



Pershore Market Town Partnership

Action Plan 2008/2009

Prepared by
Pershore Market Town Partnership



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Introduction

Welcome to the 2008/2009 Pershore Market Town Partnership's Action Plan. This document takes a look back at the Partnership's performance in 2007/2008 and outlines its priorities and projects for the year ahead.

Pershore Market Town Partnership (PMTP) was first established in January 2002. 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.

In addition, at the beginning of 2006/07 PMTP, operating as the Local Strategic Partnership (LSP), was awarded a grant of £30,000.00 from Wychavon District Council (WDC) p.a. for three years to continue with the excellent work of the Market Town Partnership. These funds have helped to ensure that the ethos of the original MTI process has continued with projects helping to support and influence the themes of the Wychavon Community Strategy which can be seen in Appendix 3

20072008 – Overview of performance

2007 / 2008 has been a difficult year for Pershore but in spite of this the Market Town Partnership has performed strongly with many successful projects being delivered. A full breakdown of project status can be seen in the delivery report table below.

Flooding

In 2007 England and Wales experienced the wettest May to July on record. The above average rainfall saturated most of the ground in the River Avon catchment. On 20 July there was a deluge of heavy and persistent rain over central and southern England. From May to July the Avon catchment received nearly 2.5 times the long term average rainfall for the area. On 20 July 90.6mm of rain was recorded at the Sheriffs Lench raingauge near Pershore in 11 hours. This is nearly double the monthly average.

As a result of this heavy rain on 20 July, river levels, including the River Avon at Pershore, were some of the highest ever recorded.

There are no raised defences at Pershore and as the water rose to extraordinary levels, the river banks and drains were overwhelmed. This caused water to spread into the floodplain and flood homes and businesses (approximately 120 in total). The impact of this flooding was widely felt and the collapse of the road at Cropthorne effectively cut the town off for many months.

In response to this emergency the Market Town Partnership diverted £8,000 of money allocated for projects into a Flood Recovery fund and this bolstered a further £20,000 of recovery money from Advantage West Midlands. Aside from those projects which did not take place due to the reallocation of their funding, several further projects were unable to be completed within the year due to the flooding and these have been rolled over into 2008/2009 (see roll over table page 28).

Burgage Plots

This 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 flooding and the aftermath where the Environment Agency needed to re-evaluate the potential impact of the project on the flood plain. This evaluation has now taken place and the Agency are satisfied that the proposals will not impact negatively on potential flood alleviation but the delay has meant that the Burgage Plot Project has not been delivered. There is still an intention to deliver this project and negotiations are underway with key landowners. In addition AWM has been asked to roll over the £138,000 grant into 2008/2009. At the time of writing it is envisaged that this roll over will be permitted and therefore this project has been included within the Market Town Partnership portfolio for 2008/2009.

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 design elements. Now the scheme is underway the PMTP has an important role of helping to minimise the disruption created by the roadworks (e.g. car parking concession) and then promoting the town when improvements have been completed.

2007/2008 Project delivery report

Theme	Project Name	Description	Partners	Cost	PMTP	Status
A better environment for today and tomorrow	Welcome pack for new residents	Working with the Pershore Visitor Information centre to create a 'Welcome Pack' for New Residents – containing local information, directory of local services in hard copy and available on the Pershore website.	Pershore V.I.C. PTC Local Estate Agents PDVHC	£2,500	£1,500	Rolled over to 2008/9 – funding intact
A better environment for today and tomorrow	Burgage Plots	Continue to support the Burgage Plots project to completion	WDC Developer	£4 mil	£138,000 (AWM)	Rolled over to 2008/9 – funding intact (see section on Burgage Plots)
A better environment for today and tomorrow	Pershore Railway Station improvements	Support Improvements to Pershore Railway Station	WDC Network First PTC Pershore in Bloom	£10,000	£4,000	Rolled over to 2008/9 – funding intact
A better environment for today and tomorrow	Town Centre Regeneration	Town Centre Regeneration support	WDC PTC	£10,000	£1,000	Completed
A better environment for today and tomorrow	Industrial Area linkages	Verbal/strategic support to link the two industrial areas in Pershore - between the Railway Station and Somerfield supermarket.	WCC WDC PTC	unknown	Nil	Completed
A better environment for today and tomorrow	Western Wyre Piddle Bypass	Verbal/strategic support for the completion of the Western Wyre Piddle Bypass (Keytec 7)	WCC WDC	unknown	Nil	Completed
Stronger Communities	Parish Plan Support Fund	Parish Plan support fund – to assist with implementation of Parish Plan and other community projects (case by case first come first served basis)	Hinterland areas	Not known until projects are forthcoming	£4,500	Cancelled – funding redirected to 2007/2008 flood recovery fund
Stronger Communities	Enhance Pershore website (include retail market and new residents directory)	Enhance the Pershore website	P.T.C. V.I.C. Retail Market Pershore Chamber of Trade	£1,000	£500	Completed
Improving health and wellbeing	Riverside/Circular walks	More local walks/Riverside walk	WDC	£8,000	Continue to Support this project	Completed
Improving	T4U	Time 4 You health advice support	PCT	Unknown at	£500	Completed

