



Shipston-on-Stour Town Plan 2008 – 2013

21st Century Shipston - A Community Market Town



Developing the Shipston Town Plan

Town and Parish Plans are a useful way for communities to make sure that their identified needs are taken into account by District and County Councils as the latter define their own future plans and strategies. In their own Corporate Strategy document, Stratford District Council has given a commitment to making Parish and Town plans a more important factor in local decision making.

Shipston-on-Stour Town Council decided to update its Town Plan at the end of 2006 and set up a Steering Group of local volunteers to look at what was needed to put together a meaningful plan.

Existing research materials, including that of the Stour Power "Healthcheck" were re-analysed, which demonstrated the clear need for additional polling of residents to be undertaken.

In early 2007 the Town Plan Steering Group sought funding from various sources to support the programme of research, project management, printing and delivery of a questionnaire to every household and a separate business questionnaire to every business in town. The Steering Group also undertook consultation with residents' organisations and groups to ascertain their views on the issues, which they highlighted as being important for inclusion in the questionnaires.

Once funding was secured, a copy of the questionnaire – and a business variant developed by Stour United Businesses – was delivered to every household and business in Shipston. The Town Council website – "Shipston Online" – also provided an opportunity for residents and businesses to respond through the Internet. An Open Day was held in the town at which residents could view the early results of the questionnaire and contribute further.

The eight hundred and fifty completed questionnaires—which represents one third of the households in the town— provided a meaningful statistical base for the research, which means the plan reflects the actual wishes and requirements of our community.

Data from the completed questionnaires was analysed by a professional market research consultancy and a summary report produced to show the key findings from the research following which members of the Steering Group undertook the analysis of each of the sections of the plan and to highlight the findings.

The actions from each section of the plan have been highlighted to arrive at a series of outcomes which, in turn have formed the Action Plan to be delivered by the Town Council and its partners, taking full account of, and complementing the "Vision for the Stour" Action Plan and the Stratford District Council Draft Corporate Strategy Policy.

Finally, a draft of the Town Plan was submitted by the Town Plan Steering Group to the Town Council, where it was debated by members and adopted for submission to the Stour Area Committee of Stratford District for consideration and adoption.



On behalf of Shipston-on-Stour Town Council, it gives me great pleasure to present our Town Plan for the period from 2008 – 2013, which we have called "21st Century Shipston – A Strong Community Market Town ".

Shipston Town Council identified the need to update the Shipston Town Plan at the end of 2006, and recruited a strong representation from the business and voluntary sector in the town to research and analyse the likely requirements to carry Shipston forward over the next five years.

A number of exciting projects have been identified, some of which are going to take some time to bring to fruition and require strong partnerships for their delivery. A major project highlighted by nine out of ten respondents to the questionnaire is for the development of the riverside area for recreation and leisure and it is the hope of the Council that this project can move forward.

Replies to the survey highlighted that planning for the future is a very important factor as is preserving the environment, open spaces and the historic nature of the town. The need to improve flood defences has been clearly demonstrated as a major concern and we will continue our work with the Environment Agency and other partners to look at what can be done to help protect the Town.

A significant majority of the people who replied stated that the healthcare services in Shipston are excellent and that it is a safe place to live (92% of the people who replied). Many felt that the majority of public services are generally good, although there is confusion about which council provides what services, and this is an issue we need to address.

There are a many important factors that the questionnaire and the plan have brought to the attention of the Council and, through the Action Plans, we are committed to ensuring that we do what we can to tackle the areas of concern.

There is a strong belief that there should be more opportunities to work in Shipston and more support for helping new businesses set up in the Town. Almost 80% would use more training opportunities if they were provided.

The plan demonstrates the need for a pro-active approach to support initiatives from all three sectors of the community – government, business and the community itself.

Many of the findings of the plan support the proposals contained in the "Vision for the Stour" and the Stratford District Council Corporate Strategy, as well as the findings of the Lyon's Enquiry, which talks about giving more responsibility to communities to deliver their own requirements. It is hoped that both Warwickshire County Council and Stratford District Council will embrace these new approaches to local government, as well as the findings of the Quirk Review, and support those initiatives which can continue to develop Shipston-on-Stour as a true "21st Century Community Market Town".

On behalf of Shipston-on-Stour Town Council, I am pleased to commend this plan for the future of Shipston to you for your consideration and support.

A handwritten signature in black ink, appearing to read 'Alan Noyce'.

Cllr Alan Noyce



Contents

| | | |
|---------|---|---------------------------------------|
| | Message from the Mayor of Shipston-on-Stour | |
| Page 3 | Contents | |
| Page 4 | Executive Summary | |
| Page 5 | Community, Recreation & Leisure | |
| Page 6 | Crime, Disorder & Security | |
| Page 7 | Economy & Employment | |
| Page 8 | Education & Training | |
| Page 9 | The Environment | |
| Page 10 | Healthcare | |
| Page 11 | Housing | |
| Page 12 | Public Services | |
| Page 13 | Retail | |
| Page 14 | Road Infrastructure | |
| Page 15 | Tourism | |
| Page 16 | Transportation | |
| Page 17 | Action Plans | |
| Page 21 | Appendix 1 - | Demographic |
| Page 22 | Appendix 2 - | Reference Materials & Acknowledgement |

Executive Summary

The Shipston-on-Stour Town Plan (2008 – 2013) has brought together a substantial body of research and updated the findings through a series of consultation exercises with both the residents of and businesses located in the town.

