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#### **Special thanks from the Chairman**

We should like to thank everybody who took part in this project, including all the local people who told us of their wishes for Pershore.

In particular, we need to thank **Margaret Wilkinson**, our consultant and guide, who steered us through the process and provided the experience and technical Know-How that we lacked. It is true to say "We couldn't have done it without her"!

Throughout the process we have been helped and encouraged by **Pershore Town Clerk, Ann Dobbins**, whose wealth of knowledge about our town was invaluable.

Special thanks to our **Deputy Chairman**, **Peter Stansbie** for his mature wisdom: **Dave Cave** for master-minding and managing the very successful consultation programme; **Paul Osborn** for holding everything together and recording our deliberations; the five **Theme Group Leaders**, **Judy Dale**, **Darren Eden**, **Peter Millichip**, **Sam Tarran** and **Liz Tucker** for their team leadership, Alistair Thomson for his vital technical expertise and guidance. Last, and by no means least, **Steve Knight** and the **WDC Regeneration Department** for their valuable support.



### Foreword by Michael Amies, Chair of the Pershore Town Plan Steering Group

"Planning for the Future with Respect for the Past". That was the slogan we chose for our Plan, and it's a sentiment that has been reflected many times by local people's opinions during our extensive consultation. We determined from the beginning, that this should be a Plan built from the "ground up", not delivered "top down", by expert planners, but reflecting the needs and hopes of those who live in and around Pershore.

People who live here like the Town, people who visit like the Town and many people who don't live here would like to. By and large, most residents have told us that they would like it to stay as it is, with good health, leisure, cultural and sporting facilities, a fine range of independent shops and a safe, green environment. But things never "stay as they are" and we are not exempt from change.

Thus the biggest concern is the growth of the Town, currently taking place and that which might happen in the future. Already having an impact on people who live here. You will find these views reflected in several of the Theme Group Reports that follow and also some suggested responses in the way we can change to meet them, while preserving, as far as possible, our way of life. You will also find that many of our vital providers – for example the schools and Medical Practices, have

anticipated our growth and are confident that they can meet the increased demand. You will also find, however, that there is serious concern about local transport facilities, especially the road and rail system.

We should expect that any future proposal for growth will learn from previous mistakes and ensure that the infrastructure changes and improvements that are necessary are put in place before the new houses, offices or factories are built. In particular people considered that the developers must be held account for carrying out responsibilities on time and effectively. Further to this, the explosive growth of new houses has been focussed heavily on mid-size to large homes. Based on present and future demographics with our aged and ageing population our need is for a different style of development. Very few bungalows are being built, yet this is clearly a favoured format for older people who wish to go on living in the Town – and wish to downsize. Were they able to do so, their properties would be freed up for others, especially families, to move in.

Future developments should take account of the need for a different "mix" with more single storey buildings to address our changing demographic more closely. The closer this could be done to the Town centre, the more attractive and worthwhile it would be for older people. Perhaps this could be a venture for a Housing Association to explore, particularly in the context of recent Government announcements about the financing of such agencies? This kind of growth in Pershore would further develop its reputation as a wonderful place to live for people of all ages.

At the other end of the age spectrum, younger people, while being well-served by schools rated good or better by Ofsted, feel

that the Town falls short in its provision of appropriate leisure facilities. Further development of the excellent Riverside Centre is planned, and the programme at Number 8 has developed a stronger focus on youth entertainment. However, this is still an area where we could do better – many of the organisations and clubs welcome youth involvement, but, many of these resources are under-used by young people and more could be done to increase awareness of these opportunities and their accessibility.

While Pershore has been described as the archetypal Market Town, it has many of the aspects of a rural village. The centre, where the majority of the retail businesses are located, is relatively small – not more than



half a square mile. Consequently, a shopping trip for a bag of potatoes can take a long time, because of all the friends and acquaintances that are encountered. This is a large part of its charm and local people have expressed this in a variety of ways. They like to feel part of the Town, they like to meet people they know and they have developed a mutually-supportive attitude. This is best illustrated by the large number of volunteers who organise and support many of the cultural, artistic, social and sporting organisations. New residents have already recognised this and are starting to join in but more will need to do so if we are to continue to develop and grow as a vibrant Town.

Discussions with local providers, particularly for education and health (as mentioned earlier), suggest that they are able to absorb and service the increase in population, having, in some cases, anticipated the growth and provided for it. There are many places where we can get help and support with health (both mental and physical), social needs, financial advice, leisure and sport activities and cultural and educational opportunities. However, we have found, again from our consultation, that many residents don't know that these resources exist or how to access them. Help is available, but how do you find it? You will see that we have made a suggestion about this.

It is important that any decisions that affect the Town or the people who live in Pershore will, henceforth, be taken in the light of the wishes of residents. We hope the ideas we put forward reflect views and help to create a valuable plan which will develop and preserve the



character of our fine Town.

Michael Amies, Chair, Pershore Town Plan Steering Group



#### **Executive Summary**

#### **Purpose**

This Plan is intended to help shape the future development of Pershore in line with residents' wishes and to reflect their aspirations.

#### Method

Pershore Town Council (PTC) held a public meeting in March 2016 to consider developing a Town Plan. There was strong support for the idea and after the meeting a group of local residents volunteered to produce a Plan, supported by three members of the Town Council which became the core of the Pershore Town Plan Steering Group.

From the start the Steering Group were keen to engage as many local people as possible. To do this a visual planning method known as 'Planning for Real' was employed which used large-scale maps and flags to enable people to put their views forward as well as gathering information about where they came from, their age etc.

At the start of the process five Theme groups were established and these were subsequently used as the framework for both gathering and reviewing the ideas gained from the consultation and to allow wider voluntary involvement in the process. These are:

 Transport, infrastructure and the environment

- Art, culture, leisure and sport
- Health, wellbeing and community support
- Local commerce, tourism and heritage
- Young people, education and training

#### **Number of responses**

In the end over 1000 local people took part and gave us their views and over 3,800 individual comments were placed on the large scale map. Local schools were also engaged through specific activities tailored to the ages of the children involved. From this wealth of data a Plan has been constructed which reflects these views and is not reliant on political influences.

#### Overall aim

From the start it was clear that there was much in Pershore that people wanted to keep and so we chose a slogan that reflected this: 'Planning for the Future with Respect for the Past'. Overall the views gathered very much reflect this and confirm that people want:

To maintain and develop Pershore as a vibrant, community centred and friendly Market Town.

#### **Key issues**

The Plan contains much detail reflecting the huge range of comments received from the consultation. However the following are the key issues identified by the process:

- Much better management of growth in the Town and control of future housing developments
- Improved transport management and planning including a reduction of traffic through the Town, better parking, an improved railway station with good parking and improved bus routes and timetables

- Further development of the Arts in the Town and a recognition of Pershore as the 'Arts centre of Worcestershire'
- Encouragement for people to look after their own health and wellbeing and the facilities for them to do this
- Development of a Town centre 'health and wellbeing hub'
- Development of the River Avon waterfront, one of Pershore's hidden and under utilised assets, to create new leisure areas, improve signage and access to it from the Town centre for the benefit of local people and tourists alike.
- Encouragement of commerce in the Town centre by national, county and
- local government and better use of empty shops
- Improved local employment especially for young people and training opportunities locally to fit them for work
- The recognition that young people will always be our future and the need for investment in them

What next?

We have developed action plans under each Theme aimed at ensuring that the Plan does not just sit on the shelf. We encourage the Town Council to adopt the Plan and use it to lead their agenda in the years to come. But they cannot achieve things on their own. They will need to work with other statutory and voluntary agencies, and in some cases those agencies themselves will need to take the lead. In addition many of the successful social and leisure activities in the Town have come about from the initiatives of a small groups of dedicated enthusiasts – for example, Number 8, the Carnival and the Plum Festival. Similar "Champions" will need to come forward to ensure the delivery of some of these Plans.

The hundreds of people who took the time to help during the consultation will not want anything other than positive action by whoever can take it.

If that happens then we can truly build a Pershore that is vibrant and fit for the future.