health and wellbeing			Youth Service RYC	Present		
Improving health and wellbeing	Breastfeeding support group Phase 2 – peer training, support group, facilities.	Continue to support new Mum's with breastfeeding peer training, project support groups etc	PCT Abbottswood	£1,250	£1,000	Completed
Meeting the Needs of Children and Young People	Riverside Youth Centre Summer Programme	Riverside Youth Centre Summer programme of activities	RYC	£10,000	£3,000	Completed
Meeting the Needs of Children and Young People	Desire for a directory of Youth Services in Local area	Desire for the creation of a Directory of Youth Services in the local area (both web and paper copy availability)	WCC Youth Service	Cost not known	nil	On hold
Economic success that is shared by all	Number 8 Operations Manager	Continue support for Number 8 Operations Manager	Number 8	£20,000	£5,000	Completed
Economic success that is shared by all	Business networking training seminars in Hinterland	Continuation of Local Business Networking groups	Deer Park	£3,500	£2,500	Rolled over to 2008/9 – funding intact
Economic success that is shared by all	St Andrews Community Gardens Enhancement. Create open events area, poss. Band Stand	Support for Community Gardens enhancements to create an open events area to allow better access for Festivals/events, including support for a town Band Stand	PTC	£28,000	£5,000	Cancelled – funding rediverted
Economic success that is shared by all	Local distinctiveness - Events programme support PR/Marketing/promotion	Further promotion of the town - support local events – Jazz Festival, Plum Festival growing on success and developing participation of local businesses	WDC PTC EMTP	£8,000	£2,000	Completed
Economic success that is shared by all	Pershore and District Voluntary Help centre 'venue update'	To support Pershore and District Voluntary Help Centre in a venue 'face lift' to enhance the profile of the offices of this vital town resource and its immediate surroundings and support possible temporary accommodation move if applicable	PDVHC Holy Redeemer Catholic Church	unknown	nil	Completed
Economic success that is shared by all	Hotel and B & B accreditation support	Support recognised Accreditation for all local accommodation suppliers – The need for quality assurance on accommodation is of	Visit Britain Wychavon Tourism	£5,000	£1,000	Rolled over to 2008/9 – funding intact

		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. 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 (based in Broadway) for providers that subsequently apply and pay for the joining and Annual Inspection fees. Confined to providers that are members of Destination Worcestershire, (which is cost free) with up to 10 rooms, 5 s/c units and Caravan Parks up to a maximum of £100 for the first 10 applications.	Dest. Worc. Local T.I.C's			
Economic success that is shared by all	Throckmorton Technology Park	Continue verbal support for Throckmorton Technology Park	WDC	unknown	nil	Completed
Economic success that is shared by all	Better Welcome programme	Better Welcome Project – A visitor Economy research project to Identify ways of improving the Visitor Experience by collecting Information	AMT AWM WDC EMPT Wychavon Tourism Pershore V.I.C. Heart of England Tourism Pershore Chamber of Trade Pershore Civic Society PTC	£25,000	PMTP	Completed
Total 2007 Costs, PMTP grant and Match fund				£70,750	£31,500	£39,250

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 who undertake regular auditing procedures in accordance with best CCAB practices. The Council is also audited annually by 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 payment is made.

Aside from the roll over projects due to be delivered in 2008/2009 the last year's (2007/08) of the £30,000 WDC grant fund has been fully exhausted on deliverable and identified projects inline with the WDC Community Plan themes with a match fund of £39,250.00. This is a reduction in match funding compared to the previous year and this is due mainly to the urgent need to reallocate certain elements of the funding into the 2007/08 Flood recovery programme. In total £8,000 of partnership funding was reallocated and this itself was matched by a £20,000 grant from AWM to help in this crisis.

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 risk assessment. The project risk analysis helps us to identify any potential problems before they arise.

Pershore Market Town Partnership

Action Plan Plan 2008/2009



2008/2009 Action Plan development process

Pershore Market Town Partnership (PMTP) has identified the following projects as a focus of activity and support for 2007/08. A number of these projects will form the basis for drawing down funding from the Wychavon District Council/PMTP 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 PMTP board elected not only to identify new projects for its current Action Plan but also to support for a further year, some previous projects that merited it. In addition, given the impact of the 2007 floods in Pershore some of the 2007/2008 projects have been rolled forward for delivery in early 2008/2009. These are identified in the 2008/2009 action plan as Roll Over projects.

