

Evesham Market Town Partnership Achievements

Meeting the Challenge...

- Town Centre Regeneration Programme
- Network of pedestrian signs throughout the Town Centre, Port Street and Evesham railway station
- Enhancement of Castle Street, Market Place + Rising Triangle bollards
- Castle Street Regeneration Scheme
- Port Street Regeneration Scheme
- High Street Regeneration Scheme - display cabinet
- Bridge Street Regeneration Scheme - Bridge re-surfacing
- Waterside Regeneration Scheme
- Abbey Road Gateway - Re-shaping and Landscaping
- National AWM, BURF and AMT Award Winning Riverside Regeneration Programme
- Feature Lighting along the river banks, Workman Bridge and Collins Island
- Improved Moorings and landscaping on Collins Island, Evesham
- Water + Electricity points to support events in Workman Gardens
- Riverbank recovery in Abbey Park as part of a wider Wychavon Parks Management Scheme
- Landscaping along Waterside and improved access and moorings for disabled
- A New Park, Waterside Gardens, with a feature Corn Meadow - the first new park since 1928
- 'Local Distinctiveness' - promoting and sustaining 5 Waterside Festivals including the prestigious National Angling Festival that would have ended but now has over £100,000 of sponsorship
- Developing Riverside links between Town Centre and Evesham Country Park including jetties, improved moorings, footpaths, bus, mini-rail and water-taxi links
- Information cabinet for Evesham old port at Castle Street slip way and landscaping.
- Business, Social, Education and Lifestyle Projects like
- A Business Enterprise Training Scheme to create jobs and businesses and 'return to Work'
- Three schemes to assist young people at HAVEN, Port Street
- Linking Town + Riverside - 1.5 mile sign posted circular riverside + town walks encouraging 'Walking your way to health' with the PCT and highlighting key town features for visitors
- Access to the Countryside - better access and more rights of way
- Assisting Evesham High School to gain Sports College status + Prince Henry's High School to develop an Arts Studio and to employ an Arts Outreach Officer
- Support Network of Farm + Food Businesses/Migrant Labour project
- Community Fund - Engagement and activities with youth - Youth Events, Forest Schools etc
- Communications with Surgeries and GPs - Young People's Health Awareness Days,
- Evesham North Ward Unemployment Study + Incubation (Office Starter) Units Feasibility Study
- Creation of 83 jobs in Town + Riverside businesses and 83 jobs
- Local Food Initiatives - Food Festivals, Fresher by Mules, repairing, cooking and eating Healthy Food
- Reducing Crime
- Links with the MTP
- Bredon Hills Broadband Pilot - joining 150 households and businesses to high-speed communications and
- Broadband connectivity in Hinterland Communities
- EasyLink Flexi dialup bus service to villages including Evesham, Peperholy and Stratford villages
- Broadway - Gateway to the Vale Tourist Information Centre and Vale Train initiative
- Strengthening Communications links between the Town and the Rural local Communities - local information magazine + launch of three websites promoting town + village
- A Community Chest - for village projects
- Support Network Farming + Food Business
- Vale of Evesham Asparagus Festival

Evesham Market Town Partnership 2007-8

Action Implementation Plan

Evesham Market Town Partnership
Action Implementation Plan
2007-8

EVESHAM MEETING THE CHALLENGE

1. Evesham Market Town Programme - Overview

1.1 It has been another highly successful year for Evesham Market Town Partnership (MTP). As previously reported the MTP's part in The West Midlands Markets Towns Programme formally ended on 31st March 2006. Some £515,000 was directly invested by Advantage West Midlands (AWM) through the MTP with a further £140,000 being indirectly allocated on ICT Projects and the Port Street studies. The Programme attracted LGA and Private Sector investment of £.75M and £178K respectively and match funding of some £2.8M – this will continue to grow. The relationship with AWM and the MTP, built on mutual respect by positive delivery, continues. MTP support for facilitating a Capital Build Project at Evesham Country Park is ever-closer and we are now waiting the Planning Application for this exciting project. The success of the Evesham MTP has very much built around a strategy of delivering projects that support the local social and business economy. The Partnership believes that the simplicity and effectiveness of such a strategy is enduring and durable and will be able to respond to meet new challenges, flexibly and responsibly, particularly in meeting its obligations as a Local Strategic Partnership (LSP). The Partnership has recently lost two of its founder members but both have been replaced, seamlessly. The MTP continues to hold Regular meetings to formulate its strategies, policies and actions. A list of MTP members is contained in *Appendix 1*.