Peter Stansbie,
Deputy Chair,
Pershore Town Plan Steering Group





#### What is a Town Plan?

A Town plan helps shape the development of an area in line with residents' wishes and reflect their aspirations. Although it is not a legally enforceable document, it will be highly influential in informing elected Councillors' decisions. It may evolve as circumstances and priorities change, but the basic ambitions for the Town should be a permanent guide to those who determine what will happen, or not happen to the Town in the next fifteen years or so.

#### Who has been involved?

All members of the Steering and Working Groups are volunteers, including the support of three Town Councillors. Local people, like yourselves, who are keen to be involved with shaping the future of Pershore, the place where they live. While sponsored and supported by the Town Council and Rooftop Housing, Pershore Town Plan Steering Group and its Working Groups are independent of the Town Council. Subgroups of the Steering Group helped establish a more specific focus on issues and these generally consist of the key stakeholders within the particular sector(s). See Appendix A for full list.

## How we went about producing the Town Plan:

The Steering Group established a Project Plan which consisted of a Consultative Phase, a Feedback Phase, a Final Drafting and Submission of the Plan to Pershore Town Council. The Steering Group, through the Consultative Phase, sought to involve as many local residents of all ages in order to hear their likes, dislikes, desires, concerns and dreams in relation to community life in the Town. These views have been used to create this Draft Plan that people will have the chance to read and comment on before it is submitted to the Town Council for final approval and adoption.

#### The Process:

The process of developing a Town Plan for Pershore began when Pershore Town Council held a "Launch" meeting, open to all residents, at Pershore Baptist Church on the evening of 8<sup>th</sup> March 2016. From this very first public meeting a Steering Group was formed, made up of local resident volunteers and three local Councillors.

One of the key messages from that very first meeting was to "Make sure that the Plan is owned by the whole Town".

#### The Method Used:

The Steering Group were keen that as many local people, of all ages, as possible were able to participate and put their views forward and decided that this could best be achieved through using the visual and participative community planning method known as "Planning for Real".

A large map of Pershore, together with Themed colour coded, pictorial and blank "Your Idea" flags, "what I like about Pershore" paper "bricks", and pin boards (Gender and Age; and Show Us Where You Live) were used at the consultation events.

We approached all schools and were able to engage with groups of pupils from Pershore High School; Abbey Park First and Middle School; and Holy Redeemer Infants and Junior School. With the younger children we used a washing line activity – tops (like) and pants (don't like / needs improving); Theme flipcharts with prompt" questions; a cloth tree and leaves / apples to capture views about how the environment of the Town could be improved; and finally a "Postcard from the Future" – a vision activity. Please see Appendices B and C.

Pupils at Pershore High School



With the pupils at Pershore High School we undertook a SWOT (Strengths, Weaknesses, Opportunities & Threats) analysis (see Appendix C); a visioning activity; and under the various Theme headings identified priority issues / suggestions and worked on solutions / actions required.

Volunteers manning the



All views and suggestions were recorded, input into a database, combined and used as a basis, together with the views expressed via the Pershore Town Plan website and those gathered from pupils, for the Steering Group and Theme Group leaders and members to develop the Pershore Town Plan.

Steering Group & Volunteers



#### Programme of Consultation Events and Activities:

As the Steering Group were committed to offering as wide a range of opportunities as possible for local people to participate, the consultation events ran from early May starting with an event held in Chapman Court on the 13<sup>th</sup> May and concluded with the Plum Fair in Abbey Park on the Bank Holiday Sunday, 27<sup>th</sup>

August. A full list of events is given below:

Date	Time	Place
13 <sup>th</sup> May	10am – 4pm	Chapman Court
16 <sup>th</sup> May	12noon – 2pm	The Co-operative Store
16 <sup>th</sup> May	3pm – 5pm	Pershore Leisure Centre
20 <sup>th</sup> May	11am – 1pm	Abbotswood Medical Centre Car Park
27 <sup>th</sup> May	10am – 3pm	Chapman Court
29 <sup>th</sup> May	10am – 4pm	Pershore Carnival in Abbey Park
7 <sup>th</sup> June	2pm – 3.30pm	Youth Council Meeting at Town Hall
10 <sup>th</sup> June	11am – 6.30pm	Pershore Baptist Church
7 <sup>th</sup> July	12noon – 3pm	The Angel
7 <sup>th</sup> July	7pm – 9pm	The Angel
15 <sup>th</sup> July	10am – 4pm	The River Festival, King George's Field
27 <sup>th</sup> August	10am – 4pm	Pershore Plum Festival in Abbey Park

With the School events as follows:

|--|

25 <sup>th</sup>	1pm –	Holy Redeemer
April	3pm	Infants & Junior
		School pupils
17 <sup>th</sup>	1pm –	Abbey Park First &
May	3pm	Middle School
		pupils
27 <sup>th</sup>	9.30am –	Pershore High
June	3pm	School pupils

On the evening of 27<sup>th</sup> June a Workshop session was also held for Pershore Town Councillors at the Town Hall.

#### **Levels of Participation**

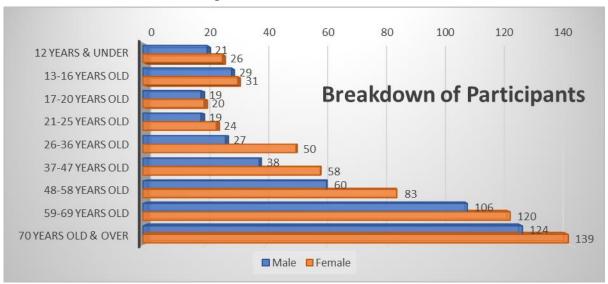
As has been said before, it was very important to the Steering Group and the development of the Town Plan, that the voice of as many residents across all ages was heard. Through the use of a Gender and Age board at the consultation events we were, as far as possible, able to capture background demographic information about participants (see Appendices D & E).

The recorded results from each event, when totalled up, show us that approximately 994 people of all ages participated. When we add in the children who participated from the Abbey Park Schools and the Holy Redeemer School, around 50 children, and the 7 pupils from Pershore High School who did not register their details, then the total comes to 1,051.

As can be seen from the graph below there were fractionally more female participants

than male in each age grouping. In terms of age groups, the strongest representation was from those aged 48 years and over with a good representation from the 26 years olds to 47 year olds. Representation from the 17 – 25 year olds was lower than we had hoped for but representation from children up to the age of 16 years old, taking into account the 57 school pupils who participated but did not record their details, was good.

To record those who participated but didn't live in Pershore we used a table headed "Which Village do you Live In". The results of the record of the pins placed in this table show us that 250 people came from outside of Pershore. Apart from "Elsewhere" the highest levels of participation were recorded for the villages of Drakes Broughton, Pinvin, and Wyre Piddle. Please refer to Appendix E for the table showing the breakdown of participants from the villages.



To gauge whether we were reaching local residents from across Pershore we used an A1 sized map of Pershore into which participants could stick a pin to show us where they lived – at the end of an event the pin was removed and the location where the pin had been placed was coloured in. The record of this activity showed us that residents came from all across the Town – please refer to Appendix D for an image of the "Show Us Where You Live" map.