Whilst it was clearly understood that precedents were not set that would encourage or support 'hardy annual' bids for this grant fund, it was recognised that 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 2008/09 endorsed this proposal.

The PMTP agreed to maximise again the potential of the £30,000 WDC grant 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 down, an agreed reserve project will be selected.

The Pershore Market Town Partnership has been drawn up under the 6 themes that structure the Wychavon Community Plan and the Local Area Agreement. Therefore, our objectives during 2008/09 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 Shared priorities outlined in Wychavon's Community Strategy 2007-2010 (see Appendix 3). The six theme groups are as follows:

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

Each of the six theme groups were lead by either a member of PMTP or by a relevant officer from Wychavon District Council and full theme group memberships 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 PMTP the projects were prioritised and funding allocated by the board members prior to appraisal by the PMTP Appraisal panel, approval by PMTP and Wychavon District Council's Executive Committee.

Better Welcome

Better Welcome Project is a visitor economy research project to identify ways of improving the visitor experience by collecting information in four key areas:

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

This project has been developing for the past two years and has to date 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 series of project have been identified to be funded through the £25,000 AWM grant attached to this initiative and a £5,000 match fund predominantly provided by Wychavon District Council and other PMTP projects . The detailed list of capital funded projects to be grant aided is yet to be finalised but the priority areas are shown in the Better Welcome section of the Economy Theme below.

Action plan project summary

The following is a summary of the new projects put to the Pershore Market Town Partnership for funding in 2008/2009. In addition to these are five projects which have been rolled over from the 2007/2008 plan and for which additional funding is not required. These projects are detailed on a table to the back of this section.

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

Project	Partners	Cost	PMTP
Community Wetlands	WWT, WDC, PTC, Schools, Severn & Avon Vale Wetland Partnership, Severn Trent	£49,000	£2,000
Environmental Newsletter for Pershore	WDC , Town Council, WCC	£300	nil
Pershore Green Festival	WWT, WDC, PTC,schools, Pershore College etc	£2,500	£2,500
Pershore Energy Efficiency Project (PEEP)	WEEAC, WDC, PTC, WCC, Rooftop,Co-op	£206,700	£2000
Pershore Energy Efficiency Project (PEEP) – Rooftop Homes	Rooftop, WEEAC, WDC, British Gas, Contractors	£229,000	nil
Total cost and total requested spend from this Theme Group		£487,500	£6,500
Number 8 Operations Manager	Number 8	£20,000	£5,000
Car Parking subsidy	County Council, WDC, Town Council	£30,000	£2,500
Pershore Hanging Baskets	Town Council	£1,300	£1,000
Better Welcome	Visit Britain, AWM, AMTi, WDC	£30,000	nil
Promoting Pershore	WDC, Town Council, Chamber of Trade,	£10,000	£5,000
Total cost and total requested spend from this Theme Group		£91,300	£13,500
Prevent Distraction Crime	Police, Trading Standard, Age Concern, Neighbourhood Watch	£20,000	Nil
Total cost and total requested spend from this Theme Group		£20,000	nil
Better Provision and Co-ordination of Health Related Services	Medical Centres, Alzheimer's Society, Mind, Onside, Relate, Turning Point, Worcester Association of Carers, Worcs Carers Unit, Multiple Sclerosis Society, Parkinson Disease Society, Epilepsy Foundation, Stroke Association, Help the Aged.	£2,500	£2,500
Exercise Programme for All	Medical Centres, WCC, Vale Walkers	£1,500	£1,500
Total cost and total requested spend from this Theme Group		£4,000	£4,000

Senior Citizen Hub	Rooftop, Cherry Orchard, WRVS, WI, Pershore Ladies Guild	£1,500 (Yr 1)	£1,500 (Yr 1)
Support Service for Younger Homeless	Rooftop, Pershore Volunteer Centre	£150,000	£500
Total cost and total requested spend from this Theme Group		£151,500	£2,000
Perscoran Project	Abbey Park, Drakes Broughton and Pinvin Middle Schools Perschore High School	£9,000	£1,000
Riverside Youth Centre 2008 summer program	Riverside Youth Centre	£15,000	£3,000
Total cost and total requested spend from this Theme Group		£24,000	£4,000
Total cost of all projects and total theme group request		£778,300	£30,000

PMTP Action plan projects 08/09

A better environment for today and tomorrow

Project	Partners	Cost	PMTP
Community Wetlands	WWT, WDC, PTC, Schools, Severn & Avon Vale Wetland Partnership, Severn Trent	£49,000	£2,000
Environmental Newsletter for Pershore	WDC , Town Council, WCC	£300	nil
Pershore Green Festival	WWT, WDC, PTC,schools, Pershore College etc	£2,500	£2,500
Pershore Energy Efficiency Project (PEEP)	WEEAC, WDC, PTC, WCC, Rooftop,Co-op	£206,700	£2000
Pershore Energy Efficiency Project (PEEP) – Rooftop Homes	Rooftop, WEEAC, WDC, British Gas, Contractors	£229,000	nil
Total cost and total requested spend from this Theme Group		£487,500	£7,500