Responses to Town Plan Questionnaires and participation in Public Consultation Meetings have been received from over one third of the local population. This good response means that the answers received reflect the current opinion of the community and that where recommendations, solutions and action plans are proposed, this is done in support of that opinion.

The Plan has been put together to cover the key areas identified for the community from the research. These are: Community, Recreation & Leisure, Crime, Disorder & Security, Economy & Employment, Education & Training, The Environment, Healthcare, Housing, Public Services, Retail, Tourism and Transportation & Traffic.

Coming out of the analysis of the questionnaires, we have developed Action Plans to meet the identified needs for Shipston-on-Stour. These Action Plans will require the support of the many "Partners" – councils, voluntary organisations, and the local community to ensure successful delivery.

"21st Century Shipston - A Strong Community Market Town"- the Shipston-on-Stour Town Plan (2008 – 2013) is therefore presented to the Stour Area Committee of Stratford District Council for their adoption and support.

Community, Recreation & Leisure

Objective

To sustain an environment which engages the town in the development of a strong community, recreation and leisure culture and to seek to provide an infrastructure which supports the demands of the community.

Background

Shipston is particularly well served by over 90 clubs, societies and facilities covering a wide range of interests, hobbies, leisure and sporting activities. Many of the activities of these organisations are advertised in and reported by the Shipston Forum, which the survey shows is used by more than 90% of residents seeking information about local events and activities. The readiness of local people to organise and manage these organisations and the level of membership indicates the sense of community and belonging.

It is felt essential that these organisations and their activities continue to be supported and encouraged to the benefit of all of Shipston.

With the exception of the over 65 year old residents a much higher proportion of each age group are members of sports clubs than any other activity. 83% of 19 to 24 year olds and 61% of 35 to 54 year olds are members of sports clubs. Membership of Scouts and Guides is second only to sports clubs. The Leisure Centre is used by over a third (36%) of respondents on a daily basis and 41% visit twice a week.

There have been a numerous comments in the questionnaires on the need for enhanced community facilities in the town, this being highlighted by the Community & Leisure Facilities Study of 2005.

The quality and value of events such as the Shipston Proms, Carnival, and Amateur Dramatic productions feature in the comments made. Their contribution in increasing awareness and stimulating involvement in community recreation and leisure activities is recognised, as is the broader role that they play in promoting Shipston.

Outcomes:

- To commission a feasibility study into the requirements for additional/alternative sport and leisure facilities in the town, making use of new and existing research, as referred in Appendix 2.
- To evaluate the opportunity to refurbish/enhance the Townsend Hall or the development of a replacement for the hall.
- To investigate the need and provision of improved Adult Education in the town and the benefits this would provide.



Crime and Disorder

Objective

To strive to maintain Shipston as a safer and more secure environment in which to live and work, through working in partnership with all sectors of the community, improve communication, consultation, and reduce crime and the fear of crime. To enhance and develop support for "local" police presence in the community

Background

Compared to national and regional statistics, Shipston-on-Stour is a relatively safe place in which to live and work. 92% of residents that replied thought Shipston is a safe place to live. However, the area has historically experienced low levels of Policing resources and recent adjustments to the level of policing in the town has caused considerable concern, not the least being that the lack of a visual police presence may give rise to more criminal and anti-social behaviour.

Despite statistics which prove otherwise, the elderly population of the town express serious concerns about the perceived crime rate, which suggests that there is insufficient or ineffective communication regarding the safe nature of the town.

The presence of uniformed police is seen as a deterrent, primarily towards a younger element of the population, who otherwise believe their actions would go un-noticed. There is also concern about the time taken to respond to incidents, which are reported through the Emergency Telephone Network.

Outcomes:

- To continue to lobby the Police Authority to reinstate an effective Police presence in the town to ensure the continuance of an effective crime reduction strategy.
- To develop a communications strategy to improve communication to distribute information to the local population to give assurances as to the safety of the community and to improve reporting of policing matters and the effectiveness of policing in Shipston-on-Stour.
- To develop community involvement in the policing of the community in support of the local policing team.



Economy and Employment

Objective

To add to the industrial and commercial economy of Shipston-on-Stour through proactive efforts to attract new business for the town, thereby increasing local employment opportunities and adding to the broader prosperity of the whole community.

Background

The majority of businesses in the town fall within the lower band of the government's definition of a "Small and Medium Enterprise". Less than half of the population of Shipston falls within the working age category, of which 55% commute out of the town for employment.

As had been demonstrated by the loss of IMI Norgren, the largest local employer of Shipston residents, the town is not immune from the effects of the world economy and there is a strong argument that more must be done to attract new and expanding businesses, which are able to utilise the land and facilities designated for industrial use and provide much-needed employment.

The majority (96%) of respondents to the Town Plan questionnaire thought there should be more opportunities to work in Shipston. 73% of respondents think that new businesses should be encouraged and supported to set up in the town. 75% of residents would not be opposed to a major employer coming to Shipston, compared with 63% in favour of small businesses starting in the town. 53% of residents would support a Business Park being developed in Shipston.