1.2 The MTP has again successfully contributed to the Wychavon Community Plan that subscribes to the Local Area Agreement for delivery by the Worcestershire Partnership. Central to this is the Wychavon Core Group (*See Appendix 1 for details*) which draws up the statutory Community Plan, which includes input and actions not only by the Evesham MTP but also the Pershore MTP and the Droitwich

Area Partnership. Wychavon's model, of 3 LSPs in its District, is viewed by other authorities as exemplary. Excellent relationships continue with other Local Authorities and a number of local Associations and Societies along with networking and practical collaboration with a range of organisations including Evesham Town Council, the Vale of Evesham Commerce and Tourism Association (VECTA) and its Vale100 Action Group, Worcestershire integrated Neighbourhood Network (WiNN), the Evesham Volunteer Centre and Evesham Rambling Club. The MTP also gratefully benefited from financial support and co-operation from the Welcome to Our Future, Severn Waste Environment Fund. The ongoing close working relationship with Evesham Town Council and its financial support has been and is a major contributory factor in the success of the Partnership. It is an acknowledged fact that the most successful partnerships within the Market Town Initiative since 2001 are those that have been supported by their LGAs.

1.3 The Wychavon Community Plan is formulated from 6 headings

that structure the Local Area Agreement. These are

Communities that are safe and feel safe

Better environment –for today and tomorrow

Economic success that is shared by all

Improving health and well-being

Meeting the needs of children and young people

Stronger communities (including housing, transport etc)

1.4 An Evaluation report, covering all aspects of the MTP Programme, 2001-2006 was issued in 2006. Members are respectfully directed to that document, which measures the effectiveness of the MTP's delivery of its projects. This Implementation Action Plan (IAP) reports on the effectiveness of the MTP over the past 12 months and its determination to continue to deliver future Strategic and Actual projects in support of the Wychavon Community Plan.

1.5 IAP Process. Wychavon District Council has provided 'Seed' money in the form of a 3-year £90K Community Fund (£30K per annum) to facilitate delivery of Community Projects. Projects, including reserve projects, are identified and included in the IAP. Projects are identified through both a 'Theme Group' and MTP Board

consultation process. The resultant IAP is agreed by the MTP Board and then presented to the Wychavon Executive Board for approval. Subject to this approval and prior to implementation, the Chairman of the Core Group, the Wychavon Managing Director and the Chairman of the MTP ratify the IAP. A further Programme Option is required in 2007 to identify future Community Fund 'seed' money. Match-funding and In-Kind funding is generally sought for the projects but is not mandatory.

2. Review of Performance 2006-7

2.1 Visits/Conferences

2.1.1 The year was marked by the MTP hosting, jointly with the Pershore MTP, the Action for Market Towns Annual Convention, being held for the first time in the West Midlands. Analysis of delegates' feedback shows that the 10th conference in the history of Action for Market Towns was a huge success, setting new standards for others to follow.

2.1.2 The MTP was represented at two West Midlands Market Towns Forums, in Stone, Staffs and Market Drayton, Salops. Reciprocal-working visits also took place at Ledbury (Development Trust), Ludlow Chamber of Commerce (Food Festival related) and Stourport MTP (project delivery). The MTP also hosted a visit from the Bridgenorth Partnership. A sponsorship related visit (Angling Festival) to Daventry (Match Fishing Magazine and Shakespeare Angling UK Ltd) was also made. The AWM KPMG Audit team visited Evesham to satisfy themselves that out projects existed. The MTP was also represented at a Worcestershire Integrated Neighbourhood Network Conference, seeking better ways of 'reaching out to older and disadvantaged people' in the Evesham area. Evesham is one of 4 areas identified with the need to improve its services to these groups. In September, the MTP attended and participated in a Community Plan 'Piecing the Future Together' Seminar. This well run Seminar served all 3 LSPs as a pro-active consultation exercise with workshops and was designed to look at finding better ways of working together to meet future challenges and to help identify future priority actions for the Local Community Plan. The success of Evesham's Riverside Regeneration Programme was presented at a Wiltshire Forum Partnership

Conference in January at Devizes. The 'Best Practise' DVD was central to this presentation. Of key interest to Forum was the funding precedent for of the MTP's Environmental Enhancement package being supported with RDA funds. Finally, on a similar note, a visit by students on a University of Gloucestershire, MSc European Rural Development Course was hosted in early February.

IAP 2006-7 Project delivery report

2.2 The followings projects were delivered or are in the process of being delivered:

a. Broadway, Gateway to the Vale - The delivery of the Tourist Information Centre (TIC). Good progress has been made through the Steering Group (WDC, MHDC, EMTP, Broadway PC, Broadway Traders Association, Cotswold Conference Centre, Quality in Tourism, Almonry TIC and Destination Worcestershire). Although their TICs feature on the Steering Group, a letter is to be sent to Evesham and Pershore Town Councils and VECTA inviting them on to formally join. A Service Level Agreement is being drawn up with Malvern Hills DC, Economic Development and Tourism Section to facilitate the professional management of the TIC, including the presence of a manager for two days per week. A strong contingent of both new and old volunteers is also awaiting training (February 2007). Orders have been placed for installing the necessary infrastructure and are in-train for the IT equipment and signage. Merchandising decisions will be made in consultation with the future TIC manager. Some collaboration with the Gordon Russell Museum is now being actively considered. The TIC will open in spring 2007 and the Museum in autumn 2007.

