

## Stour Vision Action Plan

Stour Vision Action Plan							
Priority	A thriving local economy...(LE)						
Please rank each one in order 1-8	Vision Priority	Community Plan/Other Objective	Project Action	Lead	Partners	Timescale	Milestones
<b>Priority One – Effective Planning</b>							
1	LE1. Land and buildings already in employment use are retained and where appropriate are adapted to provide quality workspaces	E&E SC	<p>Ensure the vision is incorporated into planning guidance</p> <p>Ensure planning guidance favours retention of local employment land as a priority above alternative uses.</p> <p>Ensure promotion of vacant premises and offer advice on adaptation</p>	SDC Planning	WIPS	Short-Medium	Ensure Vision forms part of the framework
1	LE3. The set up and growth of new local enterprises is fostered by effective business support	E&E SC	<p>Secure succession for Shipston Business Centre</p> <p>Actively Promote local business premises</p>	Community Leadership	<p>Public Sector Partners</p> <p>WIPS Commercial Partners</p>	Short Term	Succession Study to be completed by March 2008
1	LE5. Additional sites in both Shipston and our local villages are developed to meet local employment needs	E&E SC	Map out sites identifying innovative approaches to achieve this objective eg QUIRK Represent and lobby for needs through existing channels	SDC Planning Team	<p>Community Leadership</p> <p>WIPS Cov Solihull Warks Forum</p>	Medium – Long Term	Secure place on planning agenda

## Stour Vision Action Plan

			Respond to changes in government guidance				
<b>Priority Two – Education and Training</b>							
2	LE7. Young people leaving full time education are achieving higher levels of qualification as a result of the increased uptake of further education opportunities	E&E	Research uptake of current situation and develop action plan  Within above, research barriers to uptake of opportunities and develop projects to address the issues	Community Leadership	Youth Team Stour Cluster Schools Connexions Local Colleges	Medium – long Term	Work with partners to Determine Research Brief by September 2008
2	LE4 The skills of the local workforce are extended as a result of improved access to training and retraining opportunities	E&E LL SI	Support Partner Activities which promote literacy and numeracy	Community Leadership	Local Community Education Partners (E.g. HUB)  Learning and Skills Council  Education Business Partnership	Medium – long term	Offer support to at least one local initiative per year
<b>Priority Three – Access to local services for residents and visitors</b>							
3	LE2. Our market town and village shops thrive because the residents and businesses of Stour are increasingly choose to source products and services	E&E SC L&C HE	Stour Participation in local food festival  Provide information on local producers to local people through review feature	Community Leadership	SWT Regional Tourist Board Stour Community Interest Company RASE Regional	Short-Medium	Host one satellite event in Stour Valley for 08 food festival

### Stour Vision Action Plan

	locally		Support local business networking to put producers in touch with suppliers  Projects to support reduction of carbon emissions		Brokerage Service		
3	LE6. The heritage of the Stour continues to be celebrated and accessible	L&C LL	Secure funding to support the Better Welcome Package  Work with strategic partners to promote the heritage of the area to local and visitor groups  Respond to initiatives such as Visit Britain, Tourism manager, Better Welcome, AMTI  Secure Funding to achieve this objective	Community Leadership	SWT, Local museum and history societies  CYPF @ WCC	Short-medium term	Achieve Match Funding for Better Welcome
	LE8. The quality of local visitor accommodation is first class	E&E L&C	Ensure that accommodation managers have access to business planning support. Support & Promote accreditation processes	Community Leadership	South Warwickshire Tourism, Regional Brokerage Service & local business Better Welcome Project	Medium-long term	Work with partner to make measured improvements by 2010

## Stour Vision Action Plan

Stour Vision Action Plan							
<b>Priority</b>	<b>A socially cohesive community...</b>						
<b>Please rank each one in order 1-10</b>	<b>Vision Priority</b>	<b>Community Plan/Other Objective</b>	<b>Project Action</b>	<b>Lead</b>	<b>Partners</b>	<b>Timescale</b>	<b>Milestones</b>
<b>Priority One – Health</b>							
1	SC6. Residents pursue healthy lifestyles including being physically active and choosing fresh local produce	SI L&C E&E	Support school food and kitchen garden projects with cluster schools  Development of local allotment provision  Support local cycling and walking initiatives  Support physical activity, obesity and active communities strategy  Explore local links to 2012 Olympics	Community Leadership	SDC Sports Development Team Health Promotion and Community Leadership  CSW Sport	Short-medium term	Support at least one project per financial year
1	SC3. The available range of health care services is extended and improved	SC, SI, E&E	Carry out an audit of statutory and private healthcare in Stour Area to include eyecare, footcare, dentistry and GP surgery and clinics	Community Services	Local health care providers  Health Promotion Team	Medium – Long term	Determine Audit Brief and plan of action by March 2008