64% of the respondents to the Business Questionnaire stated their awareness of the existence of Stour United Businesses. The Shipston Business Centre, which has supported over 70 local businesses since it was set up, needs to do more to promote its services.

Outcomes:

- To initiate a survey aimed at providing a better understanding of the types of business that are compatible for Shipston and the requirements of these and existing businesses.
- To develop a pro-active commercial marketing plan for Shipston, emphasising the benefits to businesses of locating to and remaining in the town, and actively promote the town for this purpose.
- To promote the development of affordable facilities for small businesses.
- To encourage improvements to the provision & promotion of business support services.



Education and Training

Objective

To provide an enhanced secondary and tertiary education environment which can provide a greater level of educated and skilled young people who can contribute to the broader growth and success of Shipston-on-Stour.

Background

Nearly 80% of respondents were happy with the standard of education provided in Shipston however, only one in five students in the age range of 12 to 18 years attend Shipston High School – partly attributable to its lack of Sixth Form provision – whilst barely half of those children between the ages of 5 and 11 attend Shipston Primary School.

The overwhelming majority of 12 to 18 year olds have to use bus services to journey to school, whilst almost as many 5 to 11 year olds are driven to school, rather than walk. Of young people undertaking training, two thirds use the bus service to attend the location of their courses.

Principal issues highlighted from the Town Plan Questionnaire and the Public Consultation Meetings were concerned with:

- The number of older students being educated and trained outside Shipston.
- A positive demand for extended nursery provision and pre- and post-school activities.

The lack of “Early years” provision was also highlighted in the survey with the need for extended nursery provision being seen as a priority issue .

Outcomes:

- To consider the provision of a Sixth Form at Shipston High School.
- To investigate the provision of additional facilities for learning and skills opportunities in Shipston.
- To provide additional facilities for extended and new nursery provision.
- To encourage the development of more pre- and post-school activities.



The Environment

Objective

To enhance the environment within Shipston-on-Stour which meets the expectations and demands of the community and which reflects the far broader environmental issues of national and global importance.

Background

The three key areas addressed in the public consultation exercise, supporting the development of the Town Plan were: the appreciation of the local environment, protection of the wider environment and the importance of the environment in planning for the future.

95% of respondents felt that there should be limited use of Greenfield sites for house building, and a greater attention to the design and construction of new buildings, with key issues for both new and existing development being the development of guidelines on both design and materials used in construction. The use of alternative sources of energy and the encouragement of the less wasteful use of water resources were also flagged as being an important contribution to the improvement of the environment

94% of respondents stated that it is important to facilitate greater opportunities for recycling in the area, whilst over half felt that there should be more space available for use as allotments, improved management of hedges and verges and better access, maintenance and signage of public footpaths and bridleways.

Nine out of ten respondents felt that a riverside park and walk area should be developed, with 65% expressing the need for improvements to the entrances to the town; 96% of respondents felt that the look and feel of the town should be maintained; with a similar percentage expressing that historic buildings should be preserved.; 96% of respondents saw the improvement of flood defences as an issue of importance to be addressed as part of a broader response to problems caused by the River Stour along its full length.

Outcomes:

- To undertake an audit of all vacant land and buildings to determine potential usage.
- To work with the planning authorities to develop strategies which support the aspirations of the community and which reflect the broader economic, business and social needs of the community.
- To enhance environmental awareness, and increase the everyday use of re-cycling facilities and to consider the effect of the provision of an effective public transport system to reduce the use of cars and carbon emissions.
- To continue to develop and promote environmentally friendly leisure and recreational pursuits in the town, such as the ongoing Riverside project.
- To address, as a matter of urgency, flood defences for the town.



Healthcare

Objective

To provide sustainable and effective healthcare provision for all, but with full recognition of the demands of the aged profile of residents of Shipston.

Background

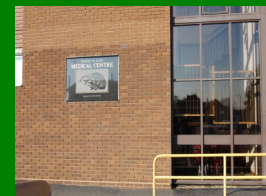
Overall the feedback from the public consultation exercise was positive. 82% of respondents were either satisfied or very satisfied with the services provided by the Medical Centre and a further 73% reported satisfaction with the Ellen Badger Community Hospital. There was overwhelming support for the Ellen Badger Hospital with 95% of respondents agreeing that it provides an important service to the community. Other areas of health provision, particularly the First Responders, also elicited high satisfaction rates.

Despite 74% of residents reporting that they did not find it difficult to access healthcare, 26% reported being dissatisfied with the current out of hours GP provision, with particular concern regarding having to travel outside Shipston for this service. There was also some concern regarding the services available for the elderly and disabled in Shipston. A significant number of responders commented on the difficulty of accessing residential and nursing care for the elderly and the increase in demand for these services that an ageing population will put on the existing provision. Feedback from the Medical Centre and hospital indicate a shortage of parking facilities at both locations.

Another key theme from the comments made was the need to provide health services locally that could be accessed easily, 44% of people did not feel that there was sufficient provision of services in the town. The current provision of outpatient appointments at the Ellen Badger Hospital was praised, although it was felt that a greater range of services at the hospital or at the Medical Centre would be beneficial. Public transport to and from the larger hospitals was also of great concern, with many people wishing to see an improvement in the hospital and at the Medical Centre, with the improvement of parking and larger premises being main concerns.