b. Vale Trail – promoting the niche markets in the Vale of Evesham through a new tourism brochure. The production of the first brochure in 2005 included free advertising for those niche markets in the Vale of Evesham (Nurseries & Garden Centres, Farm Shops and Specialist Local Food & Drink Producers, Pub & Restaurants and lastly Visitor Attractions). The brochure was produced as follow-on for the highly successful Blossom Trail Brand and brochure and as an essential component of the nascent Broadway Gateway to the Vale TIC project. A charge for advertising was made in 2006 and it is envisaged that with further development, including a 'Local Accommodation' section, the

brochure will be self-financing within the next 2 years. It has since been recognised that this brochure will be instrumental in developing the Vale Trail Brand as a marketable product.

c. Walking Your Way to Health/Healthy Living - This ongoing project is developing well through collaborative support with Wychavon, Welcome to Our Future, Severn Waste Environment Fund and Evesham Town Council. Substantial improvements have been made to walking tracks/footpaths, facilitating better access for wheelchairs, prams and able walkers. Networking with WCC Countryside Services, Worcestershire Integrated Neighbourhood Network (WiNN), The Evesham Ramblers Club and Simon de Montfort Society has been very productive. Another, resounding success was the Healthy Living and Eating Workshops that were conducted by the Riverside Surgery, Evesham in October 2006, involving over 400 middle-school schoolchildren, interacting with the emergency services, doctors and nurses. This event also met the MTP's priority for 'Improving Communications between GPs and Communities'.

d. Youth Events – The Wild West theme event at Evesham Adventure Park was a great success. The proposed Youth Unifying Event and Voice for Youth event at Wallace House did not happen, in large part due to the incapacitation of the principal organiser but it is hoped to go ahead with one of the events in 2007.

e. Parish Networking Project– this was another element of the 'Connecting our Communities' project involving Rural Networking and Communications. The event was run by Clair Chittenden, Wychavon's Community Development Worker and Helen Gray, Evesham Volunteer Centre Manager and following an intensive period of 'information gathering through workshops and meetings in the villages, a 4 day exhibition on Village Life in the Vale was organised. The event showcased the villages in the Evesham Volunteer Centre area of interest, giving history, village activities throughout the year and the groups to be found in each village. Further work with the villages is ongoing to provide communication links between village Websites and those of the

District Council and the Volunteer Centre to aid communication.

f. Community Chest – Broadway Parish Council benefited from this project, which supported some costs of producing its Village Design Statement. A new promotion brochure for the village was also supported, again linking with the developing Broadway Gateway to the Vale TIC project. The Wychavon Festival of Brass was also supported in holding the Festival in Evesham Town Centre, the first time for many years. The benefits to the economy and vitality of the Town Centre were evident in the incredible number of visitors that there were in the town. Finally ‘Caring Hands’ at the Vale of Evesham Christian Centre was added to the pedestrian signs network. Caring hands tends to the immediate needs of those made newly homeless in the Vale.

g. Evesham High Street, Station and Gateways.
High Street Trees: A small MTP grant was made to support the re-instatement of the trees in the High Street. As negotiated between Evesham TC and WCC Highways, the trees are in the process of being purchased and they will be containerised and planted as part of the High Street Re-Development Works Programme. Station: It has proved to be difficult to engage with those bodies responsible for maintaining and improving the station. Station: No response and very slow response has marked the MTP’s attempts to engage and other more productive projects were pursued. Gateways: Phase II of the Abbey Road Railings Improvements was completed.

h. Petanque Courts, Workman Gardens and supply of Electric Pillar, Abbey Park. Support from Welcome to Our Future, Severn Waste Environment Fund and Evesham Town Council was fundamental to the successful delivery of both these projects.

i. Improve the Saturday Charter Market – Investigations with Evesham Town Council with input from VECTA and the Riverside Shopping Centre have taken place and proposals to improve the market will be made for implementation in 2007-9

j. Development of VECTA and formation of VECTA

Vale100 Action Group – Membership of VECTA has increased 4-fold and there are now over 70 members. The Action Group is developing well and has already supported and part-organised two events in the Town and has initiated some lobbying initiatives on behalf of the Town.

k. HAVEN – provision of moving-on packs for disadvantaged young people setting up their first home and decoration of meeting facilities in the HAVEN building, Port Street. In partnership with Rooftop Ltd this project has been successfully supported.

l. Vale of Evesham Food Festival – successfully delivered in September 2006. The delivery of the Festival proved to be complex and full credit should be given to Penelope Bossom for achieving all the goals and to Vernon Powell, Vale Kitchens for his magnanimous support. Another MTP target, to support the launch of ‘The Green Grocer Limited’ now trading as ‘Fresher by Miles’ was also achieved.

m. Forest Schools – provision of wet weather clothing to enable lessons to be conducted in inclement conditions for schoolchildren and adults with learning difficulties. Successfully delivered and grateful acknowledged by the 3 schools supported.

n. Renewable Energy Scheme – Millrace at Evesham Lock. Protracted negotiations with the Environment Agency and Wychavon have necessarily delayed this project. BENEKO Energy Ltd are now planning to submit their license application early in 2007 and they hope to recommence work as soon as the licenses are granted. Thus, the project to instate an information display cabinet on the history and current use of the Millrace has been rolled over into 2007-8.

o. Crime - Crime levels, in the 3 main categories (Burglary, Vehicle and Violent crime), fell for the Second-year running in the Evesham Police Division. The MTP maintained close liaison with The Wychavon Community Safety Officer who takes action on their behalf.

p. **Review of Strategic Plans 2006-7** . Support for the Evesham High Street Re-Development Scheme, Development of the Broadway TIC and encouraging a good Capital Development Scheme for Evesham Country Park to enable road, rail, river and footpaths links to Evesham High Street to be developed have all made good progress and continue. Plans to attract an Incubator Business Starter Unit Development to Evesham continue and talks with the private sector are ongoing. Investigations into creating a Development Trust also continue.