## Stour Vision Action Plan

			Seek opportunities for enhanced facilities				
<b>Priority Two –Crime</b>							
2	SC4. Crime levels and the fear of crime is reduced	IC&PS SC	<p>Prepare brief profile of the situation. Support existing services and agencies to develop projects that support this objective</p> <p>Use the planning system to support improvements to the public realm</p> <p>Support communication networks and projects that can reduce fear of crime</p>	Community Services & Community Safety	PACT arrangements YOT DASH YES Group PAYP Town & Parish Council CDRP Youth Clubs Neighbourhood Watch CYPF @ WCC	Medium-long term	Support at least one partner project per financial year
<b>Priority Three – Housing and Community (SC)</b>							
3	SC.1 Enhanced community facilities are provided and used by all age groups	SC,SI,LC,LL	<p>Provide a coordinated network of community facilities</p> <p>Support Facilities to sustainability</p> <p>Rural Cinema</p>	Community Services	WATPC WRCC Leisure Centres Parish and Town Councils Local Providers Community Interest Company	Medium term	5 groups to have received advice from the programme per financial year

### Stour Vision Action Plan

			Scheme				
3	SC2. Residents are supported to live independently for as long as they wish to	SI, E&E	Support existing agencies in Stour Area e.g. PHILLIS, Age Concern, Handyman and Tradeline scheme  Support the Housing Strategy 'enable more people to live independently in better quality homes'	Community Services	SDC Environment and Housing WCC PHILLIS Young Carers Age Concern Local Support Agencies	Medium – long term	Support at least one scheme per financial year
3	SC5. Flexible community transport provision means that those without the use of a vehicle can travel both within Stour Area and to nearby major centres/key public services at the time of their choice	HE E&E SC SI	Continue to support flexible need based transport projects like community links.  Support investigation into Shipston –Moreton Bus for London Links  Support development of licensed volunteers	Community Services and Social inclusion Team	Community Links, Shipston Link, WCC Transport Team	Medium – long term	Support social transport annually through social inclusion budgets
3	SC7. Residents choose to send their children to the local school and as a result the area continues to be served by it's current range of schools	SC, E&E, SI HE	Through the extended schools initiative assist schools to develop closer links with their communities  Establish links with schools to support non-statutory initiatives and fund	Community Leadership	Schools Cluster, WCC community Education, Town and Parish Councils	Short – Medium Term	At least one school supported with a special project per financial year

### Stour Vision Action Plan

			raising which will benefit school and wider community				
3	SC8. Local decision making engages and reflects the varied interests and diverse groups that made up the communities of the Stour	IC&PS SC	Support the work of the local area committees Support the devolution of decision making to local levels  Work with young people to engage them in local issues  Facilitate self-reliance among individuals	Community leadership	Youth Policy Democratic Services, IT, local schools  SDC  WCC  Police	Short-medium term	Support at least one project per financial year
3	SC9. Affordable choices are available to those wishing to enter the housing market	SC, SI, E&E	Work with rural housing enabler to ensure proper advice and ensure affordable housing is implemented through planning system and 'local choice' initiatives	Community Leadership and Planning Team	Town and Parish Councils, WRCC SDC Housing Team	Long Term	Watching Brief
3	SC10 The Infrastructure exists to enable local information to be communicated and shared	SC SI	Ensure flow of information through websites, local publications, and local press	Community Leadership	e-gov Town and Parish Council and Local groups CIC Warwickshire Direct e-government partnership	Short-medium Term	Support ongoing development of effective communication tools

## Stour Vision Action Plan

<b>An attractive and healthy environment...(HE)</b>							
Please rank each one in order 1-9	Vision Priority	Community Plan/Other Objective	Project Action	Lead	Partners	Timescale	Milestones
<b>Priority One – Effective Planning</b>							
1	Support to projects which reduce risk of flooding and influence funding opportunities from other organisations	HE E&E	Carry out a desktop study of the issues raised by flood event in Stour Area and work with partners to support this Vision Priority  Lobby appropriate agencies to support this Vision Priority	SDC	Town and Parish Councils SDC Officers WCC The Environment Agency	Short-Long Term	Study Complete by September 2008
1	HE1. All buildings are constructed to meet high standard of environmental sustainability and agricultural activity should enhance the quality of the countryside	HE E&E	Work with partners to enter qualifying projects to design awards.  Ensure planning guidance is communicated in run up to carbon neutral property construction	SDC Building Control	Government Advice and Building & Agricultural industry	Medium-Long	Establish policy within planning cycles
1	HE2 Agricultural activity should enhance the quality of the countryside		See HE3				
1	HE3. New development is small in scale and its design respects and enhances local distinctiveness	HE E&E	Establish planning policy in the local development framework	SDC Planning	Town and Parish Council	Medium-Long	Adopt principles within planning cycles

