

Incorporating comments from November meeting

## Southam 2020 Vision Action Plan

In General and where appropriate...

1. Apply this plan to the rural Hinterland too – engage parish representatives in the developmental process
2. Involve young people at ALL stages
3. The implementation of the Vision will provide an opportunity to re brand Southam and the area
4. Get people to volunteer and participate by researching best practice.
5. Provide central support and advise for smaller voluntary organisations to prevent ‘fear of the rules and regulations’
6. Communicate to the local community.

Economic matters...							
	Vision Priority	Community Plan LAA Block National Indicator	Action plan Work with Partners to...	Lead	Partners	Timescale	Milestones
1	Farm diversification, including a local farmers' market sustaining a viable agricultural economy within a high quality landscape.	E&E HE EDE PSA 8 PSA 28	<ol style="list-style-type: none"> <li>1. Retain and enhance the Market Hill area for the monthly Farmers' Market.</li> <li>2. Encourage underrepresented local traders to participate in the Market</li> <li>3. Explore possibility of change of day to avoid perceived clash with Kenilworth</li> <li>4. Promote the advantages of using local produce to consumers and traders</li> <li>5. Advertise and publicise the market especially in the Dasset area</li> </ol>	Community Group	WCC STC  Market organisers  Producers, retailers	On going  Short to medium term  Short to medium term	Monitor and report annually Produce publicity material and distribute 08/09  -Ditto-

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			<p>6. Widen market to include other appropriate types of trade such as arts and crafts</p> <p>7. Produce a directory of local producers</p> <p>8. Consult users and traders</p>				
2	Start-up units to encourage small, local business growth throughout the area.	E&E <b>EDE</b> <b>PSA 8</b>	<p>1. Explore the feasibility of creating a business Start-up unit based on the Shipston or other models</p> <p>2. Explore potential locations including possible inclusion in the redevelopment</p> <p>3. Explore need and demand for a "mentoring" service</p>	SDC Community Leadership	WCC EDU	Medium term	Research develop find funds 08/09 Begin to Implement 09/10
3	A wide range of job opportunities are available in Southam.	E&E <b>EDE</b> <b>PSA 8</b>	<p>1. Research develop a programme of initiatives including</p> <ul style="list-style-type: none"> <li>• Identification of the skill base and level</li> <li>• Explore the creation of a mini "Chamber of Commerce"</li> <li>• Promote the advantages of inward investment</li> </ul> <p>whereby new employers may be attracted to the area</p> <p>2. Implement where decide appropriate</p>	SDC Community Leadership	WCC EDU	Medium to long term	Research develop Fund 09/10 Begin to Implement 10/11
4	Disused quarries are used for further employment and leisure uses.	E&E HE L&C <b>EDE</b> PSA 8	<p>1 Encourage &amp; support any externally inspired plans</p> <p>2 Consider implications if quarry were ever to revert to original use.</p>	Community Group	External partners	Long term	Monitor
5	Heritage and tourism opportunities, such as the canal corridors/environs and the Civil War links have been taken.	E&E L&C <b>EDE</b> <b>PSA 8</b>	<p>1. Develop and implement Interpretation signage, gateway features leaflets, and brochures</p> <p>2. Ensure facilities and attractions are adequately and appropriately</p>	Community Group	SWT	Short term – ongoing  Short term – ongoing	Develop proposals and find funding

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			<p>promoted</p> <p>3. Explore ways of building closer links with the businesses eg Polo ground and how these may be exploited</p> <p>4. Investigate a Shop front improvement scheme</p> <p>5. Involve the community in the Better Welcome project to develop a tourism feature</p>		AMT AWM	Medium term	08/09  Complete 2009
6	Encourage local businesses to invest/develop.	E&E <b>EDE</b> <b>PSA 8</b>	<p>1. Engage with local business groups. Establish what interventions are required and facilitate where feasible</p> <p>2. Attempt to re-establish a Business Club that attracts holds participation</p>	SDC Community Leadership	WCC EDU Businesses	Medium to long term	Make contacts 08/09 Facilitate actions as required report annually on progress
<b>Community matters...</b>							
	<b>Vision Priority</b>	<b>Community Plan/ LAA Block</b>	<b>Project Action</b>	<b>Lead</b>	<b>Partners</b>	<b>Timescale</b>	<b>Milestones</b>
1	High quality, locally available health services.	SI SC <b>HCOP</b> <b>PSA 18</b> <b>PSA 12</b> <b>PSA 19</b>	1. Produce a priority action plan in conjunction with the local community which addresses priority health issues identified by them including Healthy eating, physical activity and access to NHS services (including NHS dentist) at the current location.	Community Group	SDC NHS	Short/ medium/long term	Monitor practice as developed elsewhere take opportunities to introduce initiatives ongoing Report