3. Projects 2007-8

3.1 Projects categories - MTP Action Plans fall into 3 sections:
MTP Strategic Implementation Plans
Ongoing (Rollover) Projects and their development
New Projects

3.2 Strategic Plans include – The, through delivery of ongoing and new projects, lobbying and constructive meetings, including a Theme Group Meeting, have elected to:

Develop the Partnership to meet the priorities of the Local Area Agreement and through local delivery and consultation help formulate strategies, policies and new priorities

To support the Evesham Volunteer Centre to acquire larger and more suitable premises to enable it to serve local people better and to attract a larger ‘formal’ Volunteer Force and in doing so meet one of the Government’s mandatory Community Empowerment outcomes

Visitor Economy – The MTP Board wishes to pursue a multifaceted approach to supporting the operational development of the Broadway Gateway to the Vale Tourist Information Centre. This is to include the development of the Vale Trail as a Brand, an Accommodation Providers Accreditation scheme and participation in an AWM sponsored tourism initiative. The Vale Trail brochure is to include visitor accommodation in its publication including serviced and non-serviced accommodation. Key to this is

the introduction of an accommodation-providers accreditation process, working with Destination Worcestershire, Visit Britain/Enjoy England and Quality in Tourism. In tandem with this, Evesham and the Vale have been selected to participate in the ‘Better Welcome’ programme (Visitor experience audit and remedial action) in collaboration with Action for Market Towns, Heart of England Tourism/Quality at Heart West Midlands and AWM.

Riverside and High Street Regeneration Programmes:

Support the development of a capital project on Evesham Country Park for the benefit of Local Business Development and to the Visitor Economy. To continue dialogue and support for Ragdoll Ltd and Eagle-1 to successfully gain planning consent for a capital project at Evesham Country Park and to negotiate a S106 Agreement that will support road, rail, river and footpaths links between the Countryside Park and the Town Centre.

Evesham Water Sports Centre. In partnership with Evesham Rowing Club, Evesham Sailing Club, Evesham Paddle Sport/Kayak Club and others, re-develop Wychavon’s disused riverside swimming pool in Common Meadow to create a Water Sports Centre, a river-trips passenger jetty and mini-bus terminus.

Support the Evesham High Street Re-Development - to include the acquisition of the WCC Buildings in Chapel Street/Swan Lane Evesham and a new bus terminus site.

Support the Port Street Townscape Heritage Initiative (THI - AWM/HLF/ WDC Programme Option project) and the re-opening of the Regal Cinema, Port Street.

Support improvements to Evesham Railway Station. Renew efforts through Network Rail/Thames Trains/Cotswold Line Promotion Group/WCC Rural Transport Partnership/Wychavon Policy Plans and First Great Western Customer Panel Representative (Brian Clayton) for structural and service improvements to the station.

Sustain and develop ‘Local Distinctiveness’ through a series of sustainable Events and Festivals and continue to develop

‘Connecting our Communities’ through the ‘Discovering Evesham’ magazine and other initiatives.

Support efforts to bring Incubator Business Starter Units to Vale park and investigations into supporting the creation of a Development Trust.

Develop the status and role of VECTA and its Vale100 Action Group to better-represent local business, retail and service sectors and to support visitor economy initiatives.

Support the creation of running and access for walking groups in Town and Vale, in partnership with WCC and the PCT utilising footpaths, parks and other routes to promote Healthy Living initiatives. To support Evesham Rambling Club and WCC Country Service in their efforts to open new and linking rights of way to create a better walking environment and footpaths network in the local area.

To support the work of the WCC Senior Youth Worker For Wychavon. To lobby and support efforts to acquire a Central Youth Centre facility for Evesham. To support the work of local youth workers in Evesham and the Vale.

SUSTRANS Connect2 – support initiatives to build a footbridge across the River Avon in the Battleton Bridge – Crown Meadow area.

Migrant Workers Initiatives. To support Wychavon’s Migrant Worker population initiatives and to help integrate them into local society.

3.3 Ongoing Rollover Projects. The following projects are ongoing:

**Road, Rail, Footpath and River links from Evesham Country Park and Evesham Town Centre and Riverside Walks and links with the Battlefield Trail including the production of a walk-leaflet to promote the walks on a 365-days a year basis.
Town Centre Regeneration – continued development of the Abbey Road Gateway (Railings and Landscaping)**

Local Distinctiveness – the delivery of Festivals to promote Town and Vale

Connecting our Communities and Broadway Gateway to the Vale TIC

Hydro-Electric Scheme at Evesham Lock – supporting Beneco Energy Limited to install its renewable energy turbine into the Mill Race at Evesham Lock to provide electricity into the National Grid. To provide an Information Display Cabinet to contain historic and current information on the old Mill, Lock and Millrace.

