

# *Evesham Market Town Partnership*

## *Action Implementation Plan*

*2006-7*

### **EVESHAM MEETING THE CHALLENGE**

#### **1. Evesham Market Town Programme: An Overview**

**1.1 Evesham Market Town Partnership's (MTP) part in The West Midlands Markets Towns Programme formally ended on 31<sup>st</sup> March 2006. This was marked with the final sums of the Core Funding from Advantage West Midlands being committed and spent. Some £515,000 was directly invested by AWM through the MTP with a further £140,000 being indirectly allocated on ICT Projects and the Port Street studies. However, the relationship between AWM and the MTP will continue and through evolving Strategic Implementation Plans the MTP will strive, together with Wychavon to continue to deliver a number of key projects. Project delivery has been phenomenally successful. With the exception of one element in each of two projects that remain as rollover projects, all projects have been delivered. Excellent relationships continue with Evesham Town Council, other Local Authorities and a number of Associations and Societies. These have been instrumental in the Partnership's success.**

**1.2 An Evaluation report, covering all aspects of the Programme, 2001-2006 has been issued. Members are respectfully directed to that document.**

**1.3 One extract from that document sums up the value of the programme over the past 4 years. The cost of the public sector in delivering this programme, excluding management administration costs was AWM: £500,826. Other Public finding, largely Local Authorities: £746,936 and the private sector, £178,630, comprising £1,426,392. Match funding, public sector £1,020,000 and private sector £1,801,448 brings the total value of the programme to £4,247,840.**

**1.4 The MTP membership continues to comprise a cross-section of sectors and has recently been reinforced with an additional community member. However, it still lacks a PCT member. The MTP will continue to initiate an annual Action Implementation Plan. This is to be approved by Wychavon, will support the Wychavon Community Plan and the 6 headings under the Local Area Agreement. These are**

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

**1.5 The year was marked with the Riverside Regeneration Programme being recognised by the British Urban Renaissance Association/The Waterways Trust. Of the 10 award categories the programme won its way through to 3, competing against major national projects. The MTP programme was awarded a Commended Certificate for its Partnership Contribution and won the prestigious Tourism & Recreation section. The programme was also selected in Action For Market Towns (AMT) Case Studies and a feature ‘Best Practise’ DVD film was commissioned by AWM. Evesham and Pershore have also been selected as the host towns for the AMT Annual Convention, being held for the first time in the West Midlands.**

## **2. Review of performance 2005-6.**

**2.1 Members are again directed to the MTP Evaluation report for details of the programme’s Outputs and Outcomes. Highlights in 2005-**

**6 include the delivery and ongoing delivery of 4 capital projects that were supported by the Community Chest project, showing the value of supporting such community driven initiatives.**

**2.2 The delivery of the Tourist Information Centre, Broadway has presented a real opportunity this centre to promote Evesham and the Vale from the heart of a major tourist attraction. Added value, capital, investment from AWM in 2006-7 of £20,000 will enable hi-tech presentation equipment and quality fitting and furniture to be instated. Some equipment was purchased in 2005 as part of the original project. It is appearing unlikely that a service level agreement will be reached with Evesham Town Council. Thus, it will be in the hands of Wychavon and the MTP to drive this project and resolve the staffing issues. Some collaboration with the Gordon Russell Museum may evolve. The museum will not now be open until the end of 2006. There is little point in opening the TIC until the museum is functioning, as the building will effectively be a construction site. This actually gives more time to satisfactorily complete the tic project.**

**2.3 The Port Street Heritage Economic Regeneration Scheme (HERS) was slow to start off but under good management has caught up and except for the Regal Cinema has been a resounding success. The gateway to Bengeworth at the Port Street & Waterside junction is being transformed with improvements to the double frontage of Create Design and Print and Chung's Take-away to match that of Rileys Restaurant. All will be in the same style. A little further up Port Street another double frontage, previously occupied by the Red Cross Charity shop, is also being sympathetically improved. A number of other premises too are undergoing distinctive improvements. The MTP invested £50,000 in this project.**

**2.4 MTP funding in the last year has been invested in the Vale Trail, promoting rural businesses ranging from nurseries, farm shops, arts & crafts, PYO and tourism attractions. Significant funding was provided to help establish The Green Grocer Limited and The Green Grocers Producers Limited in Badsey. Soon these businesses will be employing 14 FTE and many part-time and seasonal jobs as well as supporting at least 20 producers in the Vale, selling their produce to schools, hospitals, old folks homes, shops and households through 'box' deliveries.**