#### **Key Findings:**

What pupils "Like" or saw as a "strength" of Pershore

Key words / phrases:

- The community / the people
- Attractive, popular Town
- Quiet; friendly; peaceful; and historical
- The Schools
- The Abbey
- Independent businesses and shops
- Abbey Park
- Leisure and sports facilities
- Festivals e.g. Pershore Carnival and Plum Fair

- Parks
- Woods & countryside
- Skate Park
- Sports clubs e.g. tennis, cricket, football

## What residents & Town Councillors "Liked and valued / saw as a "Strength" about Pershore

#### K key words / phrases:

- Friendly, welcoming, community spirit
- Size of the Town / compact
- Market Town; small; local character
- Attractive buildings / Georgian architecture
- Good schools
- The Abbey
- Abbey Park
- Independent shops / businesses
- Festivals e.g. Pershore Carnival and Plum Fair
- River / riverside
- Countryside / hinterland
- Green spaces / parks / open spaces
- No. 8
- Facilities
- Attractive to visitors

One activity we undertook with pupils of both Holy Redeemer and Abbey Park Schools was to ask what they "liked" about Pershore and as part of the wider community consultation, where room allowed, we also gathered information about what residents "liked and valued" about Pershore. The bottom left table below represents the "key words" used:

Seen as "challenges / weaknesses" by pupils; residents; & Town Councillors:

• Lack of facilities & activities for young

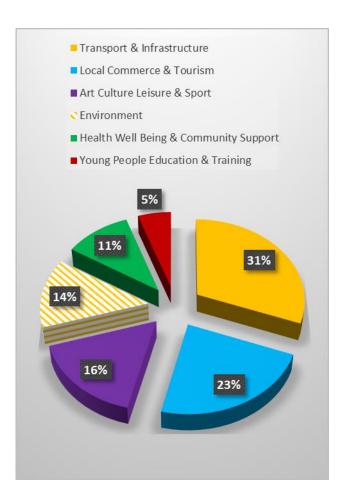
#### people

- Lack of housing to enable older people to "downsize"
- Limited access to the river / riverside
- Lack of parking (Town and station)
- Traffic congestion / traffic "black spots"
- Road infrastructure / highway network
- Pollution
- Poor quality footways
- Lack of hotel accommodation
- Fears over infrastructure capacity / pace of provision of infrastructure
- Poor cycle routes / not cycle friendly
- Public transport: bus / train services need improvement
- Job prospects / opportunities
- Empty shops
- Lack of community space for meetings
- Keeping Pershore's character as a small thriving Market Town
- Capacity of health services and schools to cope with increased growth in population
- Wider variety of shops & eating places, especially catering for younger generation
- Pedestrian safety reducing speed of traffic and creating more safe crossing points
- Losing land to housing
- Competition from other Towns

## Analysis of suggestions placed on the Pershore map:

The following is a broad overview of the key findings generated by an analysis of the 3824 individual suggestions recorded. As can be seen from the graph below the largest number of recorded suggestions related to Transport & Infrastructure, account for 31% of all suggestions, followed by Local Commerce and Tourism (23%) and Art, Culture, Leisure & Sport suggestions (16%). These three Themes

account for 70% of the total number of suggestions placed on the map of Pershore.



which they were placed shows us that "General" received the highest number with 930 individual suggestions recorded. General suggestions can be broken down as follows under the different Theme headings: Arts, Culture, Leisure & Sport – 187; the Environment – 81; Health & Well Being – 164; Leisure, Commerce & Tourism – 203; Transport & Infrastructure – 196; and Young People, Education & Training – 99.

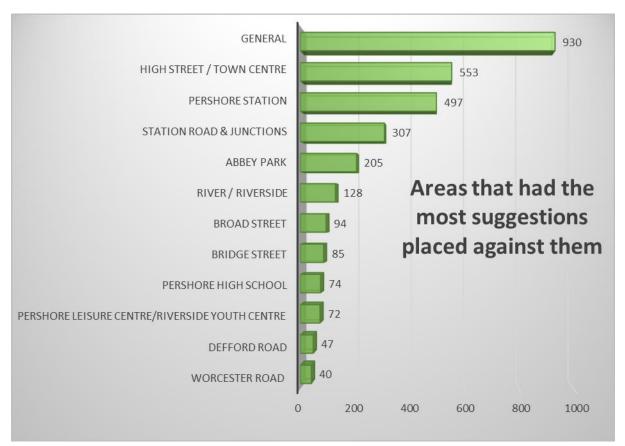
Other key locations which received a high level of suggestions placed on them included:

- High Street / Town Centre (553 suggestions)
- Pershore Station (497 suggestions)
- Station Road & Junctions (307 suggestions)
- Abbey Park (205 suggestions)

Analysis of the suggestions by the "location" (see chart on page 18) onto

The graph below shows the locations onto which the most suggestions were placed:

in the Combined Public Consultation Results document.



## How the Priorities & recommended actions were developed

Each Theme Group leader, together with Group members, has reviewed the recorded data in relation to their own Theme and that for other Theme Groups to identify any inter-related topics. They have then gone on to involve other key stakeholders through small group meetings or workshops in order to develop priorities and identify the most appropriate steps / actions that need to be taken. The outcomes of their review and discussions can be found under each separate Theme section. All comments have been recorded





# Transport, Infrastructure & the Environment Theme Group Leader: Liz Tucker

from public consultation events and meetings with stakeholders. In addition to this, one-to-one meetings were held with more than 20 diverse stakeholders to gather their views in more depth across a broad spectrum of interests.

The public consultation exercise gathered just over 1,800 comments on transport, infrastructure and environmental issues. Approximately 1,100 of these were from preprinted suggested idea flags. The remaining comments were written on blank flags covering areas that were not covered by the pre-printed flags.

The results of the survey are summarised in the tables below and the raw data on which they have been produced can be found in the Combined Public Consultation Results document. The majority of the views obtained were mainly based on the short term with very few comments looking far into the future. The subject that gathered a high proportion of comments (all of which were unsolicited) was the temporary traffic signals at the junction of Station Road and Wyre Road - which is a very short-term problem and one which is being managed by WCC working closely with the developer (Persimmon Homes). There were very few comments about the impact of global warming and climate change and opportunities arising from emerging technologies.

Subject – 1. Public transport (30%)		
Ref	Issue	No.
1A	Enhance the Railway Station	77
1B	Keep train services at Pershore	115
1C	Protect & enhance services at Pershore	141

	station	
1D	Improve parking at station	105
1E	Improve bus services to/from railway station	5
1F	More frequent service needed	48
1G	Late night services need improving	39
1H	Ensure easy access to public transport	20
	Total	550

Subject - 2. Road vehicle traffic (38%)		
Ref	Issue	No.
2A	Less traffic - better air quality	34
2B	Car pool / sharing scheme	6
2C	Control speed	69
2D	Create safe routes to school	34
2E	Stop rat runs	3
2F	Reduce number of HGVs through Town	99
2G	Station Road relief road / bypass	18
2Н	Northern link road	16
21	Temporary lights at Station Road / Wyre Road	125
<b>2</b> J	Other traffic management to improve	73

	traffic flow	
2K	Plan for future increase in traffic on our roads	77
2L	Park & Ride Scheme needed	18
2M	Free parking	10
2N	Parking area needed here	92
20	Residents parking scheme	17
	Total	691

	technology	
4D	Reduce carbon footprint	0
<b>4E</b>	Plan for global warming	0
	Total	112

Subject - 3. Cycling and walking (12%)		
Ref	Issue	No.
3A	Cycle lanes needed here	68
3B	Secure cycle parking here	9
3C	Maintain & improve pavements	63
3D	Better network of footpaths needed	29
3E	Make more pedestrian friendly	45
	Total	214

Subject - 4. Infrastructure and carbon footprint (6%)		
Ref	Issue	No.
4A	Electric charging points	28
4B	Infrastructure for housing	84
4C	Plan for new vehicle	0

Subject - 5. Street scene (14%)		
Ref	Issue	No.
5A	Ensure Town centre is clean and tidy	43
5B	Litter bins needed here	32
5C	Make Broad Street a Town square	37
5D	Create seating areas	31
5E	Soft landscaping	100
Total		243

## <u>Grand Total</u> 1810

## Main Proposals and Recommendations

The structure of this section of the Pershore Town Plan has been driven by the nature and volume of the views of the local people. The structure evolved and developed as more public consultations were held and the analysis of the data completed. The infrastructure & carbon footprint subject was the exception to this rule: although the public had very few views on them, these are important subjects to include in a plan that looks forward to 2030 to take account of climate change and new and emerging technology.

The subjects discussed are as follows.