## Stour Vision Action Plan

			Ensure good design so new developments positively contribute to the street				
<b>Priority Two- The Environment</b>							
2	HE4. Local biodiversity action plan is implemented	HE L&C	<p>Link this project with Stour River corridor enhancements</p> <p>Develop a series of projects which would support the plan, including support to existing and creation of new habitats for flora/fauna</p>	Community Leadership	Riverside Group, EA, local schools SDC Planning, WCC rights of Way, Warwickshire Wildlife Trust Walking groups Cotswold CCB	Medium-long term	Determine route of footpath and agree plan with landowner by end of financial year 08
2	HE6. Action is taken to upgrade the attractiveness of the river Stour corridor	L&C HE SC	As HE4				
2	HE9. People choose to make short journeys on foot or by cycling	HE E&E	<p>Promotion and Development through various projects of cycling and walking routes between villages.</p> <p>Green Tourism initiative</p>	Community Leadership	SDC sports development WCC Environment and Economy.	Medium-long term	Develop a strategy by December 2008
<b>Priority Three – Civic Pride</b>							
3	HE7 The attractive appearance of streets and public spaces helps contribute to the	IC&PS	Carryout streetscape index and work towards improvements.	Community Leadership	Town and Parish Councils, WCC and Better Welcome	Short-medium Term	Canvass for interest in Formation of a streetscape

## Stour Vision Action Plan

	reduced fear of crime				Programme		assessment group September 2008
3	HE8. Environmental improvements are carried out in the town centre of Shipston-on-Stour	HE IC&PS	As HE7				
Not Prioritised	HE5. Waste disposal is reduced as individuals and businesses choose to both reuse and recycle	HE SC	Support communication of recycling and composting message  Education and publicity scheme	Community Leadership	Environmental services and streetscene External partners such as WRAP & WCC	Short-medium term	Work with waste team to develop marketing plan to get the message to Stour

### Explanation of Lead/Partners

Community Services – A District Council Department (Head of Service Rob Walsh) which oversees a variety of services to the community including parking services, community services (Vision work and area officers), CCTV, Tourism and grants, health promotion, sports and leisure, economic development and market town support.

Community Safety – A team within Community Service who work to reduce crime and the fear of crime throughout the district. They also support the Crime and Disorder Reduction Partnership (CDRP)

Community Leadership Team – A team within Community Services who are responsible for delivering local projects that support the Corporate Strategy of SDC at a local level, specifically delivery of the market town visions.

### Key to Community Plan Objectives

- Improving confidence and public safety IC&PS
- A healthy environment - HE
- Supporting communities - SC
- Supporting individuals - SI
- Lifelong learning- LL
- Economy and employment – E&E
- Leisure and culture – L&C

## Stour Vision Action Plan

### Key to Abbreviations/Acronyms

Better Welcome – Action for Market Towns & Heart of England Tourism Visitor Programme  
CDRP – Crime and Disorder Reduction Partnership  
CCB – Cotswold Conservation Board  
CIC – Community Interest Company  
CSW Sport – Coventry, Solihull and Warwickshire Sports  
CYPF @WCC – Children Young People and Family Directorate at Warwickshire County Council  
DASH – Drug Action Shipston  
EA – Environment Agency  
e-gov – Electronic Government (continuous development of technology to provide increased access to services and information)  
EBP – Education Business Partnership (WCC Environment and Economy Lead Partner)  
HUB – Hub@blackwell community learning facility  
IT - information Technology  
PACT Police and Community Teams  
PAYP – Positive about Young People  
PHILLIS – Promoting Health and Independence through Low Level Integrated Support  
QUIRK (Review) – from the Name ‘Barry Quirk’ – review of community management and ownership of public assets  
RASE - Royal Agricultural Society England  
SWT – South Warwickshire Tourism  
WATPC – Warwickshire Association of Town and Parish Councils  
WIPS - Warwickshire Investment Partnership (WCC Environment and Economy Lead Partner)  
WRAP – Waste and Recycling Action Partnership  
WRCC – Warwickshire Rural Community Council  
YES Group – Youth Enterprise Shipston  
YOT – youth Offending Team

## Stour Vision Action Plan

### Other Key Documents

Local Development Framework (LDF)

Stratford District Council Corporate Strategy (underpinned by Community Plan Objectives)

### Warwickshire Local Area Agreement Blocks

- Children and Young People
- Safer Communities
- Stronger Communities
- Healthier Communities and Older People
- Economic Development and Enterprise
- Climate Change and Environment