**2.5 Linkages with Evesham Country Park continue to be improved. The riverside walk from Common Meadow is developing well and with the construction of a sustainable boardwalk, footbridges and ‘kissing’ gates the linear walk to the Country Park has been extensively improved. Work continues. Work on the Simon de Montfort ‘Battlefield Trail’ has also commenced. Supported by the MTP ‘The Battle Well’ site is now open to the public and the study, paid for from Community Chest funds, has provided a sound foundation to lever in other funding to complete the project. The project was made known to the HLF manager through the MTP and an invitation to apply for funding was extended. Further study work, supported by MTP funds has been undertaken and not only has a bid to HLF by the S de M Society been submitted but a DEFRA Higher Land Stewardship grant too and both are currently being processed. On procurement, the Battlefield Trail, which will link with the MTP’s Riverside walk, will be delivered.**

**2.5.1 ‘Walking Your Way To Health’. Evesham Riverside Walk - The boardwalk across swampy meadow, just beyond Common Meadow was instated last Summer, along with new bridges and kissing gates along the route. The plan to instate a circular walk came about because the linear, 365 days a year use, riverside walk was not originally thought to be achievable. The circular walk moved away from the riverside and cut through Oxstalls Farm, to rejoin the river. Although the circular walk is to some extent redundant, the opportunity to create it, particularly with the access from Oxstalls Farm is still being negotiated by Country Countryside officers. Improvement to the surfacing along Hampton Ferry Walk was delayed due to construction plant using the route to build the new fishing pegs. This work has been re-scheduled for completion in April 2006. The improvement will facilitate smoother movement for wheelchairs and prams.**

**2.6 Town Centre improvements have continued, although it is now known that the sub-structure of the block paving in Market Place is unsound and the whole area will need re-building. This rests in the domain of the WCC HPU. Funding, held by the MTP for supporting the reparations of the area could now be released for other projects. There is no point in attempting any piecemeal repairs.**

**2.6.1 Work on improving railings in Abbey Road has been well received. The re-siting of the replacement railings behind the line of**

**trees has markedly improved the visual impact of the landscape. Along Waterside some 300 metres of railings, instated as part of the final stage of the Riverside Regeneration Programme, are being refurbished. Due to the powder coating process failing the complete section is systematically being dismantled, re-processed and replaced – without cost to the MTP. This is a credit to lead contractor, SE Cooper, Blacksmiths Limited, who fought on our behalf to get the specialist sub-contractor responsible to accept responsibility and undertake the task.**

**2.6.2 The High Street Enhancement Scheme has the full support of Wychavon and efforts continue to implement the scheme as soon as possible. AWM support too remains but it is unlikely that the scheme will get underway until 2007 or even 2009 due to LTP2 funding constraints.**

**2.6.3 The project to plant replacement trees along the High Street ran into some funding difficulties but with the administrative support of the MTP this project is now back on track and the trees should be instated during 2006.**

**2.7 The reputation of the MTP was recognised by the Environment Agency when it requested it to take on the management of a project to completely re-construct 60 fishing platforms, with steps and rails along the town's river frontage whilst disposing of the old 'building palettes' platforms. Without cost to the MTP a £33,000 project, enhancing the landscape, providing parent and child and disabled angling facilities is being completed. This will further enhance the stature of the country's premier river fishing competition, The Evesham Angling Festival, which the MTP supports as part of it 'Local Distinctiveness' project.**

**2.8 The Local Distinctiveness Project has again been a success with the running of 5 Riverside Festivals, attracting record crowds into the town, filling restaurants and increasing footfall into the town centre shops. Not a bed could be found available during the Angling Festival with the nearest vacancies being near to Stratford-on-Avon.**

**2.9 Rural Transport. The MTP helped launch the original Demand Responsive Transport (DRT) route, linking Evesham with the Vale - Pebworth/Honeybourne/Badsey and Stratford upon Avon in 2003**

**(EasyLink Flexi Project). It has been very successful and it is likely that during 2006 that DRT will be extended to include the Littletons and Offenham. There are also plans to improve public transport linkages and schedules with Broadway.**

**2.10 Parish Plans. Funding to support emerging projects from Parish Plans Action Plans was not called upon and was switched to The Green Grocer project (see above). The Green Grocer Scheme actually cuts across several parishes and will directly benefit all of them, providing fresh local produce for consumption, creating jobs and supporting businesses. It will also encourage healthy eating.**

**2.11 Food & Farming Network developments. The MTP is supporting Wychavon in its efforts to address migrant labour workforce issues. Supervisor training has been undertaken and the training has been put into effect with the workforce. Wychavon, The Diocese of Worcester and the SW PCT commissioned Mercia Research & Strategy to undertake a small-scale study into the migrant workforce in the Vale of Evesham and its rural hinterland. The results of the study are now available and will be launched at a seminar supported by the MTP on 25<sup>th</sup> April 2006. The study was to investigate the size of the migrant workforce primarily in the agriculture and food-processing sector, their housing, travel patterns, employment terms, health issues and overall contribution to the local economy.**