Theme	A better environment for today and tomorrow
Name of the Project	Community Wetlands
Fit to Community Strategy	Stronger Communities <ul style="list-style-type: none"> • Increase sporting and cultural activities
Description (what the project will do)	<p>The overall project is based on the idea of a community wetland as an education resource to promote the value of flood plains for wildlife and people especially local residents.</p> <p>The funding applied for will be specifically used for extended consultations with stakeholders including locals, schools and other groups (eg how they currently use the site, what they would like to see there in terms of wetland habitats and use and on how they could get involved). Local users of the community wetland to take over some of the management, provide community education etc.</p> <p>It would also provide interpretation panels specific to flood management.</p>
Partners involved	Worcestershire Wildlife Trust, Wychavon DC, Pershore Town Council, tenants, local schools and colleges, other community groups, Severn and Avon Vale Wetland Partnership, Severn Trent
Total project Funding required and possible sources	£49,000
PMTP funding request	£2,000
Match funding	£47,000
Achievable in 08/09	Yes

Theme	A better environment for today and tomorrow
Name of the Project	Environmental Newsletter for Pershore
Fit to Community Strategy	Stronger Communities <ul style="list-style-type: none"> • Improve access to services
Description (what the project will do)	Disseminate information on recycling, conservation and public transport for Pershore in a publication/newsletter four times per year and promote other events such as Green Festival, public consultation on Wetlands, environmental issues, anything new taking place in the park, promoting healthy walking, Pershore College and green suppliers
Partners involved	WDC (contribute resources to produce), Town Council (contribute distribution costs), WCC (information on waste management and public transport/timetable changes).
Total project Funding required and possible sources	£300
PMTP funding request	£0
Match funding	£300
Achievable in 08/09	Yes

Theme	A better environment for today and tomorrow
Name of the Project	Pershore Green Festival
Fit to Community Strategy	A better environment for today and tomorrow <ul style="list-style-type: none"> • Reduce the impacts of climate change and household energy consumption Economic Success that is shared by all <ul style="list-style-type: none"> • Support local businesses and village services
Description (what the project will do)	To run a day-long green festival in Pershore on May 26 th with the aim of both promoting all things environmental and the town itself. The event will be attached to the farmer's market in May. The event will also be combined with a farmers market and the 40 th Pershore Carnival
Partners involved	Worcestershire Wildlife Trust, Wychavon DC, Pershore Town Council, local schools and colleges, Pershoe College and many other environmental groups
Total project Funding required and possible sources	£2,500
PMTP funding request	£2,500

Match funding	0
Achievable in 08/09	Yes

Theme	A better environment for today and tomorrow
Name of the Project	Pershore Energy Efficiency Project (PEEP)
Fit to Community Strategy	A better environment for today and tomorrow <ul style="list-style-type: none"> • Reduce the impacts of climate change and household energy consumption
Description (what the project will do)	<p>Promote energy efficiency improvements in all homes within Pershore.</p> <p>Activities will include</p> <ul style="list-style-type: none"> • mailshot to all homes in Pershore publicising the aerial thermal image survey and the project, together with a questionnaire and return freepost envelope. Data analysis to determine a “start position” • Two public meetings at venues in the town to raise awareness and promote energy efficiency • 3 roller displays showing the thermal image of Pershore to be located at different sites in the town and promote the project. • An exhibition at the Co-op store and competition to provide free loft insulation top ups to 3 households • promotion of loft clearance so they can be insulated, themed around “Trash in the Attic”: a competition for free clearance with publicity • Gathering data to demonstrate the improvements in energy efficiency <p>See also Rooftop Housing proposals</p> <p>The project aims to achieve significant improvement in the energy efficiency of individual houses in Pershore and reduce the energy budget for the town. It will complement the Wychavon Warmer Homes Scheme. It will also benefit householders by promoting subsidised and free insulation schemes which will improve the thermal efficiency of homes and reduce fuel bills.</p>
Partners involved	WEEAC, Wychavon District Council, Pershore Town Council, Worcestershire County Council, Rooftop Housing, The Co-operative Retail Society
Total project Funding required and possible sources	£206,700
PMTP funding request	£2000
Match funding	£204,700
Achievable in 08/09	Yes

Theme	A better environment for today and tomorrow
Name of the Project	Pershore Energy Efficiency Project (PEEP) – Rooftop Homes