3.4 Implementation Action Plan 2007/8 - Overview

Evesham Market Town Partnership (EMTP) has identified the following projects as a focus of activity and support for 2007/8. A number of these projects will form the basis for drawing down funding from the Wychavon District Council Community Fund (£30,000). Match Funding (MF) 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 MTP Board elected not only to identify new projects and themes for its current Action Plan but also to support, for a further year, some previous projects that merited it. Whilst it was clearly understood that precedents were not to be set that would encourage or support ‘hardy annual’ bids for Community Funding it was recognised that some projects required longer than one year to become established and sustainable. The joint Theme Group that met to identify Community Planning and MTP needs and actions for 2007-8 endorsed this proposal.

The Board also agreed that to maximise again the potential of the Community Fund, appropriate reserve projects would be identified as part of the Action Plan. Thus, in the event of the failure of a primary choice project or because allocated funds were not drawn on, an agreed reserve project will be selected.

The Evesham MTP Action Plan has been drawn up under the 6 themes that structure the Wychavon Community Plan and the Local Area

Agreement.

3.5 Projects for Delivery 2007-8

3.5.1 Improving Health and Well-being :

a. National Walking The Way to Health Initiative. Forming ‘Healthy Living Exercise Groups’ and supporting the establishment of Evesham Vale Running Club. To identify and train champions that will run local Healthy Walking Groups (Kicking-Out Green Exercise Programme) for adults of all abilities and manageable health problems and to link with Healthy Eating and Healthy Lifestyles initiatives.

In partnership with or support from:

WCC Countryside Services Health Walks and Community Access Officer and PCT Liaison – Alison Williams

Worcestershire Integrated Neighbourhood Network (WCC WiNN) – Jan Roberts & Joanna Dodd

The Evesham Journal – John Murphy

Evesham Vale Running Club Sylvia Davies and Colin Tether

Evesham Ramblers Club – Clive Bostle

Evesham Volunteer Centre – Helen Gray

Wychavon Community Development (Sports) – Mark Williams

Wychavon Parks Officer – Lynn Stevens

Evesham Rowing Club – John Lomas and Mark Dewdney

Evesham & District Older People’s Forum

**Action Cost Cash Funding Partners Advertising & Admin (incl personal record cards), Training and Equipment £4,000 +EMTP £2,000
Evesham Town Council £2,000**

b. Health & Safety Awareness Day and Falls Prevention Campaign. Falls Prevention and Safety Awareness Campaign (ROSPA) aimed at the 55+ community to reduce the number of accidents in the home. An event, to bring together the key

statutory, voluntary and community organisations and a media campaign to promote awareness of community safety and health awareness. To be run in conjunction with a Community Safety Event in Crown Meadow by the Emergency Services in partnership with the MTP and Wychavon on 28th July. Project delivery partners:

Lead and funding partner - WCC WiNN Joanna Dodd

Supporting/facilitating partners:

The Wychavon Magazine,

Evesham Volunteer Centre – Helen Gray

Community Sector Groups

The Fire Service –Evesham Station Officer Richie Jordan

Wychavon Environmental Health Section

Action Cost Cash Funding Partners Promotion and workshop delivery
etc CA£5,000 EMTP £1,100

Lead & funding by WCC WiNN

c. Eat you way to Health. Healthy Eating Peripatetic Campaign with Village Hall Workshops. A project delivered by WiNN to encourage healthy eating and local food, with the over 55 in mind but demonstrating good practise for everybody, resulting in better health due to improved diet. The project is to be delivered pre-winter 2007. Project delivery partners:

WiNN – Jan Roberts

Evesham Volunteer Centre – Helen Gray

Community Sector Groups

EMTP

Action Cost Cash Funding Partners Promotion, recipe production and mobile workshop delivery etc CA£6,500 Lead & main funding by
WiNN

EMTP £1,000

d. Young Persons Health Awareness Day. Workshops, demonstrations and information for young persons, concentrating on but not exclusively middle-school aged children at the Riverside Surgery, Evesham, to inform them of the link

between their treatment of their bodies and a variety of health problems that can be avoided. Project delivery partners:
Riverside Surgery doctors and staff
Local PCT Healthy Schools Programme, Smoking Cessation and Substance Abuse Team staff
The Emergency Services Community teams
EMTP

Action Cost Cash Funding Partners Promotion and workshop delivery etc £1,500 Lead and main funder Riverside Surgery and PCT
EMTP £500

e. Production of a Directory of Services (Voluntary and Statutory) in hard-copy and Website. To inform and advise the general public of available services. At present support agencies spend much time in repeating the same information, which is inefficient and costly. Project delivery:
Evesham Volunteer Centre – Helen Gray

