

Tenbury Area Partnership – Community Action Plan refreshed 2015

Action	Lead Organisation	Partners	Priority	Outcome/Monitoring	Budget/resources
COMMUNICATION, INFORMATION & STRATEGIC COORDINATION					
CIS 1: To develop a communication strategy to raise the market profile of Tenbury and surrounding area with better targeted, focused and packaged information and promotion, to include online and mobile technologies	TAP	ALL	HIGH	Efficient central network set up to ensure effective communication across the local area Increased number of visitors to Tenbury and surrounding area, impacting positively on the local economy, supporting local employment, businesses and communities	Consider the appointment of a suitable individual to draw together a communication strategy using a variety of tools to engage a diverse audience and coordinate events across the town Research other town manager positions to develop an appropriate job description
CIS 2: To coordinate marketing and promotion of local events, by improving the skills of the existing volunteer network specifically IT	TAP	ALL	HIGH	Increased marketing of local events to a wider audience	AS above
CIS 3: Develop a coherent process for better joined up working between neighbouring counties (Herefordshire & Shropshire) to ensure local initiatives come to fruition	WCC, SC	MHDC	MEDIUM	Projects are well managed and costed efficiently to maximise value for money and completed effectively	Officers from all county councils to work collaboratively
BUSINESS, ECONOMY & TOURISM					

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BET 3: Work with relevant partners to greatly improve IT infrastructure and access to high speed Broadband.	WCC, SC	MHDC,	HIGH	<i>Entrepreneurs and Business leaders committed to stay within the area and promote home working.</i>	Worcestershire Local Broadband Plan – Superfast Broadband upgrade underway in Tenbury. Cabinets #1 (Bromyard Road), #5 (Bromyard Road), and #6 (Cross Street) have been surveyed and will be live by Sept 2015. DEFRA Broadband Community Fund could be secured, Connecting Shropshire project
BET 1: Provide more opportunities for local employment and reassess the future for Tenbury Business Park.	MHDC, WCC	CoT TAP	Medium	<i>Increased number of new businesses to the town</i>	Work with MHDC Estate Manager and Worcestershire LEP to find ways to promote the facility and attract suitable grants to support new business Consult existing businesses on Tenbury Business Plan to assess need and decide if facility is fit for purpose Resources – Volunteer & Officer time
BET 2: Increase the diversity of local shops and ensure opening hours are coordinated with local events	CoT, TTC	MHDC, WCC, BPC,	Medium	<i>Fewer empty shops and improved opening times to coincide with local festivals and events</i>	Continue to communicate with shop owners to ensure opening hours do coordinate with local events
BET 4: Build better partnerships to effectively promote, manage and invest in tourism, with businesses, supporting organisations, other sectors and across district boundaries	TIC, MHDC	TAP	MEDIUM	<i>More visitors are attracted to the area with increased visitor spend to support local employment, businesses and communities</i>	TIC volunteers
BET 5 : Enhance the tourism product and visitor experiences in the Teme Valley, including heritage, culture, quality food and drink, accommodation, attractions,	TAP, TIC, MHDC		MEDIUM	<i>Tenbury has a clear identity that the whole community, can buy into</i>	Tenbury Tourism Action Plan Appropriate funding streams such as the Heritage Lottery grant

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trails and events					
NATURAL ENVIRONMENT					
NE3: To ensure a scheme of flood protection is prioritised to protect local houses and businesses	EA, MHDC	WCC, SC, TTC, BPC, EA	HIGH	<i>Local properties are protected against flood damage</i>	Continue to put pressure of MP, County, District & local councils to ensure Tenbury secures funds to protect properties and the town
NE1: To protect the rural character of the town and surrounding area.	TAP, TTC	WCC, MHDC, SC, BPC,	MEDIUM	<i>Character of the area is protected and visitor footfall is increased by 10% Local community takes ownership of the external environment.</i>	Devise projects and encourage community groups to become actively involved in the protection and enhancement of the natural environment. Planning & Conservation Team at MHDC to support Encourage TTC to consider the development of a Neighbourhood Plan
NE2: The River Teme and associated riverside areas need to be protected and improved for walking and access.	EA, TTC	BPC	MEDIUM	<i>Better access for walking and river side pursuits</i>	Discussions ongoing with Environmental Agency in partnership with Tenbury Town Council
NE4: Encourage community groups to become involved in design and implementation of landscape improvement works where appropriate	TAP	SC,WCC, MHDC,TTC, BPC, EA	MEDIUM	<i>Local community feels empowered to get involved in local environmental projects</i>	Engage local groups who express an interest in developing the open space. Considerable consultation will take place if a Neighbourhood Plan is developed Resources - Volunteer time
PUBLIC REALM					
PR2: Ensure the existing disused cattle market site is redeveloped (NB a planning application for a Tesco supermarket has been approved in	MHDC	WCC, TTC,	HIGH	<i>Disused site is appropriately redeveloped to suit the needs of the majority of the community</i>	Pressure should continue to be put on all decision makers to ensure this action is completed