#### 1.0 Public Transport

- 1.1 Rail
- 1.2 Buses

#### 2.0 Road Vehicle Traffic

- 2.1 Road safety
- 2.2 Reducing amount of traffic
- 2.3 Traffic Management and Junction layouts
- 2.4 Parking

#### 3.0 Other Road Users

- 3.1 Cycling
- 3.2 Walking

## 4.0 Infrastructure & Low Carbon Footprint

- 4.1 Electric and driverless vehicles
- 4.2 Infrastructure associated with housing
- 4.3 Low carbon energy and heating
- 4.4 Flooding

#### 5.0 Street scene

- 5.1 Soft landscaping and street furniture
- 5.2 Town square

#### **Abbreviations**

PTC Pershore Town Council

WCC Worcestershire County Council

WDC Wychavon District Council

LTP4 Worcestershire's Local Transport Plan (Fourth edition covering 2017 -2030)

## Public Transport (30% of all comments in this Theme).

This subject fell into two clear parts: trains & the railway station and buses.

#### 1.1 Rail

The people of Pershore and surrounding villages regard Pershore railway station as a very important part of its public transport network and are very concerned that it may be diminished with the opening of the new station at Worcestershire Parkway. 256 people wanted train services kept at Pershore and the station facilities enhanced. This is the largest number of comments received on any subject and represents over 14% of total comments received (1,810) in this Theme. The facilities at the station are the bare minimum and do not even include the means for passengers buying tickets.

A further 100 comments were made about the need to improve the parking at the station. This is a vexing question that has been unresolved for many years because of the physical constraints of the road bridge and adjacent landowners. The current proposed solution is to build a footbridge and footpath (about 200m long to the nearest part of the car park) to a new car park to the north and east of the station but the estimated cost of this is reputedly £3m but this figure has not been verified.

Worcestershire County Council's fourth strategic transport plan (LTP4) covers the period from 2017 to 2030 and is a good fit with this Town Plan. It includes the redoubling of the Cotswold Line to support two trains per

hour from Worcester to London as an emerging concept project. There are opportunities here to engage with the railway industry to ensure these services all stop at Pershore and to enhance the station to increase its patronage.

#### Recommendations

- R1) WDC to work with a commercial organisation to fund and construct the proposed footbridge and car park (Option 1 on the proposed plan see page 34). The structure should comprise steel elements that are bolted together so the staircase can be rotated through 180° to suit the layout of the new station. The existing station car park could then be blue badge holders only so there is no need to provide lifts or ramps for the new bridge in the short term. The estimated cost of the bridge should be validated.
- R2) This would provide an opportunity for a proper transport interchange facility and transhipment centre (from large lorries to smaller ones) to be built to cater for increased rail patronage adjacent to the new car park on the north side of the railway station.
- R3) The long-term solution is to move the station by 250-350m eastward to the west of the proposed northern link road at the same time as Network Rail reinstates the dual track (LTP4). The centre line of the new platforms would be approximately on the centre line of the new car park to minimize walking distances. Safeguarding for this should be undertaken now to secure the land.

#### 1.2 Buses

The great majority of the remaining comments indicated that the public wanted a better bus service that included not only more frequent services but also extended hours of service. There is a competitive tension here as

bus operators need to make a profit and, given the patronage, this is unlikely without enhanced subsidies. In recent years the subsidy from WCC has halved due to low patronage and pressure on budgets.

There were no views from the public about other community transport schemes and taxi services are being addressed elsewhere in this Town Plan. A long-term proposal for a community scheme using driverless cars is set out under Subject 4 below.

#### Recommendation

R4) WCC to carry out a review of bus services, taxis and community enterprise transport schemes to determine if increasing the subsidy for enhanced bus services is merited.

## Road Vehicle Traffic (38% of all comments in this Theme)

#### 2.1 Road Safety

The public consultation shows that there are two view points of road vehicle traffic: the view of the car/van driver and the view of all other road/footpath users. The aspirations of these two groups are in conflict. The evidence indicates that the majority of the public consulted want safer and greener road environment. This supports the vision whereby there is reduced traffic passing through the Town and where walking and cycling is safe and encouraged.

#### 2.2 Reducing amount of Traffic

There is not much data available on current traffic flows in Pershore. The only up to date traffic survey was carried out in Bridge Street in 2017 and this indicated that there were approximately 12,000 vehicle movements along the street in a 24-hour period. About 10% of these were light and heavy goods vehicles

About 100 people wanted to reduce the number of heavy goods vehicles passing through the Town. It appears that the great majority of these are transiting the Town and not delivering goods within it. This may be because GPS navigation systems direct drivers to use this route rather than using the A44.

#### Recommendations

- R5) WCC to commission a traffic survey to count the number and type of vehicles transiting the Town and develop a multimodal traffic model to evaluate traffic movements.
- R6) Pershore to join the Community Speed Watch Scheme, which is a national initiative where active members of local communities join with the support of the West Mercia Police to monitor speeds and types of vehicles using detection devices
- R7) If the southern bypass recommended in Evesham's Town Plan is implemented then, it would route even more traffic to Pershore via B4084. A better solution would be to work with Evesham to strengthen signage to route HGVs to the north of Evesham via A46.
- R8) Create two HGV turning places on B4084 (one near Evesham and one outside Pershore). Then seek weight restriction along Bridge Street and High Street. This would mean that deliveries to Pershore shops would have to be transhipped from heavy to light goods vehicles at the location suggested in recommendation R2 above.
- R9) Highways Agency to review the capacity of the Evesham bypass, which already has slow moving vehicles at peak periods. Please note the Town Council does not believe this is in the remit of Pershore Town Council.

There were another 100 comments wanting speed to be controlled and safe routes to

school. The Bridge Street traffic survey carried out in June 2017 recorded that 5,500 vehicles (nearly 50% of the total) exceeded the 20mph speed limit in a 24-hour period. There have also been speed checks undertaken in other parts of the Town that have recorded similar numbers breaking the speed limits. This confirms that the local people's perceptions of speeding are real as too are the dangers of speeding especially where roads and pavements are narrow. The reality is that enforcement is difficult to implement without the use of technology and the only alternative is self-policing to nudge drivers to adhere to the speed limit.

#### Recommendations

- R10) WCC to supplement existing speed limit signage with new road markings and dynamic speed indicators. This is urgent as the ever increasing levels of traffic result in an increasing likelihood of an accident.
- R11) Other speeding recommendations include the following.
- Implement a "20 is Plenty" campaign and refresh annually.
- Introduce traffic calming measures in Bridge Street, High Street, Worcester Road, Defford Road, Station Road and Three Springs Road.
- Schools, in conjunction with police, video speeding and parking behaviours.
- Extend 30 mph limits to take account of spread of new developments.
- Speed cameras to be installed in primary roads with 30mph limits.
- Join the Community Speed watch and conduct a public awareness programme.
- Investigate the optimal accident and emergency route.

## 2.3 Traffic Management and Junction Layouts:

There was support the construction of the Northern Link Road and encourage its construction without further delay. Its implementation would open up options for one-way systems and/or changing priorities to Station Road.

Seventy-three people wanted traffic management measures to improve traffic flow. Many of these comments were about improving the management system at the junctions at each end of Station Road and the junction of Worcester Road and Three Springs Road. These junctions have all been identified in LTP4 as needing improvements. Also there were some comments about replacing traffic lights with roundabouts.

WCC is currently undertaking pre-planning engagement for the Northern Link Road and Pinvin Crossroads with a view to starting works on site in Spring 2019 (see http://www.worcestershire.gov.uk/pershores cheme). However, there is no provision for a footway/cycleway along the full length of Wyre Road to Keytec Business Park from Station Road.

The scheme will prioritise Station Road (south) to Wyre Road movement of traffic and is designed to reduce traffic turning into Terrace Road from the A44. This provides an opportunity introduce safe walking and cycling across the narrow railway bridge linking Station and Terrace Roads by employing one-way traffic lights (similar to Eckington Bridge). Furthermore there is an opportunity to improve access to the railway station by linking Racecourse Road through to

the railway station. This would enable the shuttle bus to serve both the Co-op and the station and workers from the trading estate to have a much shorter route to the station.