Fit to Community Strategy	<p>A better environment for today and tomorrow</p> <ul style="list-style-type: none"> • Reduce the impacts of climate change and household energy consumption <p>Stronger Communities</p> <ul style="list-style-type: none"> • Reduce fuel poverty
Description (what the project will do)	<p>Increased investment and energy efficiency measures to properties owned by Rooftop Housing Group</p> <p>Activities will include</p> <ul style="list-style-type: none"> • Carry out energy surveys of properties • Continuation of loft insulation top up programme • Distribution of low energy light bulbs <p>Investigation and pilot scheme for ground source heat pump to group of bungalows</p> <p>The project aims to achieve significant improvement in the energy efficiency of the 941 Rooftop Group homes in Pershore. It will benefit householders by reducing fuel bills, reducing fuel poverty and improving health.</p>
Partners involved	Rooftop Housing, WEEAC, Wychavon District Council, British Gas, Contractors
Total project Funding required and possible sources	£229,000
PMTP funding request	0
Match funding	£229,000
Achievable in 08/09	Yes

Economic Success that is Shared by All Theme Group

Project	Partners	Cost	PMTP
Number 8 Operations Manager	Number 8	£20,000	£5K
Car Parking subsidy Already Agreed	County Council, WDC, Town Council	£30,000	£2.5K
Pershore Hanging Baskets	Town Council, Chamber of Trade	£1,300	£1,000
Better Welcome	Visit Britain, AWM, AMTi, WDC	£30,000	nil
Promoting Pershore	WDC, Town Council, Chamber of Trade,	£10,000	£5K
Total cost and total requested spend from this Theme Group		£90,000	£13,500

Theme	Economic Success that is Shared by All
Name of the Project	Better Welcome
Fit to Community Strategy	Economic Success that is shared by all <ul style="list-style-type: none"> • Support local businesses and village services
Description (what the project will do)	Implementation of capital projects in line with the Better Welcome Action Plan such as : <ul style="list-style-type: none"> • Riverside improvement projects • Improved signage and interpretation • Improvement of the railway station • Improved accomodation
Partners involved	Visit Britain, AWM, AMTi, WDC
Total project Funding required and possible sources	£30,000
PMTP funding request	nil
Match funding	£25,000
Achieveable in 2008/2009	Partial

Theme	Economic Success that is Shared by All
Name of the Project	Number 8 Operations Manger

Fit to Community Strategy	Economic Success that is shared by all <ul style="list-style-type: none"> • Support local businesses and village services Stronger Communities <ul style="list-style-type: none"> • Increase sporting and cultural facilities and activities
Description (what the project will do)	Providing financial support for Number 8 Operations Manager – Final year of three year agreement started 06/07
Partners involved	Number 8
Total project Funding required and possible sources	£20,000
PMTP funding request	£5,000
Match funding	£15,000
Achievable in 2008/2009	Yes

Theme	Economic Success that is Shared by All
Name of the Project	Promoting Pershore
Fit to Community Strategy	Economic Success that is shared by all <ul style="list-style-type: none"> • Support local businesses and village services • Improve access to education and increase involvement of migrant workers Stronger Communities <ul style="list-style-type: none"> • Increase sporting and cultural facilities and activities
Description (what the project will do)	To include recruitment and training Town Guides, promotion of the river, events and local distinctiveness. Events to include Plum Fayre, Farmers Markets, Jazz festival, and a proposed new festival in the evening after the Spring BH Farmers Market.
Partners involved	WDC, Town Council, Chamber of Trade,
Total project Funding required and possible sources	£10,000
PMTP funding request	£5,000
Match funding	£5,000
Achievable in 2008/2009	Yes

Theme	Economic Success that is Shared by All
Name of the Project	Town Centre Car Parking Subsidy
Fit to Community Strategy	Economic Success that is shared by all <ul style="list-style-type: none"> • Support local businesses and village services
Description (what the project will do)	To contribute to a subsidised car parking scheme over three days per week throughout the duration of the High Street Improvements. The aim is to encourage visitors to the town in spite of the difficulties of access.
Partners involved	County Council, WDC, Town Council
Total project Funding required and possible sources	£30,000
PMTP funding request	£2,500 Agreed this is to be brought forward from 08/09 budget for the period Jan 08 for 15 weeks
Match funding	£27,500
Achievable in 2008/2009	Yes

Theme	Economic Success that is Shared by All
Name of the Project	Pershore Hanging Baskets
Fit to Community Strategy	Economic Success that is shared by all <ul style="list-style-type: none"> • Support local businesses and village services
Description (what the project will do)	To purchase hanging baskets and install them on the newly refurbished lampposts in the main trading area of the High Street. These will be filled and watered during the summer months.
Partners involved	Town Council, Chamber of Trade
Total project Funding required and possible sources	£1,300
PMTP funding request	£1,000
Match funding	£300
Achievable in 2008/2009	Yes

Communities that are safe and feel safe Theme Group

Project	Partners	Cost	PMTP
Prevent Distraction Crime	Police Trading Standard Age Concern Neighbourhood Watch	£20,000	Nil
Total cost and total requested spend from this Theme Group		£20,000	nil