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							annually
		SI SC <b>HCOP</b> <b>PSA 18</b> <b>PSA 12</b> <b>PSA 19</b>	2. Explore with the NHS what other facilities can be made available at the Southam clinic, and how access can be maximised.	Community Group	SDC NHS	Short/medium/long term	Plan agreed 2008
			3. Seek to introduce a Wellmans clinic at the Southam clinic	Community Group	NHS	Medium term	Pilot operating by April 2009
2	A good range of shops in Southam and in the villages.	SC E&E <b>EDE</b> <b>StC</b> <b>PSA 8</b>	1. Encourage local people to shop locally	SDC Community Leadership	WCC SDC, STC, South Warwickshire Tourism	Medium	Promotional leaflet produced and circulated by April 2009
3	A variety of housing types catering for people's needs, with a particular emphasis on affordable housing for young adults.	SC SI <b>StC</b> <b>PSA 20</b>	1. Lobby and seek to encourage the Planning Authority's continued commitment to appropriate housing provision	SDC Community Leadership	SDC WCC STC	Short term	Report on developments annually
		SC SI <b>StC</b> <b>PSA 20</b>	2. Encourage other mechanisms to enable young people to access housing such as shared ownership	SDC SWHA	SWHA	Short term	Report on developments annually
4	Access to a rich variety of cultural, social and leisure opportunities contributing to a strong sense of 'inclusiveness'.	L&C SI SC <b>StC</b> <b>PSA 17</b> <b>PSA 21</b>	1. Research develop implement & publicise a programme of community based and led initiatives	SDC Community Leadership	SDC,	Short term	Develop and find funds 08/09
			2. Develop and publicise a range of leisure activities centred upon	SDC Community	SDC, SLM	Short to medium term	Develop and find

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			Southam's Leisure Centre	Leadership			funds 08/09
			3. Encourage and facilitate introduction of the Rural Cinema project	SDC Community Leadership	STC	Short term	X shows in 2008/9
			4. Establish an organisation to build awareness of local community groups and signpost people to them	Community group	SDC SWT	Short to medium term	December 2008
			5. Southam calendar and newsletter advertising community groups	Community group	SDC SWT	Short to medium term	Published December 2008
5	Strong emphasis on learning opportunities, with quality local schools and lifelong learning for all ages.	LL SI SC <b>CYP</b> <b>HCOP</b> <b>PSA 10</b> <b>PSA 14</b>	<ol style="list-style-type: none"> <li>1. Devise and implement a number of initiatives aimed at increasing the skill and qualification base of the workforce</li> <li>2. A Life Long Learning programme based upon from the successful models elsewhere in the District already completed</li> <li>3. Extend access to facilities (school, library, college) already available in Southam</li> </ol>	Community group	SDC WCC	<p>Medium to long term</p> <p>Short to medium term</p>	<p>Develop initiative 09/10</p> <p>Find funds 09/10 begin to Implement 10/11</p>
6	Special support for the needs of younger people, including accessible and affordable activities and advice services.	IC&PS SC SI LL <b>CYP</b> <b>PSA 11</b> <b>PSA 14</b>	<ol style="list-style-type: none"> <li>1. Involve young people in researching developing and implementing a range of initiatives aimed at improving their quality of life including improving access to existing "youth" facilities</li> <li>2. Ensure appropriate aspects of SDC's Play strategy are delivered in the area</li> </ol>	Community group	SDC STC WCC	<p>Short term</p> <p>Short to medium term</p> <p>Medium to</p>	<p>Feasibility study 09/10</p> <p>Begin to Implement 08/09</p>

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			3. Investigate and consider the options for the creation of a permanent and sustainable youth facility (youth club, coffee bar) perhaps as part of a general community facility			long term	Feasibility study 09/10
7	Improved access to facilities, particularly for older and disabled residents.	IC&PS SC SI L&C <b>HCOP</b> <b>PSA 15</b> <b>PSA 16</b>	1. Map access and hours available for community facilities, then promote these.	Community group	SDC STC WCC	Short to medium term	April 2009
8	Sufficient high quality meeting places / community centres serving the whole area, maintained to a high standard.	SC SI L&C <b>StC</b> <b>PSA 21</b>	1. Explore possibility of a capital purchase of a community asset outside Southam itself  2. Make representations to and lobby SDC planning to prioritise decisions that support retaining or introducing "community use" in any appropriate applications before them Including a more directed approach to the use of S106 funds	SDC  SDC	Heart of England Community Foundation	Long term  Short term	Initial investigation 08/09  Start 08/09 Ongoing report annually
9	High local police presence.	1C&PS SC SI <b>SAC</b> <b>PSA 23</b>	1. Lobby in appropriate forums for increased police (on street) presence	Community Group	Police Authority	On going	Attend relevant meetings 08/09 ongoing