Outcomes

- **To increase provision of health services locally including the development of existing out-of-hours GP services.**
- **To increase provision of services for the elderly and disabled, particularly with regard to nursing and residential care.**
- **To improve public transport to and from larger hospitals outside Shipston.**
- **To improve the physical premises of the Ellen Badger Hospital and the Medical Centre, particularly the need for larger premises for the Medical Centre and improved parking facilities at both locations.**



Housing

Objective

To plan for and to promote the development of housing which satisfies the demands of those seeking to reside in the town to promote the development of housing to stop young people moving away and to provide accommodation for those taking up employment in the town.

Background

In 2005, Warwickshire Rural Housing Association identified that provision of 26 new two, three and four bedroom houses for rent was required for Shipston and that they should be provided as affordable housing units. Although almost one fifth of respondents to the Town Plan Questionnaire would not support new housing "under any circumstances" it must be noted that Shipston is still subject to central, regional and local government policies and therefore some new housing development may inevitably take place.

The "Vision for the Stour" sets as one of its priorities that "new development is small in scale and its design respects and enhances local distinctiveness". The Town Plan survey indicates there is support for new housing to support local people and employment; that development should focus on re-use of "Brownfield" land; that design and development should reflect the local character of the area and incorporate local materials; and wherever possible, old buildings should be protected.

Solutions recommended to resolve these issues include:

- Resistance to new housing development that cannot be shown to be satisfying local demand, and positive support of schemes providing affordable housing for local people
- Support of development proposals that re-use redundant land and buildings
- Consideration of the environmental impact of development, specifically including the effect that addition has on flood risk
- Specification and use of traditional design and materials for all development proposals

Outcomes:

- To develop a "Town Design Statement" which can be used by developers & businesses in the town seeking to build, or upgrade properties, in the town and by the planning authority when assessing applications, to ensure that new developments meet guidelines for design & materials.
- To seek the support of Stratford on Avon District Council for the use of the Town Plan & Design Statement in setting policy affecting the town, its housing, design and planning needs & in determining planning applications in the town.
- To support proposals through the planning process that deliver solutions identified above.
- To identify sites for the delivery of affordable and other housing to satisfy the needs of local people.



Public Services

Objective

To provide efficient public services in a cost-effective manner to achieve an improved environment in which to live and work. To join with Stratford District and Warwickshire County Councils and others in ensuring that those services, which are provided by these organisations meet the demands and expectations of the residents and businesses located in the town

Background

Over 50% of those residents who responded to the Town Plan Questionnaire stated that they were broadly satisfied with the provision of local public services, albeit there appears to be some confusion as to which of the three councils – Shipston Town Council, Stratford District Council and Warwickshire County Council – are responsible for which services provided. It was also noticeable that there is a divide in satisfaction between those services provided locally and those by the District and County Councils.

Of those services provided by Shipston Town Council, street cleansing, provision of litter bins, grass cutting, management of the allotments and the cemetery received a satisfaction rating of between 53% and 60%.

Over half of those who responded were satisfied with play areas and equipment provided in Shipston.

The highest satisfaction rating for services provided by the District and County Councils were received for refuse collection and the Fire and Rescue Service, however there was consistent dissatisfaction and criticism of the state of the roads, particularly with regard to pot holes .

Outcomes:

- To deliver a strategic overview of the services provided by the Town Council in order to ensure that these match the expectation of residents and businesses and are provided in the most timely and cost-efficient manner.
- To reduce the public confusion regarding council service providers.
- To monitor the services provided by both District and County Councils, so as to report on failings in service delivery.
- To work with other agencies whose responsibilities cover public services , e.g. Environment Agency, Severn Trent Water, etc. to ensure that their services reflect the actual needs of the community.



Retail

Objective

To support the existing broad spectrum of retail businesses through broader promotion of the town, thus increasing visitors and increasing commercial opportunities.

Background

In all surveys, the retail profile of Shipston-on-Stour is seen to be much valued since it offers a diversity of shops that are often missing in towns of similar sizes. 74% of people who replied to the questionnaire were satisfied or very satisfied with the number of shops, and 70% with the variety of shops.

The responses to the Town Plan questionnaire indicates there is a spread between people that use Shipston daily and several times a week for grocery shopping and those who undertake their weekly, or monthly grocery shopping at supermarkets outside the town.

For non-grocery purchases, the percentages of respondents was equally divided between those who shop in Shipston and those who travel out of the town for this purpose.

The majority of residents use private motor vehicles to undertake their "out of town" shopping whilst the majority of people who shop in Shipston walk to the shops. 57% of residents who replied to the survey think there is insufficient car parking in Shipston.

On the specific subject of an out-of-town supermarket, sixty percent of respondents to the questionnaire do not wish to see the development of an out of town supermarket for Shipston.

As with other businesses, including those related to tourism, it is felt that more should be done to promote and publicise the range and quality of retail opportunities in the town.

Outcomes:

- To undertake an assessment of traffic, parking and congestion in the High Street and surrounding areas, to review the broader need for parking facilities in the town, including the safety aspects for pedestrians. This outcome is also relevant for the Road Infrastructure Section.
- To develop a programme for wider promotion of the diverse and quality nature of retail businesses in Shipston.
- To resist the loss of any existing retail premises and their conversion to residential use.