**2.12 Incubator Starter units and Development Trust issues. Investigations were made during the year. Workshops on the Development Trust as a potential 'Succession Strategy' s were held at the Market Town Forums at the annual Action For Market Towns Convention in Hexham. A visit to Ledbury to assess their situation took place and Professor Rick Ball visited Wychavon to see what, if any help the MTP needed in its succession plan. Deliberations continue in respect of the potential for Incubator Business Starter Units, possibly on Vale Park. The risk of any negative impact on existing rural business units' would need to be assessed.**

**2.13 The 4 remaining projects are in various states of delivery. The electrification of the bandstand in Abbey Park has been completed. Work has started on the construction of three petanque courts in**

**Workman Gardens. Evesham Town Council have supported both these projects with a £4,000 contribution. The top dressing of the Hampton Ferry footpath, to make it more accessible for wheelchairs and prams is to be completed in April. Although work on the Hydro Electric in the old Millrace at Evesham Lock has started it has been delayed. Thus, the project to instate an information display cabinet on the history and current use of the Millrace has been rolled over into 2006-7.**

**2.14 The Connecting our Communities project continues. The third edition of 'Discovering Evesham' magazine was successfully published. It was well received and a 4<sup>th</sup> edition is to be published in May. A Retail Seminar was held in January 2006 with the result that a Retail Action Group was formed within the Vale of Evesham Commerce & Tourism Association (VECTA). Under the astute chairmanship of Mike Flanders an action plan has already been formulated and a membership drive undertaken. On 30th March 2006 a Business Forum, to launch the 'Vale 100' Forum took place as the final link in the chain to promote VECTA and to create a brand that will serve the Business, Retail, Service and Community sectors in Evesham and its Vale. With a membership of 100 plus, the Vale 100 will provide the mechanism to give Town and Vale a strong voice to promote business and community. £1,000 to each of these initiatives has been granted to help establish a strong membership and to deliver promotions.**

### **3. Projects 2006-7**

#### **3.1 Priority Projects**

**MTP Action plans fall into 3 categories**

- Ongoing (Rollover) Projects and their development**
- MTP Strategic Implementation Plan**
- New Priorities from the MTP Theme Groups**

#### **3.2 Rollover Projects**

- Hydro-Electric Scheme at Evesham Lock – for delivery 2006-7**
- Petanque Courts for delivery by June 2006. A formal opening ceremony is to take place. A formal opening ceremony will**

take place in June at which the Chairman, Wychavon District Council and the Mayor of Evesham will be asked to cast the first 'Boules'.

- **Hampton Ferry Walk – footpath top dressing- delivery April 2006**
- **Riverside Walk and links with the Battlefield Trail – delivery 2006 is to include way-marking, better access to the Swampy Meadow Boardwalk and production of a walk-leaflet to promote the walk on a 365-days a year basis. A formal opening ceremony will be conducted in the Summer.**
- **Town Centre Regeneration – continued development of the Abbey Road gateway (new railings sited away from the footpath)**
- **Local Distinctiveness – the delivery of Five Riverside Festivals and the Vale of Evesham Asparagus Festival. Agreement with sponsors to hold the Evesham Angling Festival for a further 3-years, 2007-9 inclusive, to be brokered. The development of unique 'showcase' National Angling Festival championships featuring Children, Teenagers, Women and Men.**

### **3.3 Strategic Plans include:**

- a. **Evesham High Street Enhancement Scheme**
- b. **Incubator Business Starter Units and continuation of investigations to measure the viability of the MTP as a Development Trust**
- c. **Operational Development of the Broadway Gateway to the Vale Tourist Information Centre**
- d. **Support the development of a capital project on Evesham Country park**

#### **Progress:**

**In respect of a. The scheme has been identified in LTP2 as a key project and is to be delivered through a joint funding partnership including WCC LTP/Government Office for the West Midlands, AWM, Wychavon District Council and the MTP. LTP2 funding may not now be available until 2009. However, negotiations continue.**

**In respect of b. Investigations into the feasibility of delivering a Incubator Business Starter Units Venture in partnership with**

**Wychavon District Council, AWM and the Private Sector were undertaken during 2005-6. There is potential for a Live/Work initiative to possibly converge with this, although this would not be sited on Vale Park. Investigations continue.**

**In respect of c. Although the opening of the TIC has been delayed due to the Gordon Russell Museum development the project will be delivered in 2006-7 providing the Gordon Russell Museum (GRM) opens on time in the Autumn. Staffing for the TIC is a key issue and negotiations with the GRM Trust and Malvern Hills DC to develop some form of cost-effective collaboration agreement are to be undertaken. Seed-funding, to enable a suitably qualified paid member of staff to be engaged and to establish the TIC as a self-funding operation within 2-3 years, is still required. ((£5,000))**

**In respect of d. The delivery of a capital project on Evesham Country Park is critical to the completion of the Riverside Regeneration Project. S106 funding from such a project would be negotiated to provide the road link and jetty to the River Avon to enable the River Taxi Service to the Town Centre to commence. It would also link with a mini-bus service, the pilot for which was successfully trialed in 2004.**