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Environmental matters...							
	Vision Priority	Community Plan/ LAA Block	Project Action	Lead	Partners	Timescale	Milestones
1	A clean, litter-free environment.	HE CCE PSA 28	<ol style="list-style-type: none"> <li>1. Support the work of the local group</li> <li>2. Work with SDC to include "grey" areas in cleaning regimes</li> <li>3. Work with partners to ensure streets are safe and hazard free</li> <li>4. Consider all options including Community art aimed at making the streetscene more attractive</li> </ol>	Local group	STC SDC WCC	On going	6 monthly progress reports
2	More sustainable waste management, including extra recycling and better opening hours for 'recycling centres'.	HE SC CCE PSA 28 PSA 27	<ol style="list-style-type: none"> <li>1. Increase recycling by a number of measures</li> <li>2. Investigate and if possible facilitate extended opening hours at Stockton landfill</li> <li>3. Clarify use of Wood Street car park as a recycling collection point</li> <li>4. Publicise advantages of recycling</li> <li>5. Organise events and produce and distribute literature aimed at encouraging the adoption of environmentally sound practices in the home, office, shop and factory</li> <li>6. Watching brief on Cemex proposals</li> </ol>	Community group  Community group  Community group Community group  SDC	SDC WCC  L/fill operators  SDC  SDC	On going  Short term  Medium term	Summer 2008  2008/09 Identify potential events and actions 2008 Begin to Implement 2009  On going
3	Efficient and integrated	SC	<ol style="list-style-type: none"> <li>1. Lobby for and encourage</li> </ol>	SDC	WCC SDC	On going	2008

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	public transport to reduce car dependency, together with effective traffic management to cater for increasing demand for car use.	HE <b>CCE</b> <b>PSA 27</b> <b>PSA 28</b>	<p>appropriate partners to maintain and enhance levels of public transport and ensure these are aligned to community needs</p> <ol style="list-style-type: none"> <li>2. Ensure community is involved and supportive</li> <li>3. Conduct feasibility study into the hub &amp; spoke model for sustainable public transport</li> <li>4. Lobby for and encourage the Highways Authority in consultation with the community to keep traffic management issues under constant review especially parking restrictions.</li> <li>5. Conduct user survey</li> <li>6. Lobby for increased town centre facilities resulting in a reprioritisation of transport needs and demand</li> </ol>	Community group	STC	<p>On going</p> <p>Medium</p> <p>On going</p> <p>Short</p>	<p>2008</p> <p>2009</p> <p>2008</p> <p>2008</p>
4	An emphasis on energy efficiency and local renewable energy generation, including from crops.	HE <b>CCE</b> <b>PSA 27</b> <b>PSA 28</b>	<ol style="list-style-type: none"> <li>1. Informational initiatives involving the community aimed at increasing awareness of and positive participation in measures aimed at addressing the whole range of "green" issues</li> <li>2. Organise events along the line of the recent Greener Southam</li> <li>3. Organise "Green Business" competitions</li> <li>4. Encourage development of 'Countryside' skills such as coppicing</li> </ol>	Community group	WCC SDC STC Schools	Short & medium term	Identify events and actions 2009
5	Encouragement of access to the countryside, via a	HE SC	<ol style="list-style-type: none"> <li>1. Research develop and implement additional recreational walking</li> </ol>	SDC	Community group WCC	Short to medium term	Develop potential

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	network of walking and cycling routes.	SI L&C <b>StC</b> <b>CCE</b> <b>PSA 28</b>	and cycling routes that encourage and without detrimental to bio diversity 2. Publish trail guide leaflets and develop "online" presence 3. Publicise both as local leisure opportunities and also as incentives for visitors thereby supporting the local economy 4. Investigate feasibility of developing Stockton – Southam Cycle route		British waterways STC PCs	Short to medium term	routes 09/10 Begin to Implement 10/11
<b>Key to Community Plan Objectives</b> <ul style="list-style-type: none"> <li>• Improving confidence and public safety IC&amp;PS</li> <li>• A healthy environment HE</li> <li>• Supporting communities SC</li> <li>• Supporting individuals SI</li> <li>• Lifelong learning LL</li> <li>• Economy and employment E&amp;E</li> <li>• Leisure and culture L&amp;C</li> </ul>			<b>Warwickshire Local Area Agreement Blocks</b> <ul style="list-style-type: none"> <li>• Children and Young People CYP</li> <li>• Safer Communities SAC</li> <li>• Stronger Communities StC</li> <li>• Healthier Communities and Older People HCOP</li> <li>• Economic Development and Enterprise EDE</li> <li>• Climate Change and Environment CCE</li> </ul>				