Action Cost Cash Funding Partners Production and dissemination of the Directory £2,500 Lead partner -Evesham Volunteer Centre
EMTP £1,500

3.5.2 Stronger Communities:

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

Action Cost Cash Funding Partners Support efforts to identify and acquire larger premises Not known To be identified
EMTP £nil

b. Connecting Communities - Discovering Evesham Magazine. This magazine was established by EMTP in collaboration with The Evesham Journal to highlight, promote and networking with local voluntary services, businesses, communities and organisations to facilitate better communication and awareness about all aspects of rural and town life. The magazine, which reaches the majority of

households and businesses in the Vale and has a print over-run of 5,000 for Wychavon's tourism promotion, has been highly successful and is a highly useful tool in highlighting historic and contemporary local issues, expertise, events and MTP projects.

Action Cost Cash Funding Partners To promote twice yearly publication and advertise and promote MTP projects, key events and issues in the Vale of Evesham CA£10,000 Lead partner –The Evesham Journal

EMTP £2,000 c. Community Chest Scheme. To assist with the implementation of Parish Plan projects and other community projects

Action Cost Cash Funding Partners On a case for case, first come first served basis to facilitate projects for parishes that have completed their Parish Plan Not Known until project applications are forthcoming **EMTP £4,500**

3.5.3 Meeting the needs of children and young people:

- a. Adventure Park Youth Event & Youth Unifying Event
To support a summer youth event in Wallace House, organised by youth for youth under the supervision of Lynda Huggan and a themed play event in June, in the Woodlands Adventure Playground organised and run by the manager, Dennes James-Kraan

Action Cost Cash Funding Partners Support for Themed Event

Support for Youth Unifying Event £1,500

CA£1,000 **EMTP £500**

EMTP £500

- b. 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 & Malvern College – Christina Dee

Vale Landscape Heritage Trust

**ActionCostCash Funding Partners To provide Waterproof Clothing
and Footwear for Forest Schools sites£400 per site**

Lead – E&M College

EMTP £400

c. Haven, Port Street - Support for Young People

Support initiatives to help 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.**

Project Delivery Partners:

WDC

Rooftop Housing Group Ltd

Evesham Town Council

John Martin Charity

**ActionCostCash Funding PartnersTo support Rooftop HG Ltd to
provide move-on packs for young people£1,000**

Lead – Rooftop HG Ltd

EMTP £500

3.5.4 Economic Success that is shared by all

The partnership wishes to support a range of Visitor Economy Projects to help safeguard and create jobs and businesses and enhance Town Centre vitality and to protect its Regeneration Programmes investment in the town:

a. The Evesham Charter Market

A 2-year project to work with Evesham Town Council, VECTA and a Professional Market Operator to create a Weekly Charter Market that better reflects the Market Town Charter History and supports the ‘Local Distinctiveness Visitor Economy and Regeneration Programmes’. Proposals have been out to Evesham Town Council to create a well run and diverse weekly Charter Market of *regional excellence*. Such a market would be augmented by occasional specialist/feature markets (Mop Fair Market, a Spice, Fabric or China/Porcelain, French & Italian markets etc) that will attract visitor footfall and safeguard and benefit local jobs and businesses.

Partners and supporters:

Evesham Historical Society

Local schools and local businesses

VECTA

Evesham Town Council

Worcestershire Farmers Market Group

Action Cost Cash Funding Partners To advertise and promote the Charter Market sub-regionally and work with partners to produce information plaques/ cabinets to inform the public of Evesham’s rich market history since 1055a.d. The market is to be run by Evesham Town Council with input from VECTA and EMTP. £11,000p.a. Running of Charter Market – Evesham TC £6,000

Promotions etc - EMTP £3,000

WDC Town Centre Initiative - £2,000

b. Better Welcome project – A Visitor Economy Research Project to identify ways of improving the Visitor Experience by collecting information in 4 key areas:

Existing tourism product (activities, inns, hotels, attractions, toilets etc)

Feedback from business and tourism operators

Data from Almonry TIC on visitor issues and centre usage

Audit of tourism signposting (information points, pedestrian signs, gateway traffic signs etc

Up to £25K funding may be forthcoming to implement resultant actions.

Partners and supporters:

EMTP and Evesham Town Council Members

Advantage West Midlands

Action for Market Towns

Heart of England Tourism

Chris Brooks – Regeneration Manager Wychavon District Council

Angela Tidmarsh – Wychavon Tourism Officer

John Brogden – Wychavon Tourism Assistant

Hilary Philpott – Pershore MTP Manager

Vale of Evesham Commerce & Tourism Association – Chairman Vernon Powell and members

Vale of Evesham Civic Society – Chairman Brian Barry and members David Noyes – Chairman EMTP

Jenny Buchan – Broadway Traders Association and EMTP Villages Member

Clive Bostle – Member EMTP, Evesham Ramblers Club and the Simon de Montfort Society