**Strong MTP support for this capital project needs to be expressed to the Wychavon Planning Department. It is vital to impress upon them the absolute importance of the Country Park, not just as a sub-regional tourism attraction but as a potential regional, national and international destination that is vital to improving the local economy and its social and recreational infrastructure. In a time when Market Towns must rise to meet the changed 'High Street' scene and the expectations of its inhabitants, Evesham must not drag its feet. We are now in a position to 'market' Evesham and the Vale, unlike many market towns that are still struggling through resisting change or 'turning a blind eye to their situation. Some market towns have limited opportunities but we do not and we must take action, now to maximise our potential.**

### **3.4 New Projects 2006/7**

- Evesham Market Town Partnership (EMTP) has identified the following projects as a focus of activity and support for 2006/07**

through a detailed action planning process. A number of these projects will form the basis for drawing down funding from the Wychavon District Council grant funding of £30,000 which has been made available to EMTP to help in the delivery of these projects. However, it should be noted that all projects would also be seeking to attract funding and support from a wide range of local partners and external funding bodies (as has been the case with the recent Advantage West Midlands Market Towns programme).

- **Theme Groups – recommendations and action points. Some action points from the three Theme Groups require the active support of the MTP but are not viable as a deliverable project by the Partnership. However, all action points have been included in the Evesham Market Town Partnership report on the findings of the 3 Theme Groups and have been submitted to the Core group for their consideration in developing the next Community Plan.**

### **3.5 Vibrant Communities, Health and Young People**

#### **3.5.1 Walking your way to Health**

**Continue the development and promotion of a circular and linear walks, working with the WCC Countryside Public Rights of Way and Footpath, Evesham Ramblers Club and the Simon de Montfort Society. To identify funding and match funding opportunities from all sources to help develop or re-instate public footpaths that link Evesham and the Vale. To work with the riverside businesses to help create direct linkages by road, footpaths and the River Avon with those businesses and Evesham Town Centre. To produce literature to promote the walks and to instate information boards at suitable points to inform, educate and stimulate interest on historical, ecological and topographical routes and features along the walks. This will not only help to improve the health of all walks of life but will help the local economy through extra footfall to and from the Town Centre and the riverside businesses. It will also promote the area as a ‘walkers destination’ including linkages with the three new Blossom Trail Walks which have been recently developed. Efforts to encourage create cross-river ferry services from the riverside businesses are to continue.**

**Project delivery partners:  
Dave Manning – Liveability projects**

**Richard Preston & Vicky Powell - WCC Countryside**  
**Clive Bostle - Evesham Ramblers Club**  
**Iris Pinkstone –The Simon de Montfort Society**  
**Evesham Town Council**  
**Cotswold Conservation Wardens**  
**Sam Wadsworth – Bridge & Ferry Inn Offenham**  
**Debby Sinclair – The Riverside Hotel, Offenham**  
**Andrew Cutler - Evesham Country Park**  
**UANT**  
**Barry Baldelli – All Aboard Cruises**  
**Doug Payne & Tom Sandham - Evesham River Cruises**  
**Steve Brittain – Fish & Anchor Offenham**

**Funding/Support required:**

<b>Item</b>	<b>Cost</b>	<b>Match funding/Action</b>
<b>Landing stages – Bridge &amp; Ferry Inn</b>	<b>£1,500</b>	<b>MTP, UANT, Bridge &amp; Ferry Inn</b>
<b>Linkages with the Battlefield Trail (signs, surfacing, gates etc) including PROW through Oxstalls Farm</b>	<b>£2,500</b>  <b>£2,000</b>	<b>HLF SdeM Soc bid, ETC</b>
<b>Improvements and information displays units including units showing Footpaths linking Evesham, the Vale &amp; Lenches and Persore including the new Blossom Trail walks</b>	<b>£3,500</b>	<b>WCC, ETC, S de M Soc, Ramblers Club</b>
<b>Marketing/publicity</b>	<b>£2,000</b>	<b>ETC,WCC, ECP</b>
<b>Improvements to Boardwalk</b>	<b>£1,500</b>	<b>WCC, ETC</b>
<b>PROW Oxstalls Farm – access and signing. Potential for developing Cycle Path between the</b>	<b>£2,500</b>	<b>WCC, ETC</b>

<b>Town Centre and Evesham Country Park</b>		
<b>Promotion of exercise/running clubs using the walks, potential for exercise equipment to be sited along the route as social and health initiatives.</b>	<b>In-house production of promotional material and identification of local champions to pursue the project.</b>	<b>WDC Sports Development, Schools, PCT, Clubs etc</b>
<i>Extension of Hampton Ferry Walk (North of Hampton Ferry)</i>	<i>(Est £18,000 (Prob 2007-8))</i>	<i>S106 as available</i>
	Total:£15,500 <i>In hand: ETC £5,000 MTP £8,000</i> Required: £2,500	

### 3.5.2 Improve communications between GPs and Communities

There is a need to improve communications between surgeries/GPs and the communities with resultant information to be fed to the SW PCT.