#### Recommendations

R12) Construct the Northern Link Road scheme, including Pinvin crossroad enhancement works, as set out in LTP4 (ID SWST4) but with the addition of the following provisions

 a footway/cycleway to connect Station Road to Keytec Business Park;

Investigate link between Keytech and Pershore trading estates

- Open a link between Racecourse Road and the station; and
- One-way traffic lights at the railway bridge linking Station and Terrace Roads.

R13) WCC to carry out comprehensive review of the following junctions identified in LTP4, in terms of capacity, traffic flow, design and signalling and follow up with designs and implementation of improvements.

- Worcester Road / Three Springs Road (ID P5)
- Worcester Road / Station Road / High Street (ID P6)
- Station Road / Wyre Road (ID P7)

There were nearly a hundred comments about planning for the future increase in traffic on our roads some of which included building a Station Road relief road and possibly one for Bridge Street. None of these schemes are included in LTP4, so the reality is that it will be very difficult to introduce these now even as emerging concepts. Furthermore the danger of introducing traffic flow

improvements is that it attracts even more traffic to Pershore, which is not consistent with the vision for this Town Plan.

#### Recommendation

R14) Review desirability of relief roads after the traffic survey has been carried out and traffic flows assessed.

#### 2.4 Parking:

There were over a hundred comments about the need for additional parking including some for residents' parking schemes. A vision of this Town Plan is to reduce the amount of traffic passing through the Town and this is not in conflict with attracting more cars to the Town by increasing the number of parking spaces. The reality is more parking for visitors is required for the commercial well being of the Town. However, attracting more car users into Town exacerbates the difficulty that residents already have in finding convenient parking spaces. The challenge is finding suitable sites for additional car parks given the constraints of the built up area and surrounding flood plains.

#### Recommendations

R15) WDC, in consultation with WCC, to carry out parking review for the Town to improve parking for cars, motorcycles and covered parking for bicycles as set out in LTP4 (ID P3).

R16) Suggestions for dealing with parking include the following.

- Construct a multi-story car park on the existing WDC car park adjacent to the hospital.
- Car parking charges to be reduced so they become cost neutral and not be used as a means of supplementing council tax.

- Introduce residents' parking schemes.
- Potential sites for additional car parks have been identified behind the swimming pool, near Pettifer's yard, behind the library and Avon Meadows, although with most of these sites in the flood plain they may not all be feasible
- A bus to shuttle between the Town and the new car park at the railway station.
- Employers to pay for staff parking to prevent them parking in residents' areas.
- Traffic warden's powers to be increased to include enforcement of parking regulations regarding parking on corners and footpaths.
- Consideration to be given to parking fines (and for speeding) being put into a community chest to be used for local benefit.

## 3. Cycling and Walking (12% of all comments in this Theme)

This part of the consultation process amounted to 12% of all comments. Cyclists and pedestrians have commented about the need to reduce speed and numbers of road vehicles under Subject 3 (see page 22). Whilst cycling is popular amongst smaller children in Pershore, as children move into their teens and adulthood the use of cycles is reduced. However, where cycling is promoted positively, such as Oxford, Cambridge and Cardiff, cycle use amongst this age group increased.

An 'active corridor scheme' is defined as 'a systemic investment in walking and cycling links to create a comprehensive off-road network'. LTP4 includes three strategic active corridor schemes that bypass Pershore. One eastward to Evesham via Wyre Piddle and Fladbury, the second one northward to Pinvin

and the third westward to Worcester via Parkway. Regrettably there is not an active corridor scheme that goes through Pershore itself to the south presumably because of physical constraints such as Bridge Street.

Cities and Towns in the UK are now looking at ways to improve the present situation, which has placed motorists first when it comes to the design of road and infrastructure. Pershore is typical of the present situation. At the moment spending focuses on how best to move motor vehicles around and doesn't really take walking and cycling into account and this needs to change. Cycling continues to increase in popularity and is a major contributor to improving general health and easing traffic congestion. Government and some local councils are doing their best to help more of us to get on our bikes through tax incentives, cycle parks and cycle paths. Pershore needs to follow this trend and set a standard for the Wychavon area. It is clear that the more investment there is in cycling, the greater the benefit to the health and welfare of the local community.

A Pershore cycling plan was submitted as part of the consultation process and this is included in the appendices – see Appendix F.

#### Recommendations

R17) WDC, in conjunction with WCC, to speed up the implementation of the active travel corridor schemes which are currently in 'responding to plans' stage in LTP4.

R18) All parties who have an input into road and infrastructure design to adopt an attitude of prioritising walking and cycling that encourages more people to leave their cars at home. Design priorities should be in the following order of road user as enshrined in national guidance.

- 1. Pedestrians
- 2. Mobility scooters
- 2. Cyclists
- 3. Public transport
- 4. Vehicles

R19) All new developments should maintain and seek to improve the functionality and quality of a walking and cycling network in and beyond the Town.

R20) There should be a continuous cycle route through the Town centre, through Bridge Street and connect with the Worcester to Evesham cycle route, which is part of LTP4.

R21) Cycle parking is a key component in helping people to choose to cycle. A short-term win would be to replace the existing parking outside Pershore leisure centre with safer weather protected cycle racks, see example top-right.



R22) Make Pershore more cycle friendly including the following.

- More cycle lanes.
- Safe bike training for adults.

- Promotion of family friendly cycle rides.
- Cyclist-welcome-café scheme.
- Better bike storage facilities.

#### 3.2 Walking:

74 comments were received about providing a better network of footpaths or generally making the roads more pedestrian friendly. This includes not only walking through the Town but also accessing the surrounding beautiful countryside and river, which is part of the vision of this Town Plan. The Tourism and Leisure section of the plan is dealing with developing access to and walking along the river (see page 61). 64 comments were received about the need for improvements in pavement maintenance including a survey map undertaken by wheel chair users.

#### Recommendations

- R23) A map for walkers and cyclists should be published by PTC that shows all public rights of way and footpaths through and adjacent to Pershore. Please note that this map is already available on line and via the Visitor Information Centre.
- R24) All footpaths need to be inspected more often by WCC and repairs carried out expeditiously. Hedges need to be trimmed to ensure that the effective width of footpaths is not reduced and WCC to serve notices on property owners who do not comply.
- R25) Narrow pavements need to be widened to allow pedestrians to pass each other without being forced into the road and this may require some roads being designated one way only. Some areas within Pershore do not have any footpaths. The network of footpaths will need to be extended so that

people can walk safely anywhere within the Town boundary.

- R26) Pavements must be fit for use by wheel chair users and the blind and comply with the requirements of the Highways Act at all times.
- R27) Ensure that there are safe routes to schools for walkers and cyclists by providing signal controlled crossings opposite the High School, across Wyre Road and on Station Road opposite old Heathlands

## 4. Infrastructure and Carbon Footprint (6% of total comments in this theme)

As mentioned earlier, views of local people reflected thinking in the short term to resolve today's problems other than the 28 comments suggesting locations for electric vehicle charging points. Notwithstanding this, the working group thought it was important to explore the great and exciting opportunities that new technology present that could result in a paradigm shift in our use and ownership of cars.

#### 4.1 Electric and Driverless Vehicles:

The UK Government has made it clear that it wishes to see internal combustion engines phased out of new vehicles by 2040. Rapid deployment of hybrids and electric vehicles (EVs) will start in the next three years. The upside is that we will see a steady reduction in airborne pollution and noise from traffic. The downside is that charging of vehicles will put a strain on local electrical grid systems and provide a bit of a headache to the 40% of houses that do not have off street parking and a possible option for these houses could be on street charging points. There will be a move to make provision of fast charging points in central car parks and most probably led by

out of town supermarkets and motorway services. Currently supermarkets are putting forward plans to install free charging points to attract customers.

#### Recommendation

R28) Ensure that there are enough charging points within the central area to counter the draw of the out of town shopping malls. Suggestions for locations include all public car parks in the Town, Broad Street and where practicable, on street charging points.