Theme	Communities that are safe and feel safe
Name of the Project	Prevent Distraction Crime
Fit to Community Strategy	Communities that are safe and feel safe <ul style="list-style-type: none"> • Reduce Crime • Reassure People and reduce the fear of crime
Description (what the project will do)	To reduce the number of distraction burglaries and rogue trader callers in the area leading to: A decrease in distraction crime A community that feels safer
Partners involved	Police Trading Standard Age Concern Neighbourhood Watch
Total project Funding required and possible sources	£20,000 capital shared across South Worcestershire. Previously obtained through Safer Communities funding. Hopefully through LAA funding this year.
PMTP funding request	Nil
Match funding	Nil
Achievable in 08/09	Yes

Improving Health and Wellbeing Theme Group

Project	Partners	Cost	PMTP
Better Provision and Co-ordination of Health Related Services	Medical Centres, Alzheimer's Society, Mind, Onside, Relate, Turning Point, Worcester Association of Carers, Worcs Carers Unit, Multiple Sclerosis Society, Parkinson Disease Society, Epilepsy Foundation, Stroke Association, Help the Aged	£2,500	£2,500
Exercise Programme for All	Medical Centres WCC Vale Walkers	£1,500	£1,500
Total cost and total requested spend from this Theme Group		£4,000	£4,000

Theme	Improving Health and Wellbeing
Name of the Project	Better Provision and Co-ordination of Health Related Services
Fit to Community Strategy	Improving health and well-being <ul style="list-style-type: none"> • Tackle Alcohol Misuse • Improve treatment and choices for people with mental health problems Stronger Communities <ul style="list-style-type: none"> • Improve access to services
Description (what the project will do)	There are a number of health related services for which local people have to travel out of Pershore. We propose that facilities should be provided, initially within the two General Practices, so that providers of the organisations listed below (and others that may be appropriate) can be invited and encouraged to hold regular clinics here. Funds will be needed to cover the overhead cost of providing the consulting room facilities and promoting the availability of the clinics.
Partners involved	Pershore Medical Centre, Abbotswold Medical Centre, Alzheimer's Society, Evesham and Pershore Mind (already at Pershore Medical Practise), Onside Independent Advocacy, Relate – Worcestershire, Turning Point Evesham, Turning Point Worcester, Worcester Association of Carers, Worcestershire Carers Unit, Multiple Sclerosis Society, Parkinson Disease Society, Epilepsy Foundation, Stroke Association, Help the Aged
Total project Funding required	£2,500

and possible sources	
PMTP funding request	£2,500.
Match funding	Nil
Achievable in 2008/2009	Yes

Theme	Improving Health and Wellbeing
Name of the Project	Exercise Programme for All
Fit to Community Strategy	Improving health and well-being <ul style="list-style-type: none"> • Increase levels of physical activity across all generations Stronger Communities <ul style="list-style-type: none"> • Improve access to services
Description (what the project will do)	In concert with NHS efforts to help people to improve their health, we should like to introduce and promote a very accessible exercise programme, aimed at the whole community. Initially, we should start a walking project consisting of very easy, fairly short walks based on the “Walk Your Way to Health” project. The advantage of this is that walk leaders are trained and the project has supporting insurance – which would make it an attractive option for GP’s to recommend to patients that they thought would benefit from the gentle exercise. Once the programme has been successfully launched, we should wish to add more strenuous walks (an “up-grade path”?) and other forms of exercise. The key features would be accessibility and affordability for all. The targets would be those who do little exercise at present and could benefit from it.
Partners involved	Abbotswood Medical Centre Worcestershire County Council Pershore Medical Centre Vale Walkers
Total project Funding required and possible sources	£1,500
PMTP funding request	£1,500
Match funding	Nil
Achievable in 2008/2009	Yes

Stronger Communities Theme Group

Project	Partners	Cost	PMTP
Senior Citizen Hub	Rooftop, Cherry Orchard, WRVS, WI, Pershore Ladies Guild	£1,500 (Year 1)	£1,500 (Year 1)
Support Service for Younger Homeless	Rooftop, Pershore Volunteer Centre	£150,000	£500
Total cost and total requested spend from this Theme Group		£151,500	£2,000