Road Infrastructure

Objective

To promote the development of a safe road infrastructure for Shipston, which considers the demands of public and private transport & pedestrians, and to ensure that this infrastructure is kept in an acceptable state of repair.

Background

There were a number of issues regarding the road infrastructure that were considered as being important by the community. These included speeding in the town and improving pedestrian safety at Brailes Road Bridge and in the town, followed by the state of repair of the roads and the facilities for parking within the town. Over half of all respondents indicated dissatisfaction with the level of highway maintenance and repair.

57% of respondents expressed concern about the amount of parking in the town centre.

Some three quarters of respondents raised the issue of dedicated cycle routes and lanes being provided in the town, whilst the safety of pedestrians was also highlighted as being an issue to be addressed – the River Stour Bridge on Mill Street/Brailes Road being cited as the location giving most concern. This matter was further enforced by over four fifths of respondents expressing concerns about speeding on the approaches to and within the town boundaries.

Outcomes:

- To undertake a survey of the state of roads in Shipston for submission to relevant authorities so that repairs and maintenance can be undertaken.
- To ensure that laws pertaining to the reinstatement of road conditions by utility contractors are enforced.
- To consider the additional provision that can be made for cyclists.

Reference is also made to the first outcome in the Retail Section of the Town Plan dealing with traffic, parking and safety.



Tourism

Objective

To develop tourism opportunities in Shipston and its surrounding villages, so as to increase the number of visitors, the time that they spend and the revenue derived , through partnership arrangements with providers greater use of the promotional opportunities offered by those agencies who are funded to promote South Warwickshire and Shipston as a tourism destination.

Background

Almost 70% of the respondents to the Town Plan questionnaire indicated that tourism is important and contributes to the local economy. 9 out of 10 residents qualified their response by indicating that the visitor economy is not important to their business or livelihoods, proving the impartiality of this element of the survey.

Supporting local businesses offering tourism-based facilities and services plus the development and provision of good quality accommodation, bars and restaurants and other amenities is felt to be either very or fairly important in making Shipston more attractive to visitors.

Whilst the provision of a Tourist Information Centre was not felt to be important in enhancing the character of Shipston, over 60% of respondents thought it would be important to attract and inform visitors.

Consistently, over four fifths of business respondents indicated their wish to see more tourism promotion, through festivals and events, greater support for local shops and businesses and improved public facilities.

Outcomes:

- To provide support to existing and potential retailers, leisure businesses and others engaged in the visitor sector.
- To review the existing tourism oriented facilities provided by the town and local visitor facing businesses for the public and recommend a programme of improvement and/or development of new alternatives.
- To promote the town and encourage visitors through hosting events and festivals for the town.
- To initiate a feasibility study into the development of a Tourist Information Centre in Shipston to support tourism in the town and its broader environment.



Transportation

Objective

To promote the development of an efficient public transport network serving destinations of the greatest relevance at the times most convenient to users and to develop a transport and road infrastructure for Shipston which considers the demands of public and private transport and pedestrians.

Background

Public transport for Shipston is mainly provided by bus services. These tend to be consistently used by all age groups.

Out of all the people using buses daily, 17% of these are 19-24 year olds, 22% are 25-34 and a further 22% are 35 to 54 year olds using buses daily. Only 11% of the people that use buses daily are in the age group 55 to 64, whilst 28% are over the age of 64.

When analysing those who used the bus services less frequently a far greater percentage of those in the 64-plus year range relied on public transport for journeys twice weekly, with 73% relying on services at least once a week.

When questioned about how improvements in the frequency and timings of services would affect usage, some 55% of all respondents indicated that they would make more use of public transport if services were improved.

Outcomes:

- To carry out an in depth survey of public transport usage in order to develop an operational plan which better meets the demands of passengers and increases usage.
- To review the passenger requirements for bus services and to see if there are opportunities to improve these for the town through liaison with the various operators.