The introduction of driverless vehicles will have a profound impact on the transport infrastructure of the advanced world and Pershore will not be exempt. It is a question of when (not if) we see driverless cars enter the market as they are predicted to become widely available between 2022 and 2027. All major manufacturers are investing heavily in their development.

Driverless cars will reduce the cost of taxis and local buses by around 60% making the need for owning your own car far less persuasive. Driverless cars will be inherently safer because they will not exceed the speed limits.

Driverless shuttle buses would enable frequent services to the station and the new Parkway station to be laid on, making the rail links to the South West, Birmingham and London far more accessible to the local population especially those who currently are unable to drive or do not own a car.

The overall impact is by 2030 the total number of cars will start to reduce and the pressure on parking decline. This would open up the possibility of developing Broad Street into a Town square and introduce more shops in to the area. We would need to provide spaces for taxis and shuttle buses but most of

the square could be pedestrianised in the centre area.

Driverless cars need to be stored at times of low demand and be readily available at short notice at times of high demand. Driverless cars can be stacked in racks that take up far less space than conventional car parks.

#### Recommendation

R29) Given that driverless cars will probably be electric, WDC should plan for an integrated storage and charging facility close to the centre of Town.

## 4.2 Infrastructure associated with housing:

There were 84 comments about new housing developments in the Town. Many of these were statements that there should be no more housing estates but also comments that there should be more bungalows and smaller houses rather than the larger houses being built. There were also comments about ensuring that the physical infrastructure is sufficient to support further housing.

#### 4.3 Low carbon energy and heating:

Pershore can contribute more towards reducing its carbon footprint and mitigation of global warming. Examples of how this can be done are installation of rooftop solar panels, geothermal heating, rain harvesting, grey water recycling and car sharing, which can be incorporated in the construction of new houses These will increase the capital costs of housing but will result in lower running costs and, in the long term, lower whole life costs.

There is support for the hydroelectric scheme that has been installed on the river opposite the leisure centre and WDC is encouraged to consider similar schemes adjacent to Fladbury and Wyre locks.

#### Recommendation

R30) WDC to develop a conceptual plan for low carbon housing estates taking into account existing and emerging technologies.

#### 4.4 Flooding:

With respect to flooding, it is anticipated that summers and winters will become warmer. This means that winters will become wetter and the number of heavy periods of rain will become more frequent. Although summers will become dryer there will be more storms that will result in heavy rainfall of short duration. Figures supplied by Environment Agency indicate that, during the period 2015- 2039, rainfall will increase by 15% to 25% and this means that both surface and river flooding are likely to increase in Pershore.

The nationwide events of 2007 resulted in the Government carrying out a floods review (The Pitt Review), which was published 25 June 2008. Its recommendations are illustrated in the following diagram.

Reducing the risk of flooding and its impact

Knowing where and when it will flood

Lessons from the 2007 Floods: what people need

Staying healthy and speeding up recovery

Better advice and help for people to protect their families and homes

One of the key findings was that planning conditions needed to be tightened up to

reduce the amount of hard surfacing and new developments are required to store surface water run off and provide cut-off drains

WCC has now become the overall flood authority, while each district, Town or parish has its own multi-agency flood plan. Although these plans have been put in place, it is still up to individual property owners to provide defence for their property, should they be thought likely to suffer from surface water run-off. The Government gives advice on how to prepare for flooding on its web site https://www.gov.uk/prepare-for-flooding/future-flooding.

Known areas with a history of surface water flooding in Pershore are:

- B4084 Bridge Street near to Toll house
- A4104 Station Road near to steps to Hurst Park estate.
- B4632 Defford road near to Cornmore
- A4104 Three Springs Road near to Island at Cox's Garage
- Cherry Orchard near to Whitcroft Road.

#### Recommendations

- R31) WCC Planning enforces the planning conditions with respect to surface water run off.
- R33) Householders that are vulnerable to flooding to be advised to prepare personal flood plans and install defence measures where required.

## Street Scene (14% of total comments in this Theme)

#### 5.1 Soft landscaping and street furniture:

43 people asked to ensure the Town is kept clean and tidy and a further 32 suggestions were made where extra litterbins could be provided. This needs to be viewed in the context that Wychavon is one of the better districts: the council is doing well but there is always more than can be done. There were 100 suggestions on improving the soft landscaping and how this could be done. People appreciate the hanging basket scheme and would like to see it extended to more areas and for all seasons. There were 31 suggestions for locations where more seats are required.

#### Recommendation

R34) Pershore College to be asked to design a soft landscaping plan including planters, trees, hanging baskets, seats and incorporation of litterbins.

There were a number of comments suggesting better use of the area adjacent to Abbey Park to make it more amenable for pedestrians and cyclists.

#### 5.2 Town Square:

There were 37 suggestions to make Broad Street a Town square. There are practical problems involved with implementing this suggestion, as it is a busy road for traffic transiting the Town and for buses stopping. In order to make this conversion, the following would have to happen.

- Relocation of car parking
- Relocation of bus stops.
- Dual carriageway reduced to single carriageway (1 lanes in each direction) on west side of square.
- Traffic signals at junction of Broad Street and High Street/Bridge Street.
- Relocation of street furniture.
- Planning approvals.
- Funding approvals.

This indicates that such a transition would necessarily be a long-term aspiration.

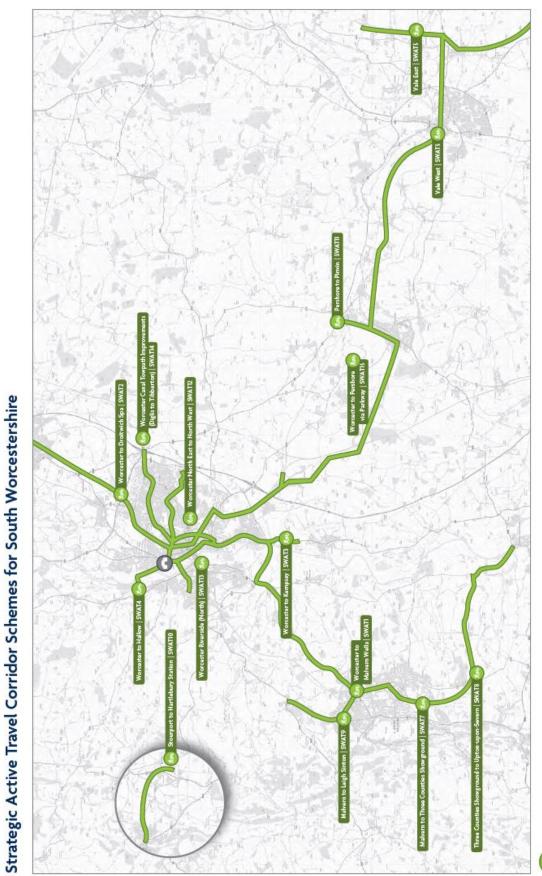
#### Recommendations

R35) Creating a Town square should be kept in view for implementation when opportunities arise through other schemes such as relief roads or introduction of driverless cars.

R36) Implement High Street Urban Realm Scheme (LTP4 ID P2)

#### **Proposed Station Car Park Layout**





Active Travel Corridor

Junction Review / Enhancements Rail Station Improvements Major Scheme Strategic Transport Schemes for South Worcestershire Game Changer Employment Site Road Scheme Housing Development Transport Telematics

# Family High Street (Church Street to Priest Lane) Public Realm Scheme | P2 P. Rail Station A44 Allens Hill / A4104 Terrace Road / B4082 Main Street Junction | P4 🔫 B4084 Three Springs Road Junction | P5 Rail Station Improvements Pershore Package

Public Realm Schemes

Housing Development

Parking Strategy

Junction Review / Enhancements



## Arts, Culture, Leisure & Sport

## **Theme Group Leader: Peter Millichip**



#### Vision

To foster a richer and rewarding experience in the Town which is available to all of the Town's residents and visitors.

To make best use of the Town's public realms, notably Abbey Park, the wetlands and the riverside, for leisure and entertainment; for boating and cycling, for fishing, birdwatching, live performances, music festivals or just watching the world go by.