Theme	Stronger Communities
Name of the Project	Senior Citizen Hub
Fit to Community Strategy	Improving health and well-being <ul style="list-style-type: none"> • Improve the care and quality of life of older people Stronger Communities <ul style="list-style-type: none"> • Improve access to services
Description (what the project will do)	<p>There is a need for continued provision of lunch clubs following the subsidy withdrawal from Rooftops and the subsequent closure of Cherry Orchard Kitchen. However, we would like to see this develop over time to the Senior Citizens' equivalent of Riverside Youth Centre. We would also like the rural areas to be involved in a different capacity – lunch clubs to be provided by/in local pubs. Volunteer Centre has provided transport in the past, & this service could be revived where necessary.</p> <p>YEAR ONE</p> <ol style="list-style-type: none"> 1. Market research/consultation to be undertaken and completed within 6 months (Rooftop could lead on this) 2. Introduction of basic lunch time club for following 6 months (to be put into effect when existing club ceases) - meals to be supplied by WRVS & paid for by individual users 3. Local campaign to encourage pubs, especially in villages, to do pensioner lunch specials – strengthening local community & supporting local business <p>YEAR TWO/THREE</p> <ol style="list-style-type: none"> 4. Phase 2 - to progress towards a centre for activities, development of Senior Hub - to involve WI, Pershore Ladies Guild, school talks etc.
Partners involved	Rooftop, Cherry Orchard, WRVS, WI, Pershore Ladies Guild.
Total project Funding required	£1,500 (Year 1)

and possible sources	
PMTP funding request	£1,500 (Year 1)
Match funding	Nil
Achievable in 08/09	Yes

Theme	Stronger Communities
Name of the Project	Support Service for Younger Homeless
Fit to Community Strategy	Meeting the needs of children and young people <ul style="list-style-type: none"> • <i>Improve activities / facilities for young people</i> Stronger Communities <ul style="list-style-type: none"> • <i>Improve access to services</i>
Description (what the project will do)	There is no provision for Wychavon as a whole apart from a refurbishment programme at the Haven, There is a need for neutral premises where advice and information could be made available for vulnerable young people however this was before it was flood damaged. It would be useful to link this with the “v” project which Pershore Volunteer Centre will manage from April 08 (funding of £150,000 over 3 years to engage young people in particularly disadvantaged groups and creating opportunities in rural areas). <i>NB the Health Theme Group has identified a need for a help and advice drop in centre that could be linked to this project.</i>
Partners involved	Rooftop, Pershore Volunteer Centre
Total project Funding required and possible sources	£150,000
PMTP funding request	£500
Match funding	£149,500
Achievable in 08/09	Yes

Meeting the needs of children and young people Theme Group

Project	Partners	Cost	PMTP
Perscoran Project	Abbey Park, Drakes Broughton and Pinvin Middle Schools Persore High School	£9,000	£3,000 (£1,000 p.a. for 3 years)
Riverside Youth Centre 2008 summer program	Riverside Youth Centre	£3,000	£3,000
Total cost and total requested spend from this Theme Group		£12,000	£4,000

Theme	Meeting the needs of children and young people
Name of the Project	Perscoran Project
Fit to Community Strategy	Meeting the needs of children and young people <ul style="list-style-type: none"> • <i>Improve activities / facilities for young people</i> Stronger Communities <ul style="list-style-type: none"> • <i>Improve access to services</i>
Description (what the project will do)	To produce a supply of brass players for Persore High School Details – to start groups of young children in Abbey Park, Drakes Broughton and Pinvin Middle Schools to learn to play. (Currently a two year project)
Partners involved	Abbey Park, Drakes Broughton and Pinvin Middle Schools, Persore High School
Total project Funding required and possible sources	Costs include tuition fees and instrument hire. The two year costs for approx 30 children are £4,500. The aim of this project is to extend this to three years and to increase student numbers.
PMTP funding request	£3,000 (£1,000 per year for three years)
Match funding	£6,000
Achievable in 08/09	Partial

Theme	Meeting the needs of children and young people
Name of the Project	Riverside Youth Centre 2008 summer program
Fit to Community Strategy	Meeting the needs of children and young people <ul style="list-style-type: none"> • <i>Improve activities / facilities for young people</i> Stronger Communities <ul style="list-style-type: none"> • <i>Improve access to services</i>
Description (what the project will do)	To replicate the 2007 summer activities that were “washed out” during the summer flooding (they were relocated at PHS) This 2008 program has yet to be finalised but is likely to be similar to the 2007 one.

Partners involved	Riverside Youth Centre
Total project Funding required and possible sources	£3,000
PMTP funding request	£3,000
Match funding	Nil
Achievable in 08/09	Yes