**Project delivery: Action: GP to be invited to attend MTP Meeting to help identify way of improving communications and information flow.**

### 3.5.3 Networking Event for Parishes

Improve publicity of events throughout the Evesham hinterland, using Parish Magazines, improved web-sites and communications with Parish Councils and Schools. Support 'Local Distinctiveness' project festival events as key part of the project and develop the Vale Asparagus Festival centred at the Fleece Inn, Bretforton.

**Project delivery: Action: to support a preliminary Wychavon Community Action Partnership with the Volunteer Centre in the**

**Parishes of Kemerton, Overbury, Beckford and Ashton under Hill to bring together parish community groups to exchange information and improve communications, culminating in a Networking Event in the Park in October 2006.**

**Project delivery partners:**

**Clair Chittenden**

**Helen Gray**

**VECTA**

**Funding/Support required:**

<b>Item</b>	<b>Cost</b>	<b>Match funding/Action</b>
<b>Administration, Post, leaflet production etc</b>	<b>Probably in-house</b>	<b>WDC</b>
<b>Generation of Website linking and disseminating Town &amp; Parish Information</b>	<b>£5,000</b>	<b>John Martin Charity,</b>
<b>Networking event</b>	<b>£1,000</b>	<b>MTP</b>
	<b>Total: £6,500</b>	

#### **3.5.4 Improve the Saturday Charter Market**

**The Saturday Charter Market does little to promote the town nor instil any sense of historic nostalgia. “The market is shoddy, run-down and poorly managed” – that is the message coming from retailers and visitors to this market town. The need to change this is pressing. A cleaner, more characteristic image is needed to promote the heritage of the town.**

**Project delivery: Action: MTP Manager to liaise with Evesham Town Council 2006 to reach agreement to upgrade the infrastructure and management of the Charter Market for 2007-8 or earlier**

**Project Delivery partners:**

**VECTA**

**Evesham Town Council**

**Funding/Support required:**

<b>Item</b>	<b>Cost</b>	<b>Match funding/Action</b>
<i>Infrastructure</i>	<i>Estimated £10,00 2007-8</i>	<i>ETC &amp; MTP &amp; VECTA</i>
<i>Marketing/publicity of the Charter Market</i>	<i>£1,000</i>	
	<i>Total: CA £11,000 2007-8</i>	

**3.5.5 Accessibility**

Need for a list of accessible attractions and places to stay for the less able. The Accessibility Scheme is advertised but thus far no providers have volunteered this information in the Wychavon listings. Evesham and Pershore Town Council do include such information but accommodation sites are not inspected or verified.

**Project delivery: Action: Work with Evesham and Pershore Town Councils TICs and get information placed on appropriate web-sites.**

**Project Delivery Partners:**

**Claire Chittenden**

**Helen Gray**

**VECTA**

**Evesham Town Council TIC**

**Pershore Town Council TIC & Broadway TIC**

**Funding/Support required:**

<b>Item</b>	<b>Cost</b>	<b>Match funding/Action</b>
<b>Liaison and action</b>	<b>Nil</b>	
<b>Marketing/publicity</b>	<b>Nil</b>	
	<b>Total: £Nil</b>	

**3.5.6 Youth Events**

Wychavon is urged to develop its Play Strategy and to help acquire a central youth facility in Evesham. The lack of a cinema in the town exacerbates the problem. Young people to run their own events or part of an event E.G a Fete or Festival, where responsibility for running an event could be delegated to them. Support for the Adventure Playground Allotment Project. A fund raising 'Wild West' theme-event

is taking place on 24<sup>th</sup> June 2006 and assistance and support is needed.

**Project delivery partners:**

**Dennis James Kraan – Adventure Playground**

**Lynda Huggan – Wallace House**

**Louise Fenton – WDC Arts Officer**

**Claire Chittenden**

**Funding/Support required:**

<b>Item</b>	<b>Cost</b>	<b>Match funding/Action</b>
<b>Promotional material support in addition to <a href="mailto:info@adventureplayground.org">info@adventureplayground.org</a></b>	<b>Nil</b>	<b>Graphics WDC Village Halls Websites Community First</b>
<b>Support for the Themed Event</b>	<b>£500</b>	<b>John Martin Charity Elmley Small Grants</b>
<b>Support for a unifying youth celebration event</b>	<b>£500</b>	<b>WCC Youth Service Lynda Huggan Louise Fenton Claire Chittenden John Martin Charity Elmley Small Grants</b>
<b>Voice for youth - a youth network to work with all groups and villages</b>	<b>£500</b>	<b>WCC Youth Service Lynda Huggan Claire Chittenden</b>
	<b>Total: £1,500</b>	

**3.6 Jobs, Opportunities and Housing**

**3.6.1 Opportunities – Formation of Vale 100 Forum**

**Support the establishment of the Vale 100 Forum to represent the Business, Retail and Commercial sectors interests in Evesham and its Hinterland with the aim of encouraging a membership of 100 plus. The aims would be:**

- **engage and collaborate with Community interests through the Vale of Evesham Commerce & Tourism Association (VECTA) for mutual benefits**

- promote Town and Vale and the local economy by generating joint venture events and promotions
- develop a strategic plan to promote Town and Vale regionally, nationally and internationally through a website with appropriate links and set up as an intranet/message board for members and public information centre.