To encourage and support bold, strong and decisive leadership from the Town's guardians with support of local businesses, organisations and residents with ideas, projects and innovation with a focus on continued









identifies the Town, and is the focal point for all that surrounds it.

## Context – what we already know

Pershore is full to bursting with clubs, groups, organisations, facilities and events - all making up Pershore's offering of Art, Culture, Sport and Leisure.

Pershore boasts many glorious attributes. The Town is strategically positioned on the The Town has a modern Leisure Centre with a swimming pool and various sporting and exercise facilities. The Riverside Youth Centre next to the Leisure Centre provides a facility for Informal education together with river and recreational activities for the young people of Pershore, whilst the white water project at Wyre Weir is an exciting development in









banks of the River Avon with historical links going

back centuries as evidenced by its beautiful Abbey, its role in the Reformation and the progress. The Pershore Football Club, situated on the King George V playing field, caters not only to a semi-professional standard, but also to all ages of young hopefuls and those who just enjoy the game. The Pershore Sports Club, on Defford Road, is



cannot be over emphasised. Its fabulous

location and its central presence at once

English Civil War. Its streets are aligned in Georgian architectural splendour. The singular importance of the Abbey to the Town



home to the Pershore Cricket Club and also provides courts for squash, skittles and other recreational activities, whilst the Pershore Rugby Club provides opportunities for all who wish to participate in that sport. Pershore Bowling Club can be found within the confines

of Abbey Park, and the Pershore Tennis Club, committed to the growth of tennis in Pershore, and punching above its weight nationally,



is located in the grounds of Pershore College. In addition to these mainstream sports, there exist numerous other clubs and societies supporting a wide variety of sports and leisure activities.

Pershore has an impressive sense of community, and its spirit is always evident at the main annual events that take place: the Pershore Carnival, the River Festival, the Pershore Plum Festival, to name just three.



Specific mention must be made of the Town's hidden prominence in arts and music which often goes unnoticed. The recently refurbished independent Number 8 Community Arts Centre offers a cinema, theatre, café bar, together with rooms for other performing arts and rehearsal space.



It is presently the home for Pershore Operatic and Dramatic Arts (PODS) and its Youth Section (PODYS). Number 8 and the Pershore Library also provide valuable support to local arts groups by exhibiting the works of local artists.



Music, concerts and performances play an enormous part of the Town and the Town Choir is a regular feature of the Christmas Carols performed in St Andrews Gardens at the Christmas lights switch on ceremony. The Abbey is renowned for its acoustic quality and hosts concerts throughout the year. The Angel Hotel also hosts numerous musical events, significantly Pershore Midsummer Brass, and Pershore College hosts the Pershore Jazz Festival.













In examining the culture of the Town, one cannot ignore its hostelries, both for its residents and for visitors. These include a wide range of pubs, cafes and restaurants. Along with all of the above, Pershore has a vibrant food offering with a variety of restaurants specialising in different cultures around the world. Reviews of these are on social media and Pershore Patty.

#### The views of local people

This Theme received the third highest number of suggestions, 630 (16%). There was an overwhelming response that it was vital to protect the character of Pershore and to keep it as a Market Town.



Also valued, and important, were the green spaces within the Town which people were keen to preserve, protect and enhance. There is a strong view that greater opportunities can be achieved by the promotion and use of the River Avon.

There was however a general consensus that there was insufficient provision of facilities, social meeting places and activities for children, teenagers and young adults. The need for activities, facilities, and more youth provision for older children/teenagers was highlighted through a range of requests which were centred on Abbey Park, King George V field, the Riverside Youth Centre, the High Street, the Leisure Centre, Pershore High School. A range of outdoor activities were requested including football pitches, goal posts and a kick about area with the most frequently mentioned locations being Abbey Park and the King George V field. Other facilities requested were a BMX track and a safer and bigger skateboard park.

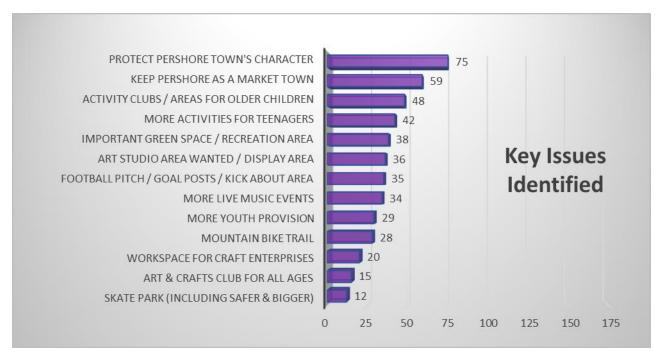
Arts and crafts were important to local people with the need for bespoke exhibition space, workshops and galleries, arts and crafts clubs for all ages, and there is a desire for more live music

events.



There was substantial support for an additional venue to cater for (especially) larger gatherings, youth groups and societies, clubs, and for other activities at affordable rates.

There have been discussions by Pershore High School with the Pershore Swimming Club with the ambition of building an Olympic size swimming pool.



## The views of pupils gathered through the School events:

Pershore High School pupils prioritised a number of issues under this Theme which they felt affected young people:

- They felt that what was needed was the provision of more support and help for young people to overcome anxiety and build confidence, commenting that more CAMHS (Children Adolescent Mental Health Services) were needed and that participating in sporting activities, such as swimming, helped to relieve stress, and there should be more places to socialise and have fun.
- Access to Leisure Centre activities pupils told us that activities were not always available, sometimes booked up or they were told children were not allowed. The pupils suggested a whole range of provision and activities both formal and informal e.g. more sports activities on the river, holiday clubs, and sport for those with a disability. In the future they wanted to ensure that fewer people were excluded from participating in activities and sport because of cost.

- They pointed out that many of them had to rely on their parents to get them to a facility or activity.
- Another issue they raised was that they felt that there was a lack of funding for / not enough money put into sporting facilities.

For the younger children from the Abbey Park and Holy Redeemer Schools we used a number of "prompt" questions to help them put their views forward. We found from their responses that they already participated in a wide range of sport and leisure activities with football and swimming being the most popular, but the list also included sports such as gymnastics, archery, boxing, and martial arts, and leisure activities such as dancing, singing, and drama.

New activities / facilities suggested, which may not be available now in Pershore, were rock climbing, roller skating, kite boarding, and trampolining.

Whilst many went to the festivals which are already held in Pershore, they had plenty of ideas for other festivals including a Book Festival, a Sports Festival, a Food / Cooking Festival, and a Halloween Festival.

Key Stakeholders consulted sought more support for funding and grant aid to improve facilities. In addition to the general public consultation, key stakeholder consultation was undertaken.

Stakeholders consulted included:
Pershore High School, Abbey Park & Holy Redeemer Schools.
The Avon Navigation Trust
The Riverside Youth Centre
Number 8 Community Arts Centre
Pershore Football Club
Pershore Cricket & Sports Club
Pershore Rugby Club
Pershore Working Men's Club
Pershore Tennis Club
Pershore Bowling Club
PODS & PODYS (for society)
Pershore Arts
Pershore Jazz Club
Pershore Vale Walkers
Belle House
Wychavon District Council
Pershore Town Council
Brian Hoggard Music
Vocal High
Aphelion

#### **Pershore Patty**

## Main Proposals & Recommendations

#### 1. The River Avon

The River Avon offers a major opportunity for water based and waterside leisure and recreation. It is an under-utilised resource, partly because of its disconnection from the heart of the Town Centre, and partly because it lacks focus and amenities. A clear set of objectives undertaken with the Avon Navigation Trust is needed to inspire and guide changes to ensure that it becomes a more integral and valued part of the Town's culture. A scheme to enhance connectivity between the Town and the river should be delivered.

#### 2. Public Spaces

Some residents felt that there was little public space where local citizens could gather, and especially the young people of Pershore although no specific suggestions were made as to how this could be improved..