Action Plans

| | "Vision for the Stour" | SDC Corporate Strategy | Shipston Town Council | Stratford District Council | Warwickshire County Council | Warwickshire Primary Care Trust | Warwickshire Police | Shipston High School Governors | Shipston Primary School Governors | Participation in Local Policing | Neighbourhood Watch | Stour Power | Stour United Businesses | Stour Development Trust | Local Voluntary Groups | Local Residents | Local Businesses | Business Link | National Funding Organisations | South Warwickshire Tourism | Timescale |
|--|------------------------|------------------------|-----------------------|----------------------------|-----------------------------|---------------------------------|---------------------|--------------------------------|-----------------------------------|---------------------------------|---------------------|-------------|-------------------------|-------------------------|------------------------|-----------------|------------------|---------------|--------------------------------|----------------------------|-----------|
| Community Recreation & Leisure | | | | | | | | | | | | | | | | | | | | | |
| To commission a feasibility study into the requirements for additional/alternative sport and leisure facilities in the town, making use of new and existing research, as referred in Appendix 2. | SC1 SC6 HE9 | 4.1 5.1 | | | | | | | | | | | | | | | | | | | S |
| To evaluate the opportunity to refurbish/enhance the Townsend Hall or the development of a replacement for the hall. | SC1 | | | | | | | | | | | | | | | | | | | | S |
| To investigate the need and provision of improved Adult Education in the town and the benefits this would provide. | LE4 LE7 | 3.4 | | | 1 | | | | | | | | | | | | | | | | S |
| Crime and Disorder | | | | | | | | | | | | | | | | | | | | | |
| To continue to lobby the Police Authority to reinstate an effective Police presence in the town to ensure the continuance of an effective crime reduction strategy. | | 5.3 | | | | | | | | | | | | | | | | | | | O |
| To develop a communications strategy to improve communication to distribute information to the local population to give assurances as to the safety of the community and to improve reporting of policing matters and the effectiveness of policing in Shipston. | SC4 HE7 | | | | | | | | | | | | | | | | | | | | O |
| To develop community involvement in the policing of the community in support of the local policing team. | SC4 | | | | | | | | | | | | | | | | | | | | O |
| Economy and Employment | | | | | | | | | | | | | | | | | | | | | |
| To initiate a survey aimed at providing a better understanding of the types of business that are compatible for Shipston and the requirements of these and existing businesses. | LE3 | 3.2 | | | 2 | | | | | | | | | | | | | | | | S |
| To develop a pro-active commercial marketing plan for Shipston, emphasising the benefits to businesses of locating to and remaining in the town, and actively promote the town for this purpose. | LE5 | 3.2 | | | 2 | | | | | | | | | | | | | | | | M |
| To promote the development of affordable facilities for small businesses. | LE3 | | | | | | | | | | | | | | | | | | | | M |
| To encourage improvements to the provision & promotion of business support services. | LE3 | 3.2 | | | 2 | | | | | | | | | | | | | | | | S |
| Education and Training | | | | | | | | | | | | | | | | | | | | | |
| To consider the provision of a Sixth Form at Shipston High School. | SC7 | | | | 3 | | | | | | | | | | | | | | | | M |
| To investigate the provision of additional facilities for learning and skills opportunities in Shipston. | LE4 LE7 | 3.4 | | | 3 | | | | | | | | | | | | | | | | S |
| To provide additional facilities for extended and new nursery provision. | | | | | 1 | | | | | | | | | | | | | | | | M |
| To encourage the development of more pre- and post-school activities. | | | | | 1 | | | | | | | | | | | | | | | | M |

Key to Warwickshire County Council Departments and Services

1 = Adult & Community Learning Service
4 = Environment & Economy
7 = Performance & Development

2 = Skills, Tourism & Economy
5 = Environment & Economy and Emergency Planning
8 = Transport a& Highways

3 = Children, Young People & Families
6 = Transport a& Highways
9 = Skills, Tourism & Economy

Key to Timescales

S = Up to 18 Months

M = 18 Months to 3 Years

L = 3 to 5 Years

O = "On-Going" Activity with No Time Limit

| | "Vision for the Stour" | SDC Corporate Strategy | Shipston Town Council | Stratford District Council | Warwickshire County Council | Warwickshire Primary Care Trust | Warwickshire Police | Shipston High School Governors | Shipston Primary School Governors | Participation in Local Policing | Neighbourhood Watch | Stour Power | Stour United Businesses | Stour Development Trust | Local Voluntary Groups | Local Residents | Local Businesses | Business Link | National Funding Organisations | South Warwickshire Tourism | Timescale |
|---|------------------------|------------------------|-----------------------|----------------------------|-----------------------------|---------------------------------|---------------------|--------------------------------|-----------------------------------|---------------------------------|---------------------|-------------|-------------------------|-------------------------|------------------------|-----------------|------------------|---------------|--------------------------------|----------------------------|-----------|
| The Environment | | | | | | | | | | | | | | | | | | | | | |
| To undertake an audit of all vacant land and buildings to determine potential usage. | HE3 | | | | 4 | | | | | | | | | | | | | | | | S |
| To work with the planning authorities to develop strategies which support the aspirations of the community and which reflect the broader economic, business and social needs of the community. | HE3 | 2.2 | | | 4 | | | | | | | | | | | | | | | | S |
| To enhance environmental awareness, and increase the everyday use of re-cycling facilities and to consider the effect of the provision of an effective public transport system to reduce the use of cars and carbon emissions. | LE3 HD5 HD8 | 2.3 | | | 4 | | | | | | | | | | | | | | | | O |
| To continue to develop and promote environmentally friendly leisure and recreational pursuits in the town, such as the ongoing Riverside project. | SC6 HE4 HE6 | 2.2 | | | | | | | | | | | | | | | | | | | M |
| To address, as a matter of urgency, flood defences for the town. | HE | | | | 5 | | | | | | | | | | | | | | | | S |
| Healthcare | | | | | | | | | | | | | | | | | | | | | |
| To increase provision of health services locally including the development of existing out-of-hours GP services | SC3 | | | | | | | | | | | | | | | | | | | | O |
| To increase provision of services for the elderly and disabled, particularly with regard to nursing and residential care. | SC2 | | | | | | | | | | | | | | | | | | | | O |
| To improve public transport to and from larger hospitals outside Shipston. | | | | | 6 | | | | | | | | | | | | | | | | M |
| To improve the physical premises of the Ellen Badger Hospital and the Medical Centre, particularly the need for larger premises for the Medical Centre and improved parking facilities at both locations. | SC3 | | | | | | | | | | | | | | | | | | | | M |
| Housing | | | | | | | | | | | | | | | | | | | | | |
| To develop a "Town Design Statement" which can be used by developers and businesses in the town seeking to build, or upgrade properties, in the town and by the planning authority when assessing applications, to ensure that new developments meet guidelines for design and materials. | HE1 HE3 | 3.1 4.2 | | | | | | | | | | | | | | | | | | | S |
| To seek the support of Stratford on Avon District Council for the use of the Town Plan and Design Statement in setting policy affecting the town, its housing, design and planning needs and in determining planning applications in the town. | SC8 | 3.1 4.2 | | | | | | | | | | | | | | | | | | | S |
| To support proposals through the planning process that deliver solutions identified above. | HE3 | | | | | | | | | | | | | | | | | | | | S |
| To identify sites for the delivery of affordable and other housing to satisfy the needs of local people | SC9 | 1.3 | | | | | | | | | | | | | | | | | | | S |