Cllr Mrs Jo Sandalls - Evesham Town Council and EMTP Member

Robert Carr – Centre Manager Riverside Shopping Centre

Mike Rowe – Manager Almonry TIC

ActionCostCash Funding PartnersUndertake the research in partnership with local organisations and businesses, TIC and Wychavon Tourism SectionCA£25K + In-Kind valueAWM – up to £25K grant funding on completion of Research Survey EMTP/WDC in-kind match funding

- c. Broadway TIC - Gateway to the Vale – to open the TIC and develop the Visitor Economy in the Vale of Evesham and Worcestershire through the delivery of a Service Level Agreement with Malvern Hills DC. To supply a part-time and experienced (paid) Manager to run the TIC, training of volunteer staff, complete the fitting out of the TIC building and provision of IT equipment etc ready for opening in Spring 2007. The TIC will be run under the aegis of a Steering Group comprising:**
- WDC Economic Development and Tourism Section**
 - MHDC Economic Development and Tourism Section**
 - Broadway Parish Council**
 - Broadway Traders Association**
 - VECTA**
 - Evesham TIC**
- Collaboration with the Gordon Russell Museum Trust will also feature once the Museum is opened, in autumn 2007.**

ActionCostCash Funding PartnersTo open and run the TIC in Spring 2007 with the aim of achieving self-sufficiency by 2010CA£50K. A funding package of £16K has already been accrued and a further £6K is to be identified over the next 2 years. Running costs (administration, electricity etc) to be provided from revenue incomeAWM £20,000

EMTP £5,000

WDC Regeneration Funding - £3,000

- d. Accommodation Providers Accreditation - The need for quality assurance on accommodation is of paramount importance to maximise visit preference and potential. It is Wychavon policy, along with its Destination Worcestershire tourism partners not to advertise or take bookings for unaccredited accommodation. A single ‘Visit Britain Quality Assurance Standard, under the banner of ‘Visit Britain’ (VB)**

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

Partners and supporters:

Visit Britain – Pam Foden

VECTA

Wychavon Tourism Section

Quality in Tourism

Destination Worcestershire

Broadway, Evesham & Pershore TICs

Action Cost/Value Cash Funding Partners To promote and increase the number of accredited providers as part of a joined-up visitor economy drive CA£10,000+ over 2-years Lead Partner -Wychavon Tourism **EMTP £2,000e.** Developing the Vale Trail as a Brand. This is a reserve project to create a strong Vale Trail Brand that can be extensively promoted, as a visitor economy initiative. A key publication for the developing Broadway TIC and TICs' in Evesham, Pershore and beyond. The publication, which serves as a map to Farm Shops, Nurseries, Garden Centres, Pubs, events etc will be developed a vehicle for accommodation providers to advertise. This will tie in with a project to encourage providers to engage with the National 'Visit Britain' Accommodation Accreditation process. Successful accreditation

would enable accommodation in the Vale to be a much more widely advertised and for our local TICs to take bookings. It is planned to develop the Vale Trail to augment The Blossom Trail Brand, which attracts thousands of visitors each year, including foreign visitors and some that take short breaks. The Vale Trail Brand will cater for all-seasons visits. Partners and supporters:

**Pershore Horticultural College
Wychavon Tourism Officer
Local TICs**

**Action Cost Cash Funding Partners To support Wychavon Tourism
Officer in developing the Vale Trail Brand CA1,500+EMTP£1,000**

Pershore College

f. Local Distinctiveness – Festivals and Events 2007

Supporting the Visitor Economy is recognised as vital to any local economy. The Local Distinctiveness project, now in its 5th year, has brought in 10's of thousands of extra visitors and attracted sponsorship and visitor spend of 100's of thousands of pounds.

Funded through Wychavon's Town Centre Initiatives and Events Promotion budgets, sponsorships, grants and revenues from pitch rents etc the events are increasingly demanding. To meet these demands, particularly in respect of human resources, it is vital that local groups and organisations are involved in them. VECTA Vale100 Action Group is playing a major role in this and such organisations as the Rotary club and Evesham Rowing Club, that run their own events also subscribe to the success. The Fleece Inn, through the good offices of Nigel Smith has been instrumental in the growing success of the Asparagus Festival, which now attracts support from the National Trust and the British Asparagus growers Association. Sponsorship for at least a further 3 years to continue holding Evesham Angling Festival, now Britain's top river angling championship venue, has been secured. A further day has been added to the championship, The Veterans Day, which will attract past and present national champions over 55 years of age. The Festival now comprises 6

Championship matches, embracing from Juniors, Ladies, two mixed Individual, Team and Veterans days.

Another important development is the inclusion of Migrant Workers population in the Eastern Food & Arts Festival. Plans to showcase Polish Food, Culture & Arts are ongoing.

