people <ul style="list-style-type: none"> <li>• Improve activities and facilities for young people</li> </ul> Stronger Communities <ul style="list-style-type: none"> <li>• Improve access to services</li> </ul> Communities that are safe and feel safe |

|  |  |
|--|--|
|  | <ul style="list-style-type: none"> <li>• Tackle anti-social behaviour and disorder</li> </ul> <p>Economic success that is shared by all</p> <ul style="list-style-type: none"> <li>• Improve access to education and learning opportunities for all</li> </ul> |
| <b>Partners involved</b>                                   | RYC<br>PTC   |
| <b>Total project Funding required and possible sources</b> | 550  |
| <b>PMTF funding request</b>                                | 550  |
| <b>Match funding</b>                                       | No   |
| <b>Achievable in 09/10</b>                                 | Yes if given usual planning consent etc.   |

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|--|---|
| <b>Theme</b>   | <b>Youth</b>  |
| <b>Name of the Project</b>                                 | Saturday Youth Music Club   |
| <b>Description (what the project will do)</b>              | The project is to provide staffing and running costs to enable a 'music centre' or 'music café' style session to take place at the Riverside Youth Centre at weekends. Using the new techno centre, the sessions will give access for bands and individuals to use the centre for music practice, or use the equipment to record sessions or tracks. As well as funding the regular opening of the centre, it is also planned to have a few weekends where local teachers and established bands could come to the centre and give demonstrations or workshops. A summer 'concert' would provide a focus for the sessions to work towards. This project will become self sustaining. |
| <b>Fit to Community Strategy</b>                           | Meeting the needs of children and young people <ul style="list-style-type: none"> <li>• Improve activities and facilities for young people</li> </ul> <p>Stronger Communities</p> <ul style="list-style-type: none"> <li>• Improve access to services</li> </ul> <p>Economic success that is shared by all</p> <ul style="list-style-type: none"> <li>• Improve access to education and learning opportunities for all</li> </ul>   |
| <b>Partners involved</b>                                   | WCC Youth service<br>PHS<br>RYC   |
| <b>Total project Funding required and possible sources</b> | 1,500   |
| <b>PMTF funding request</b>                                | 1,500   |

|                            |   |
|----------------------------|---|
| <b>Match funding</b>       | No  |
| <b>Achievable in 09/10</b> | A good project if it can become self sustaining. Funding and no match funding inhibit the start of the project in 09.10 without further funds coming forward. |

|  |   |
|--|---|
| <b>Theme</b>   | <b>A better environment for today and tomorrow<br/>'Greener'</b>  |
| <b>Name of the Project</b>                                 | Transition Town   |
| <b>Description (what the project will do)</b>              | Start the process of transition from oil dependency to local resilience and sustainability to create a carbon neutral town. Improve local trading environment and keeping trade local, reducing carbon footprint in Pershore and the wider LSP area.  |
| <b>Fit to Community Strategy</b>                           | A better environment – for today and tomorrow <ul style="list-style-type: none"> <li>• Create a clean environment</li> <li>• Reduce the impacts of climate change and household energy consumption</li> </ul> <p>Stronger Communities</p> <ul style="list-style-type: none"> <li>• Reduce fuel poverty</li> </ul> |
| <b>Partners involved</b>                                   | PTC<br>Pershore College<br>PHS<br>Middle Schools<br>WCC local transport<br>Library<br>Fair Trade group<br>Chamber of Trade<br>Fsb – Keep Trade Local  |
| <b>Total project Funding required and possible sources</b> | 1400 (1k in kind support)   |
| <b>PMTP funding request</b>                                | 400   |
| <b>Match funding</b>                                       | 1,000 in kind support   |
| <b>Achievable in 2009/20010</b>                            | Yes. The PMTP would like to see evidence of the project working in the town before it involves the local villages and LSP area  |