**Project Delivery Partners:**  
**VECTA & Vale 100 Membership**  
**WDC**

**Funding required:**

<b>Item</b>	<b>Costs</b>	<b>Potential match funding</b>
<b>Website construction</b>	<b>£750</b>	<b>VECTA £750</b>
<b>Follow-up meetings to develop VECTA/Vale 100 membership</b>	<b>£350</b>	
<b>Investigate &amp; Develop a Trade Fair representing local businesses</b>		<b>VECTA/Vale 100 Evesham Angling Festival Est £15,000</b>
	<b>Total: £1,100</b>	

### **3.6.2 Update the Evesham High Street Re-development Scheme**

**To lobby for the delivery of an updated High Street Development to include environmental improvements to Market Place and to facilitate an outdoor ‘piazza’ style environment for café/bar style vending, markets and events.**

**Project Delivery Partners:**

**WCC Highways**  
**AWM**  
**WDC**  
**GOWM**  
**Evesham TC**  
**VECTA/Vale 100**  
**Civic Society**

**Action plan:**

- To lobby to have the improvements included in an updated High Street Redevelopment Scheme. It is understood that the whole block-paved area in Market Place is breaking up and that there is no point in implementing piece-meal projects. The need is for the whole area to be re-surfaced.
- To liaise with the Riverside Shopping Centre to encourage and influence market forces and to support appropriate businesses in the planning application process.
- To continue with the improvements to Abbey Road railings

**Funding required:**

<b>Item</b>	<b>Costs</b>	<b>Match Funding</b>
<b>To complete East side of Abbey Road – Railings – remove old and instate new</b>	<b>Est £13,850</b>	<b>WDC, ETC</b>
<b>Re-instate ground and tree protection</b>	<b>£1,750</b>	
	<b>Total: £15,600 ETC £4,500 WDC £10,000 (NYC) MTP £1,100</b>	

**3.6.3 Community Chest scheme**

**To assist with the implementation of parish plan projects and other community projects.**

**Project Delivery partners:**

**WDC**

**Parish Councils**

**Funding required:**

<b>Item:</b>	<b>Cost</b>	<b>Comments</b>
<b>On a case for case, first come first served basis to facilitate capital build or</b>	<b>£4,500</b>	<b>Maximum of £1,500 per project with provision to increase funding if less than 3</b>

<b>community projects</b>		<b>projects are forthcoming</b>
	<b>Total: £4,500</b>	

#### 3.6.4 Local Distinctiveness

To deliver or support Five Evesham & Vale Festivals and a local Food Festival under the ‘Local Distinctiveness’ banner.

a. Due to a re-organisation of the Bengeworth Traders Association merging with VECTA the Mediaeval Festival will not take place in 2006 but will be organised under the VECTA banner in 2007. Efforts to promote a Vale Asparagus Festival have been successful and through collaboration with The Fleece Inn at Bretforton, a strong event over 8 days is to take place (28<sup>th</sup> May –4<sup>th</sup> June). The Historic Air Balloon Festival comprises 6in1 events (Balloons, Fashion Show, Talent Contest & Rock Music, Beer Festival, Wooden & Stem Boats and Classic Cars) on 10<sup>th</sup> June. The Balloons and Classic Cars will spill over into Crown Meadow as the event has grown and there will also be a funfair. The ‘Night Glow’ this year will feature Balloons, Fireworks and Music. The Eastern Festival, 17-18<sup>th</sup> June, features the return of the Mugenkyo Japanese drumming and a full programme Eastern Arts and Food Workshops. Children and young people will also feature in the programme with some schools showcasing their version of Banghra dance to the public. Some promotional support is to be given to the Evesham River Festival, in July. The Angling Festival has been revamped to take place over the last two weekends in August with the final qualifier match taking place on the Wednesday. The Festival will feature Junior, Intermediate and Ladies Championships during weekend one and The Shakespeare and Wychavon Individual Championships and the Team Championships during weekend two. The English Ladies team has been invited to compete and the prize for the winners of the junior and Intermediate Championships is a free entry into the Wychavon Individual Championship Competition.

b. The first Local Food & Drink Festival is to take place during British Food Fortnight during September by utilising the marquee set up for the Action for Market Towns Conference 2006. The Food & Drink Festival will take place 29<sup>th</sup> September – 1<sup>st</sup> October.