Partners and supporters:

Wychavon DC Parks, Leisure, Tourism and Client Services

Evesham Town Council

WCC Arts & Cultural Services

The Arts Council

VECTA and the Vale100 Action Group

The Riverside Shopping Centre

The Rotary Club

The Fleece Inn, Bretforton

David Hall Publication (Match Fishing)

Shakespeare Angling (UK) Ltd

The Emergency Services

Evesham & District Angling Association

Festivals & Events calendar 2007:

Evesham 2-day Rowing Club Regatta 5-6 May 2007

Vale of Evesham Asparagus Festival 20-28th May 2007

The Mediaeval & Morris Festival 2-3 June 2007

The Air Balloons, Classic Boats and Cars 9 -10th June 2007

The Eastern Festival 16-17th June 2007

Evesham Music Festival 27-30th June (Rotary Club)

The River Festival 14-15th July 2007

British Indoor 1-mile Rowing Championship 14th July

Community Safety Event, local Arts & Crafts and rural skills

- Crown Meadow 28th July

The Evesham Angling Festival 18 – 27th August 2007

Festival of Brass 16th September 2007

Junior Head of River Race 6th October 2007

A Country Christmas 19th November and Advent Saturdays

Head of River Race 24th November 2007

Action To co-ordinate, promote and help to run an events programme throughout 2007
Cost/Value CA£93,000 to stage the events with direct Wychavon involvement
Cash Funding Partners Lead Partner –EMTP/
Wychavon DC

EMTP £Nil

WDC Regeneration /Leisure budgets £18K

VECTA £3K

Arts Council £5K nyc

Evesham TC £7,500

Evesham Angling Festival £52K

WCC A&CS £2.2K

Balance – event revenues (bars, food sales etc)

g. VECTA and VECTA Vale100 Action Group.

The MTP view VECTA as an important organisation in promoting Town and Vale and as a representative consultation body for a wide range of community, social and business issues. This project is to support the development of VECTA and VECTA Vale100 Action Group as a highly functional, respected, potent and productive organisation to better represent the community, and local businesses and to undertake more Visitor Economy initiatives. To continue supporting its membership drive to create a strong membership base representing a diverse range of interests and skills from the voluntary, business, trading and service sectors. The project encompasses the running of a marketing seminar entitled 'The Way Forward'. The seminar is to broadcast the work of the association, to re-inforce the ongoing VECTA membership drive, to engage better with the existing membership, to present E-commerce and Website opportunities and to identify new initiatives and support for visitor economy events. The acquisition of a Nomadic advertising system for VECTA to promote its membership at Festivals and Events is also an aim.

Partners and support:

Wychavon DC (Regeneration section)

Evesham Town Council

Broadway Traders Association

VECTA and Vale100 Action Group

Northwick Hotel, Evesham
www.GoEvesham.co.uk
The Cotswold Vale Magazine

ActionCostCash Funding PartnersTo support the promotion and growth of VECTA to better represent Town and vale through a seminar and acquisition of portable promotional materials.£5,000

Joint Lead – VECTA and EMTP

EMTP £1,500

3.5.4 A Better Environment for today and tomorrow

a. **Riverside Regeneration** - Evesham Water Sports Centre. A 2-3 year project to re-develop Wychavon's disused riverside swimming pool in Common Meadow to create a Water Sports Centre, a river-trips passenger jetty and mini-bus terminus.

Partners and support:

Evesham Town Council

Evesham Rowing Club

Evesham Sailing Club

Evesham Paddle Sport/Kayak Club

Wychavon DC (Community Services)

Avon Trusts Limited

ActionCostCash Funding PartnersTo produce a design and cost study and deliver the Water Sports Centre Not yet known but is estimated at CA£120K

Lead EMTP

ETC £10k confirmed

S106 funding pending

Sports Council Big Lottery Fund and Club funds tbc

EMTP £nil

b. Town Centre Regeneration - Enhancing Evesham's Gateways

–deliver the final phase (Phase 3) of the Abbey Road Railings Enhancement Project.

Partners and Support:

Evesham Town Council

Wychavon District Council

Action Cost Cash Funding Partners To deliver carry out ground works, landscaping and replacement of railings offset from the pavement on West side of Abbey Road and access road. £35,500 Lead EMTP

ETC £8k confirmed

Wychavon regeneration capital fund £24,500 confirmed

EMTP £3K

3.5.6 Communities that are safe and feel safe

Managing and decreasing crime. The Evesham Police Division has reported a reduction in crime statistics over the past 2-years. Close liaison by the MTP with Wychavon’s Community Safety Officer and his Action-On must have been a contributory factor in subsequent police action or deterrence. Liaison with VECTA Vale100 Action Group Town Centre Traders also contributed. These efforts are to continue. The MTP has requested that efforts to stop vehicles ‘Speeding in Villages’ is made a priority through imposing, where necessary, lower speed limits and by police action. Some Vale100 Traders have expressed concern at the frequency and ‘openness’ of ‘drug dealing’ in Evesham Town Centre and have asked that this be redressed.

Partners:

Wychavon Community Safety Officer

Wychavon parks Officer, Client Services

West Mercia Constabulary

VECTA, Vale100 Action Group

WCC Highways Liaison Officer at Wychavon

WCC Traffic management Unit

3.5.7 Reserve projects

The MTP Board proposes to use any unused funding to further

support appropriate projects from those listed in 3.5 above, subject to a maximum of £1,500. This is to include further support for the 'Accommodation-Providers Accreditation Process', 3.5.4 d. above where it is possible that demand could exceed the allotted budget.