## Proposed projects determined for future year 2010/2011

### Outlined Projects 2010.11

| Project                        | Partners  | Cost                                       | PMTP         |
|--------------------------------|---|--|--------------|
| Creating Local Distinctiveness | Plum Festival Committee, Jazz Festival Committee, Art & Photography show, Farmers Market, PTC, Pershore College, LANT | 6,000                                      | 2,000        |
| Pescoran Project               | Abbey Park, Drakes Broughton and Pinvin Middle Schools, Pershore High School  | 3,000 p.a.<br>(final yr of 3 year project) | 1,000        |
| <b>Total cost</b>              |   | <b>9,000</b>                               | <b>3,000</b> |

| Theme  | Successful   |
|--|--|
| <b>Name of the Project</b>                                 | Creating Local distinctiveness 2010.11   |
| <b>Description (what the project will do)</b>              | <p>Economic success that is shared by all</p> <ul style="list-style-type: none"> <li>• Support local businesses and village services</li> <li>• Improve access to education and learning opportunities to all</li> </ul> <p>Communities that are safe and feel safe</p> <ul style="list-style-type: none"> <li>• Reassure people and reduce the fear of crime</li> <li>• Reduce Crime</li> </ul> <p>A better environment for today and tomorrow</p> <ul style="list-style-type: none"> <li>• Aid recovery from recent flooding</li> </ul> <p>Improving health and well being</p> <ul style="list-style-type: none"> <li>• Increase levels of physical activity across all generations</li> </ul> <p>Meeting the needs of children and young people</p> <ul style="list-style-type: none"> <li>• Improve activities/facilities for young people</li> </ul> <p>Stronger communities</p> <ul style="list-style-type: none"> <li>• Improve transport choice and availability, particularly in village areas (bus links etc)</li> </ul> |
| <b>Fit to Community Strategy</b>                           | Creating and Supporting Local Distinctiveness through promotions   |
| <b>Partners involved</b>                                   | Support the marketing, profile and infrastructure of events which help to create a local distinctiveness throughout the town. Developing audiences and footfall to boost the local economy and to encourage participants at the various events and supporting the desire for overnight stays in the area.  |
| <b>Total project Funding required and possible sources</b> | Plum Festival Committee<br>Jazz Festival Committee<br>Art & Photography show<br>Farmers Market<br>PTC  |

|                                |   |
|--------------------------------|---|
|                                | Pershore College<br>LANT<br>Various retailers and small business operators              |
| <b>PMTP funding request</b>    | 6,000<br>WDC<br>PTC<br>Chamber of Trade<br>Various event committees<br>Local businesses |
| <b>Match funding</b>           | 2,000   |
| <b>Achievable in 2009/2010</b> | 4,000 +   |
|                                | Yes   |

**Committed funding for 2010/11 subject to funding criteria being met.**

|  |   |
|--|---|
| <b>Theme</b>   | <b>Youth</b>  |
| <b>Name of the Project</b>                                 | Pescoran Project  |
| <b>Description (what the project will do)</b>              | To support year two of this project with the aim to produce a supply of brass players for Pershore High School<br>Details – to start groups of young children in Abbey Park, Drakes Broughton and Pinvin Middle Schools to learn to play. (Currently a three year project). Costs include tuition fees and instrument hire.   |
| <b>Fit to Community Strategy</b>                           | Meeting the needs of children and young people <ul style="list-style-type: none"> <li>• Improve activities / facilities for young people</li> </ul> Stronger Communities <ul style="list-style-type: none"> <li>• Improve access to services</li> </ul> Economic Success that is shared by all <ul style="list-style-type: none"> <li>• Improve access to education and learning opportunities for all</li> </ul> |
| <b>Partners involved</b>                                   | Abbey Park, Drakes Broughton and Pinvin Middle Schools, Pershore High School  |
| <b>Total project Funding required and possible sources</b> | 3,000 x 30 children per annum over 3 years<br><br>Midsummer Brass<br>PHS  |
| <b>PMTP funding request</b>                                | 1,000 x 3 years   |
| <b>Match funding</b>                                       | 8,000   |
| <b>Achievable in 09/10</b>                                 | Yes and into 2010   |

Prepared by Hilary Philpott  
Persore Market Town Partnership Manager

27<sup>th</sup> February 2009