

## Vision for Alcester

Specific Measurable Achievable Relevant Time based

Short term = 1 – 3 years to achieve implementation

Medium term = 4 – 8 years to achieve implementation

Long term = 8+ years to achieve implementation

Vision for Alcester Action Plan <i>"A Socially Inclusive Town"</i>					
Priority	Action Point	Visioning Points Addressed	Supports or is supported by	Estimated cost	Partners
Youth Facilities	<p><b>To research develop and implement a programme that addresses the provision of "youth" facilities.</b></p> <p><i>Short to medium term targets</i> Generally involve YP in...</p> <ul style="list-style-type: none"> <li>The development of a programme to consider the locations existing or proposed for the siting of facilities that enhance young peoples leisure time including meeting places (shelters), multi use games areas, skate &amp; BMX areas</li> <li>Ensure Alcester is one of the proposed venues for the projects devised in support of SDC's Play Strategy</li> </ul> <p><i>Long term targets</i></p> <ul style="list-style-type: none"> <li>Make representations to and lobby SDC planning to prioritise decisions that support retaining or introducing "community use" in any appropriate applications before them</li> </ul>	<p>Primarily</p> <p>SI.6. SI.9. Also contributes to SI.1 SI.2 SI.3</p>	<ul style="list-style-type: none"> <li>SDC Corporate Strategy</li> <li>Community Plan</li> <li>LAA (Sa6 and CYP7)</li> <li>Results of Focus Group consultation on Visioning Plan</li> </ul>		<p>Alcester Town Council, Young People</p> <p>Young People PaYP, WWT</p> <p>Police, SDC Planning</p>

	<p>including a more directed approach to the use of S106 funds</p> <p><b>To reduce crime, the fear of crime and anti social behaviour by the introduction of a range of initiatives</b></p> <p><i>Short to Medium term targets</i></p> <ul style="list-style-type: none"> <li>• Institute a "Design Crime Out" initiative</li> <li>• Lobby in appropriate forums for increased police (on street) presence</li> <li>• Investigate and consider the options for the creation of a permanent and sustainable youth facility (youth club, coffee bar)</li> </ul>				<p>Police, Crime reduction organisations, neighbourhood watch</p> <p>Alcester Town Council, The Greig Hall, young people, community</p> <p>SDC planning ATC, Developers</p> <p>SDC Community Services</p>
Tourism	<p><b>To research develop and implement a programme that supports ways by which Alcester's position as a Festival Town may be continued and enhanced</b></p> <p><i>Short term targets</i></p> <ul style="list-style-type: none"> <li>• Implement a series of promotional initiatives in support of existing festivals and events</li> <li>• Work with organisers to extend size scope of existing events and festivals</li> </ul> <p><i>Medium term targets</i></p>	<p>SI.4 And also contributes to SI.1 SI.2 SI.3 and to a lesser degree SI.6 and SI.9</p>	<ul style="list-style-type: none"> <li>• Community Plan</li> <li>• WLAA Economic Development &amp; Enterprise</li> </ul>		<p>ATC SDC SWT, organisers</p> <p>SDC,ATC</p>

	<ul style="list-style-type: none"> <li>• Ensure that elements of events held in SuA e.g. The Food Festival are held in Alcester and promoted accordingly</li> <li>• Work with partners to develop participative and other types of festivals aimed at and engaging young people</li> </ul>	This will also contribute to SLE.6			Stratford Town Management Partnership, Events officer SWT Young people, schools,
Strength in the Local Economy					
Priority	Action Point	Visioning Points Addressed	Supports or is supported by	Estimated Cost	Partners
Business Enhancement	<p><b>Research develop &amp; Implement a package of actions aimed at supporting and strengthening the work force and the business community</b></p> <p><i>Short term targets</i></p> <ul style="list-style-type: none"> <li>• Devise and implement a number of initiatives aimed at increasing the skill and qualification base of the workforce</li> <li>• A Life Long Learning programme evolved from the successful projects already completed</li> <li>• `</li> </ul> <p><i>Medium term targets</i></p> <ul style="list-style-type: none"> <li>• Implement a Business start up and incubation based upon the model developed in Shipston</li> </ul> <p><i>Long term targets</i></p> <ul style="list-style-type: none"> <li>• Devise a strategy whereby local employment opportunities attract returning and incoming graduates</li> </ul>	<p>SLE.1 SLE.2 SLE.3 And also contributes to SLE.4 SLE.5 SLE.7</p>	<ul style="list-style-type: none"> <li>• Alcester MTI report 2007</li> <li>• WLAA Economic Development &amp; Enterprise Block</li> <li>• Community Plan</li> <li>• Corporate Strategy</li> </ul>		<p>WCC, Alcester Opportunities</p> <p>Businesses and existing business support organisations</p>

					Businesses and educationalists
High quality in the Local Environment					
Priority	Action Point	Visioning Points Addressed		Estimated Cost	Partners
Recreation	<p><b>Implement the Arrow Fields proposals to consolidate a variety of facilities in one area thereby releasing some other areas for more appropriate use</b></p> <p><i>Short to medium term targets</i></p> <ul style="list-style-type: none"> <li>Commission a feasibility study that will include consideration of the following implications... <ul style="list-style-type: none"> <li>Technical</li> <li>Environmental</li> <li>Social</li> <li>Heritage</li> <li>Anticipated costs</li> </ul> </li> <li>Begin meaningful consultations with partners, potential partners and the community</li> <li>Investigate funding opportunities and make applications</li> <li>Consider opportunities and options created for regeneration of the Conway Fields &amp; Hopkins Precinct as a result of the Arrow Fields proposals</li> </ul>	<p>SLE.4 SLE.9 SLE.11 And also contributes to SI.6 SI.9 SLE.6</p>	<ul style="list-style-type: none"> <li>Corporate Strategy</li> <li>WLAA – HCOP 4a, CYP19</li> </ul>		<p>ATC, SDC, WCC, Football Foundation, Sport England ECTB, Environment Agency, English Heritage</p>
	<p><b>Research develop and implement a range of measures aimed at reducing the Town's environmental impact</b></p>	<p>SLE.1 SLE.2 SLE.4</p>	<ul style="list-style-type: none"> <li>WLAA Climate Change &amp; Environment</li> <li>Corporate Strategy</li> </ul>		



	<p><i>Short &amp; medium term targets</i></p> <ul style="list-style-type: none"> <li>• Encourage partner agencies to begin appropriate studies and potential interventions to ameliorate the impact of future floods</li> <li>• Lobby to ensure that only balanced developments (if any) are allowed on flood plains</li> <li>• Form a 'consortium' to influence and coordinate the actions of relevant agencies, to inform and enlist the community</li> <li>• Invite various experts to the contribute to the consortium's knowledge and understanding</li> <li>• Investigate the 'traditional' methods used to manage floods and determine their relevancy to the current situation.</li> </ul>				
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