Key to Warwickshire County Council Departments and Services

1 = Adult & Community Learning Service
 4 = Environment & Economy
 7 = Performance & Development

2 = Skills, Tourism & Economy
 5 = Environment & Economy and Emergency Planning
 8 = Transport a& Highways

3 = Children, Young People & Families
 6 = Transport a& Highways
 9 = Skills, Tourism & Economy

Key to Timescales

S = Up to 18 Months

M = 18 Months to 3 Years

L = 3 to 5 Years

O = "On-Going" Activity with No Time Limit

| | "Vision for the Stour" | SDC Corporate Strategy | Shipston Town Council | Stratford District Council | Warwickshire County Council | Warwickshire Primary Care Trust | Warwickshire Police | Shipston High School Governors | Shipston Primary School Governors | Participation in Local Policing | Neighbourhood Watch | Stour Power | Stour United Businesses | Stour Development Trust | Local Voluntary Groups | Local Residents | Local Businesses | Business Link | National Funding Organisations | South Warwickshire Tourism | Timescale |
|---|------------------------|------------------------|-----------------------|----------------------------|-----------------------------|---------------------------------|---------------------|--------------------------------|-----------------------------------|---------------------------------|---------------------|-------------|-------------------------|-------------------------|------------------------|-----------------|------------------|---------------|--------------------------------|----------------------------|-----------|
| Public Services | | | | | | | | | | | | | | | | | | | | | |
| To deliver a strategic overview of the services provided by the Town Council in order to ensure that these match the expectation of residents and businesses and are provided in the most timely and cost-efficient manner | SC10 | 1.1 | | | | | | | | | | | | | | | | | | | O |
| To reduce the public confusion regarding council service providers. | | | | 7 | | | | | | | | | | | | | | | | | S |
| To monitor the services provided by both District and County Councils, so as to report on failings in service delivery. | | | | | | | | | | | | | | | | | | | | | |
| To work with other agencies whose responsibilities cover public services, e.g. Environment Agency, Severn Trent Water, etc. to ensure that their services reflect the actual needs of the community. | | | | | 5 | | | | | | | | | | | | | | | | O |
| Retail | | | | | | | | | | | | | | | | | | | | | |
| To undertake an assessment of traffic, parking and congestion in the High Street and surrounding areas, to review the broader need for parking facilities in the town, including the safety aspects for pedestrians. This outcome is also relevant for the Road Infrastructure Section. | LE3 | 3.1 | | | 6 | | | | | | | | | | | | | | | | M |
| To develop a programme for wider promotion of the diverse and quality nature of retail businesses in Shipston. | LE3 | 3.2 | | | 7 | | | | | | | | | | | | | | | | O |
| To resist the loss of any existing retail premises and their conversion to residential use. | | 3.2 | | | | | | | | | | | | | | | | | | | O |
| Road Infrastructure | | | | | | | | | | | | | | | | | | | | | |
| To undertake a survey of the state of roads in Shipston for submission to relevant authorities so that repairs and maintenance can be undertaken. | | | | | 8 | | | | | | | | | | | | | | | | M |
| To ensure that laws pertaining to the reinstatement of road conditions by utility contractors are enforced. | | | | | 8 | | | | | | | | | | | | | | | | O |
| To consider the additional provision that can be made for cyclists. | SC6 | | | | 8 | | | | | | | | | | | | | | | | O |

Key to Warwickshire County Council Departments and Services

- | | | |
|--|--|---------------------------------------|
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Key to Timescales