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March 2012) subject to completion of a S106 agreement					
PR3: To work with relevant partners to ensure the Public Realm is completed	TAP, WCC, TTC	MHDC, CoT	HIGH timescale timed to Tesco	<i>Civic pride is restored in local community</i>	Tesco's committed via planning approval and section 278 agreement to undertake approx. 45% of the public realm works in Teme St. Works including drainage within Teme St and Market St has been funded by WCC via TP3 and completed in April 2015.
PR1: The River Teme and associated riverside areas need to be protected and improved for walking and access	See NE2		MEDIUM	<i>Better access for walking and river side pursuits</i>	Discussions ongoing with Environmental Agency in partnership with Tenbury Town Council
PR4: Realise the Burgage master plan to complete all phases of the proposed open space (earmark future S106 monies).	TTC	TAP, WCC, MHDC, EA	MEDIUM	<i>Burgage is redeveloped to create an open space for all ages</i> options for key capital schemes including:- <ul style="list-style-type: none"> • The Pavilion • Football changing rooms possibly linked to Tenbury Swimming Pool • Skate park 	Link this action to the Flood protection strategic plan
PR5: Ensure local planners use their influence to protect and enhance the Conservation Area	MHDC	TTC, WCC	MEDIUM	<i>The area is improved according to the Tenbury Conservation Strategy</i>	On-going monitoring of any potential planning applications and to provide support to influence plans. MHDC Planning & Conservation Team.
TRAFFIC, ROADS & PARKING					
TRP2: To influence decision makers to consider a resolution to reduce speed and issues with heavy traffic through Burford & Tenbury	TTC, BPC, WCC	SC, West Mercia Police	LOW	<i>Calming measures introduced and reduction of heavy traffic travelling through the town centre including time restrictions for deliveries.</i>	TAP members to continue to put pressure on decision makers
COMMUNITY, PUBLIC BUILDINGS & SERVICES					
CPBS1: Relocate the existing amenity	WCC	TTC, MHDC	HIGH	<i>Improved and better amenity facility provided for</i>	Pressurise WCC to bring this action to

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facility from Palmers Meadow to Tenbury Business Park and include a wider range of recyclable facilities				<i>the whole community</i>	fruition asap
COUNTY, DISTRICT & LOCAL COUNCILS					
LA3: Local Councils to involve young people in council businesses. A Shadow Council could be considered	TTC, BPC	WCC, SC, MHDC	LOW	<i>Young people feel empowered in local decision making</i>	Young people from Tenbury High Ormiston Academy are to be invited to council meetings supported by a member of staff. Members of TTC will be invited to a school council meeting if possible
PUBLIC TRANSPORT					
PT1: Work with relevant bodies to improve public transport links to local towns and cities	WCC, SC	Tenbury Transport Trust, TTC, BPC	HIGH but timescale is linked to Tesco development	<i>Improved public transport system in place to ensure residents can travel to bigger towns for work and leisure (N.B. Tesco approval contingent on providing subsidy for new public transport provision)</i>	WCC – £95,000 from Tesco SC -Any developments in the network of this kind requiring SC funding would have to be made in reference to the current Public Transport Strategy 2011/15
PT2: Work with partners to enhance existing community transport scheme.	TAP, WCC SC	MHDC, Tenbury Transport Trust,	HIGH but timescale timed to Tesco development	<i>Enhanced Community Transport scheme to meet the needs of the local area is operational</i>	WCC -£95,000 over 5 years with a 20 year business case. Resources – \$106 potentially SC - As above for the caveat on budgets,
HOUSING					
H1: Work with Planners to ensure the construction of affordable housing for young and local people is prioritised	MHDC, SC	BPC, Registered Social Landlords	MEDIUM	<i>Local people have access to affordable houses.</i>	Planners will ensure the proportion of affordable housing is appropriate and within guidelines included in the South Worcestershire Development Plan (SWDP) (currently a proposed submission document) TTC to be encouraged to develop a Neighbourhood Plan

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H2: Priority should be given to brownfield sites for development rather than using greenfield sites (avoid building on agriculture land)	MHDC	TTC,BPC, WCC, SC, Property Owners	MEDIUM	<i>Better utilisation of existing brownfield sites for commercial and housing redevelopment</i>	Limited sites available – most are affected by the flood plain. TTC to be encouraged to develop a Neighbourhood Plan
H3: Emphasis should be placed on the use of vacant and under used town centre properties.	MHDC, SC	TAP	MEDIUM	<i>Fewer empty/derelict buildings thus improving the appearance of the town centre.</i>	Encourage private landlords to improve properties. TTC to be encouraged to develop a Neighbourhood Plan
ONGOING & DEVELOPING STRATEGIES					
To revisit the business case for a Health & Wellbeing Multi-use facility hosting sport, education, training and childcare provision in one 'hub'	Tenbury Swimming Pool Company, TTC	MHDC, TAP,	MEDIUM	<i>Holistic health and wellbeing centre completed for the whole community</i>	Work with Tenbury Community Pool Ltd and leisure operator to support appropriate funding applications to realise this vision Budget - £1-2million potentially

Glossary of Terms:

BPC Burford Parish Council

MHDC Malvern Hills District

COT Chamber of Trade

SC Shropshire Council

TAP Tenbury Area Partnership

TTC Tenbury Town Council

WCC Worcestershire County Council

EA Environment Agency