**Project Delivery Partners:**

**WDC**

**Evesham TC**

**VECTA**

**Evesham Angling Festival Working Group**

**Bredon Hill Food & Drink Group**

**HEFF**

**The Green Grocer Limited**

**CLA**

**British Food Fortnight**

**Ludlow Food Festival Committee**

**Others**

**Funding: Funding assistance is required only for the Food & Drink Festival:**

<b>Item:</b>	<b>Cost</b>	<b>Potential Match Funding</b>
<b>Advertising</b>	<b>£1,000</b>	<b>To be investigated</b>
<b>Hand washers</b>	<b>£375</b>	
<b>Marquee, tables, chairs etc</b>	<b>£2,500 est</b>	
<b>Toilets</b>	<b>£325</b>	
	<b>Total: £4,200</b>	

**3.6.5 The Green Grocer Limited**

Contribute to the activities of The Greengrocer Limited enabling local people to reconnect to local food & drink through a box delivery service to promote healthy food and living.

**Project Delivery Partners:**

**The Green Grocer Limited**

**Action plan: Lobby for the success of the project as appropriate**

**3.6.6 Discovering Evesham Magazine**

**Support the publication of further editions of the magazine as part of the ‘Connecting our Communities’ project. To encourage editorial input on appropriate subjects as recommended by the Partnership.**

**Project Delivery Partners:**

**VECTA/Vale 100**

**The Evesham Journal**

**Funding required:**

<b>Item</b>	<b>Cost</b>	<b>Potential match funding</b>
<b>Advertising</b>	<b>£1,,000</b>	
	<b>Total: £1,000</b>	

**3.6.7 Improvements to Evesham Station and Train Service**

**Support plans to improve Evesham Train Station and the train service and to maintain and improve the GWR heritage at the station.**

**Project Delivery Partners:**

**Cotswold Line Promotion Group**

**Pershore MTP**

**Funding requirements:**

<b>Item</b>	<b>Cost</b>	<b>Potential match funding</b>
<b>Provide a GWR Commemorative Bench with an inscribed plaque reflecting EMTP support for the station and line. Each station on the line is being similarly marked.</b>	<b>£300</b>	
	<b>Total: £300</b>	

**3.6.8 Economic Growth Initiatives**

**Support the Local Authority Business Growth Incentives (LABGI) that Wychavon have been awarded for economic regeneration projects and support the growth of Vale Park and Incubation Units project whilst ensuring that development does not conflict with sustainable schemes elsewhere.**

**Project Delivery Partners:**

**WDC**

**Private Sector**

**Funding requirements:**

<b>Item</b>	<b>Cost</b>	<b>Potential match funding</b>
<b>Suggestions and support</b>	<b>Nil</b>	
	<b>Total: Nil</b>	

**3.6.9 Haven, Port Street - Support for Young People**

**Support initiatives or provide:**

- **‘White goods’ move-on packs for young people who are about to become established in independent accommodation**
- **Skills Training - to equip young people with basic skills to live independently (Fuse changing, budget skills, decorating, cookery, cleaning benefits processing etc).**
- **Capacity building support to enable the facilitation of a support group run by young people for young people, establishing an advocacy group for Rooftop tenants under the age of 25-years.**
- **Decorating and furnishing of a communal lounge**

**Project Delivery Partners:**

**WDC**

**Rooftop**

**Others**

**Funding requirements:**

<b>Item</b>	<b>Cost</b>	<b>Potential match funding</b>
<b>Staff provision</b>		<b>Rooftop</b>
<b>Move-on packs</b>	<b>£500</b>	<b>Rooftop</b>
<b>Decoration and furnishing</b>	<b>£500</b>	<b>John Martin Rooftop</b>
	<b>Total: £1,000</b>	

### 3.6.10 Broadway TIC

- To negotiate with potential partners to identify sustainable staff resources for the TIC with a view to the TIC becoming self-sufficient within 3 years.

#### **Project Delivery Partners:**

**WDC**

**Gordon Russell Trust**

**Malvern Hills DC and Cotswold Conference Centre (Potential)**

#### **Funding requirements:**

<b>Item</b>	<b>Cost</b>	<b>Potential match funding</b>
<b>Staff provision</b>	<b>£5,000</b>	<b>AWM (£20,000) WDC (£12,000)</b>
	<b>Total: £5,000</b>	

### 3.7 Environment and Reducing Crime

#### 3.7.1 Forest Schools and Wildlife Gardens

To assist in schoolchildren and adults with learning difficulties to gain access to the outdoor learning environment to include problem solving and communication learning skill exercises.