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| | "Vision for the Stour" | SDC Corporate Strategy | Shipston Town Council | Stratford District Council | Warwickshire County Council | Warwickshire Primary Care Trust | Warwickshire Police | Shipston High School Governors | Shipston Primary School Governors | Participation in Local Policing | Neighbourhood Watch | Stour Power | Stour United Businesses | Stour Development Trust | Local Voluntary Groups | Local Residents | Local Businesses | Business Link | National Funding Organisations | South Warwickshire Tourism | Timescale |
|-----------------------|---|------------------------|-----------------------|----------------------------|-----------------------------|---------------------------------|---------------------|--------------------------------|-----------------------------------|---------------------------------|---------------------|-------------|-------------------------|-------------------------|------------------------|-----------------|------------------|---------------|--------------------------------|----------------------------|-----------|
| Tourism | | | | | | | | | | | | | | | | | | | | | |
| | To provide support to existing and potential retailers, leisure businesses and others engaged in the visitor sector. | LE8 | | | 9 | | | | | | | | | | | | | | | | O |
| | To review the existing tourism oriented facilities provided by the town and local visitor facing businesses for the public and recommend a programme of improvement and/or development of new alternatives. | LE5 | | | | | | | | | | | | | | | | | | | O |
| | To promote the town and encourage visitors through hosting events and festivals for the town. | | 3.3 | | 9 | | | | | | | | | | | | | | | | O |
| | To initiate a feasibility study into the development of a Tourist Information Centre in Shipston to support tourism in the town and its broader environment. | | | | | | | | | | | | | | | | | | | | M |
| Transportation | | | | | | | | | | | | | | | | | | | | | |
| | To carry out an in depth survey of public transport usage in order to develop an operational plan which better meets the demands of passengers and increases usage. | SC5 | 1.1 | | 6 | | | | | | | | | | | | | | | | M |
| | To review the passenger requirements for bus services and to see if there are opportunities to improve these for the town through liaison with the various operators. | SC5 | | | 6 | | | | | | | | | | | | | | | | M |

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Appendix 1—Demographic

There are 2,255 households in Shipston. A quarter of all respondents to the Town Plan Questionnaire live in the Furze Hill area, followed by 19% who live in London Road and 14% in Darlingscote Road, Tileman's Lane and Stratford Road each represented 11% of respondents respectively, whilst 10% live in Queen's Avenue. The remaining 9% live in the town centre.

27% of respondents have lived in Shipston for between 10 and 30 years, whilst 23% had lived in the area for more than 30 years. Just over one fifth (22%) had lived in Shipston between 5 and 10 years, 15% between 2 and 5 years, and 7% between 1 and 2 years. Only 6% had lived in the area less than a year.

The population of Shipston based on the survey is 47% male, 52% female, with the highest proportion of the population that responded (35%) being over 65 years of age. The next highest response group was 25% of 35 to 54 year olds.

30% of people aged 35 to 54 work, with 8% in the age range 25 to 34 years, and 11% of the 55 to 64 years. 44% of people responding are retired. 29% of the people that work undertake semi-skilled/manual or unskilled work, with 60% of respondents undertaking professional/managerial or skilled work. 14% of all the age groups are housewives/househusbands.

37% of respondents to the survey have an income greater than £25,000 per annum, with 36% between £10,000 and £25,000. 18% of all the respondents have an income of less than £10,000 per annum, which raises to 24% of the over 64 age range.

Note:

The 2007 Annual Survey of Hours and Earnings produced by the National Statistic Office shows the average national salary to be £23,764.00.

25% of respondents of all age ranges work within the town, with 14% working within 5 miles, 44% commute up to 35 miles to work, and 11% commute more than 35 miles to work. 18% of all age ranges walk to work, with 3% using public transport and 68% driving.

53% of people who completed this survey did so on their own, with 44% having help from one other person.

64% of respondents have access to the internet/broadband.

Four out of ten households in Shipston have pets, with 52% having cats and 49% dogs, and 16% keeping other types of pet. Some households have multiple cats, dogs and other types of pets.

Appendix 2—Reference Materials

In addition to the Town Plan Questionnaire, the public Open Day and meetings with local organisations and groups in Shipston-on-Stour, the following documents were used as a basis for research purposes.

Shipston-on-Stour Town Appraisal 1999 (Sample 1512 Respondents)
Joint Shipston Churches Working Party 2001 (12 Respondents)
Shipston-on-Stour Town Council Market Research Survey 2003 (2043 Respondents)
Health check and Action Plan for Shipston-on-Stour and Rural Hinterland 2004
Shipston-on-Stour Town Council Development Plan 2004-2005
Warwickshire Rural Housing Association Housing Needs Survey 2005 (599 Respondents)
Community and Leisure Study 2005
Shipston-on-Stour Community Facilities Survey Report 2006 (100 Respondents)
"Vision for the Stour" Residents Survey 2006
West Midlands Economic Review 2006-2007
"Vision for the Stour" Draft Report 2007
Stratford District Council Corporate Strategy (2008)

Acknowledgements

Shipston-on-Stour Town Council would like to acknowledge the following individuals and organisations who have contributed to the research and production of the Town Plan on a voluntary basis:

Shipston Town Plan Steering Group

| | | | |
|-----------------|---------------------------|--------------|---------------------|
| Richard Baldwin | Local Resident | Simon Bosley | Local Businessman |
| Ian Cooper | Town Council | Chris Dunn | Local Businessman |
| Darren Fretwell | Warwickshire Police | Doug Harris | DASH and Lions Int. |
| Andrew Heckels | Stour Power | Susan Lewis | Stour Power |
| Alan Noyce | Town Council | Angela Noyce | Town Council |
| Trevor Russel | Stour Power & Age Concern | Brian Tafft | SCAN & Stour Power |
| Bob Tolley | Stour United Businesses | Rachel Vial | Medical Centre |

For their General Support

Stour Power
Stour United Businesses

For Financial Support

Stour Area Committee of Stratford District Council
Shipston Town Council

But most of all to the People of Shipston-on-Stour for their tremendous contribution through completion of the Town Plan Questionnaire and attendance at the Town Plan Open Day and other consultative meetings.



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