2008-2009 Roll over projects

Theme	Project Name	Description	Partners	Cost	PMTF	Status
A better environment for today and tomorrow	Welcome pack for new residents	Working with the Pershore Visitor Information centre to create a 'Welcome Pack' for New Residents – containing local information, directory of local services in hard copy and available on the Pershore website.	Pershore V.I.C. PTC Local Estate Agents PDVHC	£2,500	£1,500	Rolled over to 2008/9 – funding intact
A better environment for today and tomorrow	Burgage Plots	Continue to support the Burgage Plots project to completion	WDC Developer	£4 mil	£138,000 (AWM)	Rolled over to 2008/9 – funding intact (see section on Burgage Plots)
A better environment for today and tomorrow	Pershore Railway Station improvements	Support Improvements to Pershore Railway Station	WDC Network First PTC Pershore in Bloom	£10,000	£4,000	Rolled over to 2008/9 – funding intact
Economic success that is shared by all	Business networking training seminars in Hinterland	Continuation of Local Business Networking groups	Deer Park	£3,500	£2,500	Rolled over to 2008/9 – funding intact
Economic success that is shared by all	Hotel and B & B accreditation support	Support recognised Accreditation for all local accommodation suppliers – 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. 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 (based in Broadway) for providers that subsequently apply and pay for the joining and Annual Inspection fees. Confined to providers that are members of Destination Worcestershire, (which is cost free) with up to 10 rooms, 5 s/c units and Caravan Parks up to a maximum of £100 for the first 10 applications.	Visit Britain Wychavon Tourism Dest. Worc. Local T.I.C's	£5,000	£1,000	Rolled over to 2008/9 – funding intact

Pershore Market Town Partnership



APPENDICES

Name	Representing
Michael Amies	Number 8 Community Arts Centre
Val Wood	Pershore Chamber of Trade
Andrew Clasen	Pershore Civic Society
Janet Daniels	Pershore Tourism
Paul Sinnott	Community Representative
Caron Steele	Country Land and Business Association
Cllr. Liz Tucker	Worcs. County Council
Kate Walton	Pershore Volunteer Centre
Cllr John Grantham	Wychavon District Council
Russell Dalton	Pershore High School
Cllr Charles Tucker	Pershore Town Council
Lodee Dudley	Worcestershire Primary Care Trust
Julia Page	Pershore College
Deborah Dale	Worcestershire County Council – Economic Development
Cllr Ron Davis	Wychavon District Council
Cilla Cameron	County Association of Local Councils
Ema Kirbyson	Extended Services
Cllr Linda Robinson	Wychavon District Council
Hilary Philpott	Market Town Partnership Manager

Improving health and well-being Theme Group

Name	Representing
Michael Amies*	Number 8 Community Arts Centre
Val Wood	Pershore Chamber of Trade
Julie Moore	Abbotswood medical centre
Janet Daniels	Pershore Tourism
Dr Tom Pitts-Tucker	Pershore medical centre
David Manning	Acting PMTP Manager
Felicia Leo	Wychavon DC

A better environment for today and tomorrow Theme Group

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
David Manning	Acting PMTP Manager
Felicia Leo	Wychavon DC
Roger Taylor	Rooftop Housing
Deborah Dale	Economic Development and Regeneration

Stronger Communities Theme Group

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

Economic success that is shared by all Theme Group

Name	Representing
Chris Brooks*	Wychavon District Council – Economy and Regeneration
Angela Tidmarsh	Wychavon District Council - Tourism

Val Wood	Chamber of Trade
Beth Milsom	AGENDER

Meeting the needs of children and young people Theme Group

Name	Representing
Cllr John Grantham*	Wychavon District Council
John Gregson	Riverside centre
Cllr Liz Tucker	County Coucillor
Ema Kirbyson	Worcestershire County Council - Extended services

Communities that are safe and feel safe Theme Group

This is not a theme group in the same format as the other groups. This particular area is overseen by David Hemming, the Community Safety Manager for Wychavon District Council. Projects falling under the auspices of this group are worked up by David and his colleagues prior to being submitted to the Market Town Partnership for approval.

* denotes theme group leader

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 year

APPENDIX 4

The PMTP Theme groups have developed a large number of high quality projects and, rather than reduce the funding contributions from the £30,000 PMTP budget, the partnership has decided to phase projects over three years. 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.

Proposed projects for year 2009/2010

Project	Partners	Cost	PMTP
Marketing Pershore	WDC, Chamber of Trade, Agender	£3,000	£2K
St Georges Field	WDC, Town Council, Chamber of Trade, Civic Society,	£3,000	£2K
Business Start up	WDC, Business Link, AWM, Federation of Small Businesses	£10,000	£1K
Business Networking	WDC, Agender, Chamber of Trade, Federation of Small Businesses	£3,000	£2K
Anti Retail Crime	Police Retail Sector	£1,000	£1,000
Perscoran Project	Abbey Park, Drakes Broughton and Pinvin Middle Schools Perschore High School	£9,000	£1,000
Techno Centre – for Perschore Riverside Youth Centre	Rotary Club Riverside Youth Centre	£15,000	£5000
Total cost of all projects and total request		£44,000	£14,000

Proposed projects for year 2010/2011

Project	Partners	Cost	PMTP
Perscoran Project	Abbey Park, Drakes Broughton and Pinvin Middle Schools Perschore High School	£9,000	£1,000
Total cost of all projects and total request		£9,000	£1,000