#### **Project Delivery Partners:**

**Community First**

**Evesham Rambling Club & Simon de Montfort Society**

**Farmers Wildlife Advisory Trust**

**Evesham College**

**Vale Landscape Heritage Trust**

#### **Funding requirements:**

<b>Item</b>	<b>Cost</b>	<b>Potential match funding</b>
<b>Sites Waterproof Clothing and footwear</b>	<b>£400 per site</b>	
	<b>Total: £800</b>	

### 3.7.2 Town Appearance

To improve the appearance and infrastructure of the town in the following areas:

- **Bus Station**
- **Bridge Street Litter particularly on a Saturday afternoon when the areas looks disgraceful and bus shelters**
- **Police littering and enforce penalties**
- **Improve signs (Highways) - audit required**
- **Instate dropped kerbs (Highways) - audit required**
- **Tree ties - audit required**
- **Extend the use of bio-diesel**
- **Environmentally sympathetic planning for future building projects**
- **Visual landscape to be considered and improved wherever possible  
E.G. Willow coppicing**
- **Repairs to highways – audit required and information passed on to WCC Highways**
- **Support the instatement of replacement or new trees in Evesham High Street**

**Project delivery: Action: Market Town Partnership Manager to make know the various concerns to the relevant authorities and officers.**

#### **Project Delivery Partners:**

**Wychavon Community Safety Officer**

**Highways partnership Unit at Wychavon**

**Wychavon Planning Department**

**WCC Rural Transport Partnership**

**Evesham Town Council**

**Welcome to our Future/Severn Waste Environmental Trust**

**Parks Officer WDC**

<b>Item</b>	<b>Cost</b>	<b>Potential match funding</b>
<b>Liaison, support, communication and advice</b>	<b>Nil</b>	

	Total: Nil	
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### 3.7.3 Improvement to Access to Town Centre

The pursue improvements in the following areas:

- Limit traffic access (HGV) to the Town centre
- Continue improving the availability of parking places for convenience shopping with free parking up to 45 minutes
- Delivery vehicles to be restricted to times on traffic orders and enforcement taken
- Establish what authority Traffic Wardens have to remove vehicles that are causing an obstruction
- Pedestrians should be included as a priority at all traffic lights to enable them safe passage across junctions
- A rail service to Birmingham is needed and any new franchise should include this

**Project delivery: Action: Market Town Partnership Manager to make know the various concerns and needs to the relevant authorities and officers and inform the Partnership of results.**

**Project Delivery Partners:**

**Highways Partnership Unit at Wychavon  
Wychavon Planning Department  
WCC Rural Transport Partnership  
Evesham Town Council**

<b>Item</b>	<b>Cost</b>	<b>Potential match funding</b>
<b>Liaison, support , communication and advice</b>	<b>Nil</b>	
	<b>Total: Nil</b>	

### 3.7.4 Crime

**Action points:**

- **Visible police presence needed everywhere particularly when it is needed at during evening/night and at weekends**
- **Resist police forces merger as there is no apparent benefit to**

being part of a wider area as resources would be focused on main areas not town/village and rural. More information is needed.

**Project delivery: Action: Market Town Partnership Manager to make know the various concerns and needs to the relevant authorities and officers and inform the Partnership of results.**

**Project Delivery Partners:**

<b>Item</b>	<b>Cost</b>	<b>Potential match funding</b>
<b>Liaison, support , communication and advice</b>	<b>Nil</b>	
	<b>Total: Nil</b>	

### **3.7.5 Rural Activities – Access to the Countryside**

**Need for rural information boards that provide links between the environment, farming and way-marked walks.**

**Project delivery: Action: Need for an area audit/study to be undertaken to ascertain the need, extent and costs of the project and for the required funding to acquired. Evesham Ramblers Club has identified and mapped a number of non-definitive routes that it could develop for consideration.**

**Project Delivery Partners:  
WCC Countryside Service  
Evesham Town Council  
Evesham Ramblers Club**

<b>Item</b>	<b>Cost</b>	<b>Potential match funding</b>
<b>Audit/Study</b>	<b>Est £10,000</b>	<b>DEFRA, HLF, Awards for All, BLF?</b>
<b>Limited study by Evesham Ramblers Club</b>	<b>£500</b>	
	<b>Total: Not yet known</b>	

### 3.7.6 **Flooding**

#### **Concerns:**

- **Wychavon Planning department to ensure that it engages with the Environment Agency and Engineers at the planning stages of a development in all cases**
- **Ditches, that are responsible of WCC Highways and situated between the verge and the hedge/boundary of the adjacent property should be cleared on a regular, not less than annual, basis.**

**Project delivery: Action: Market Town Partnership Manager to make know the various concerns and needs to the relevant authorities and officers and inform the Partnership of results.**

**Project Delivery Partners:  
WCC HPU at Wychavon  
WDC planning department**

<b>Item</b>	<b>Cost</b>	<b>Potential match funding</b>
<b>Liaison, support , communication and advice</b>	<b>Nil</b>	
	<b>Total: Nil</b>	