#### 3. Sporting Facilities and Playing Fields

Consideration should be given to the improvement in the provision of playing fields for sport, and to supporting the funding and grant applications made by clubs for improvements. Better communications as to the availability of such facilities is essential. Identification of additional playing fields, such as those at Pershore College, would provide vital resources for junior clubs and teams. An adventure playground or "green" gym would go some considerable way to meeting the wishes of the younger population with a multi age gym providing a facility for all generations.

#### 4. Arts

The Arts community should be supported in its aspirations in the High Street to showcase their work, provide workshops and galleries and truly make Pershore the "Arts capital of Worcestershire".

#### 5. Community Venues

Consideration should be given to the identification and provision where necessary of spaces and buildings of appropriate size and application to meet the needs of a growing Pershore population. Although several different venues are currently being used (please see Appendix G), there are perceived to be few which are either big enough or affordable for the activities which societies present clubs, and other organisations wish to use.

#### 6. Pershore College of Horticulture

There is perceived to be a disconnect between the Town and the College. Greater efforts to establish cultural, educational and business links should be explored.

#### 7. Riverside Youth Centre

Greater support should be given to the Riverside Youth Centre and its interaction with the Town. It is somewhat isolated. Greater publicity about its existence and facilities for young people would improve matters together with support from adults, events, courses and adventurous contemporary programmes.

### Aspirational and Visionary ideas for the next 20 years

- 1. To complete the Lock Island development on the River Avon, make it more accessible, and promote it as a destination for boaters, paddlers, otter spotters, heron and kingfisher watchers, for tourists and picnickers and for riverside boat trips.
- 2. **To enhance riverside amenities**, to include café bars with outdoor riverside seating to allow tourists and residents alike to watch the world go by next to the beautiful River Avon.
- 3. To provide an alternative, enhanced setting for Pershore Football Club with sufficient club facilities and seating for spectators and supporters, and playing fields for its junior teams.
- 4. To derive a connected relationship between the Town and Pershore College of Horticulture, utilising its facilities for business, conferences, and meetings, and opening up its underused sporting facilities and playing fields to other clubs and sports organisations in the Town.
- 5. To provide trails for cycling, mountain biking, rambling and walking along the wetlands and the River Avon, and building a new footbridge by the locks at Wyre Piddle to allow a connected pathway to and from the Town's only other bridge.
- 6. To consider the need for a new community building of sufficient size and at affordable rates for the additional use of the Pershore Town community.
- 7. **To create a Town Square in Broad Street** a traffic flow free zone and pedestrianised, allowing the Square to be used as a central location for human

interaction and an open public space with open air cafes, restaurants and performance spaces.

8. To support Pershore High School and Pershore Swimming Club in their aspirations to build an Olympic size competition swimming pool, the only one in the Midlands, attracting National and International swimming competitions, visiting teams, supporters and visiting support, with such attraction boosting the Pershore economy, hotel and other accommodation provision, and Regio



# Health, Wellbeing & Community Support Theme Group Leader: Judy Dale



## Context – what we already know

Pershore has been acknowledged as a great place to live — an historic Market Town offering arts, sport and leisure activities, open green spaces and a strong community spirit. All these contribute to mental, spiritual and physical wellbeing. The Town has a rising population now reaching 8,000, is expected to rise towards 11,000 over the next decade.



There are two medical practices with primary healthcare teams serving the Townspeople and a wide area of surrounding villages, each has a list size of over 10,000 patients, covering between them, 20,800 people, potentially rising to about 23,000 with expansion of the Town. Pershore has a Community Hospital with 26 beds, admitting patients from the Pershore area but also providing rehabilitation and care for people from other

areas in Worcestershire. The hospital Matron also co-ordinates community care, and facilitates as far as possible, bed availability for local people in the hospital.

Funding is potentially reduced for South Worcestershire's Primary Care services. There is a shortage of care agencies for care at home, and there are recruitment difficulties in appointing more GPs. All this, alongside high public expectations and increasing demands on the skills of GPs.

Statistics demonstrate that Pershore has a significantly higher than average population with 'Health Challenges' being +40.9% more than the national norm (in England) compared with +18% for Worcestershire. This necessarily requires GP time and expertise. Pershore people are renowned for their longevity - there are increasing numbers of patients over 80 and over 90 living in the community and needing support, including residential care at all levels.

Both Abbottswood and Pershore Medical Practices, Pershore Hospital Matron and district nurses, are working on the development of an integrated community team, and improved sign-posting with a Care Navigator in each practice.

#### Some statistics - in Pershore

27.7% adults have a BMI 30+, (are overweight) <a href="https://www.localhealth.org.uk">www.localhealth.org.uk</a>

34.5% reception children and 31.0% Year 6
children are overweight/obese
www.gov.uk/government/statistics/childobesity-and-excess-weight-small-area-leveldata

#### 21.7% adults binge drink

29% adults consume on average 5 fruit and veg/day and 71% do not

18.4% 16-17 year olds are regular smokers

#### Other issues identified in discussion with stakeholders

Lack of psychological support for those with mental health problems and for the worried well

A need to educate the public – there are leaflets with information but where found?

Not everyone has digital access - opportunity to create internet accessibility

Delays in discharges from both acute and community hospitals due to lack of care support in the home

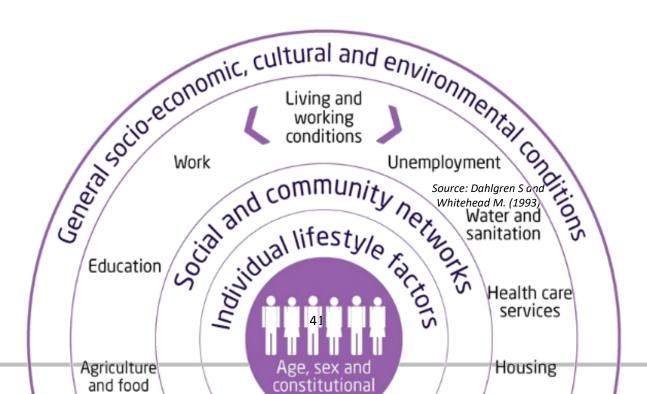
Shortage of Care homes within Pershore itself. Most lie outside the Town boundary

Need extra-care sheltered housing scheme

Young people at risk where groups abuse drugs and alcohol

A Town Plan cannot reorganise our statutory services but it can look at ways to influence health and wellbeing through lifestyle, support, communication and information.

#### What can Influence our Health?



Reception year			
Deliveries to teenage mothers	2.7	1.2	7.2
Hospital stays for self harm (SAR)	130.3	100.0	545.6
Hospital stays for Alcohol related harm	120.8	100.0	308.2

From: Public Health England – Local Health Ward 2015 Pershore Wychavon E05007922

Indicators listed as 'Significantly worse' when compared with all England:

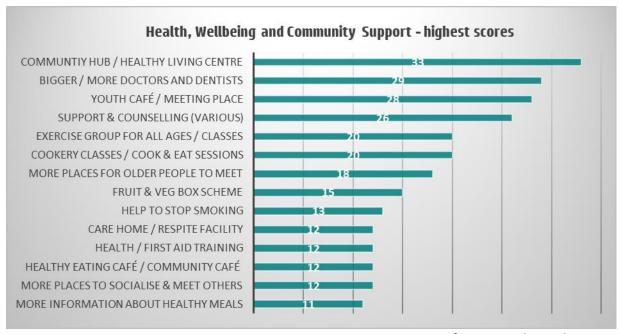
Figures are % unless stated	Pershore in comparison	England average Value	England Worst
Limiting long term illness or disability	22.3	17.6	40.8
Provision of 1 hr or more unpaid care per week	12.7	10.2	16.8
Obese children Reception year	15.1	9.3	20.1
Children with excess weight	36.1	22.2	39.4

#### The views of local people

This Theme received the fifth highest number of suggestions at 410

Residents would like to see a "centre/hub" provided which could meet other identified needs such as support and counselling services; an information point; a place to meet and socialise (someone to talk to).

The pupils at Pershore High School were particularly concerned about mental health issues with bullying being cited as a major worry. They were also concerned about what they saw as a real problem in terms of drugs, drinking, gangs and fighting all of which impacted on the lives of young people.



easier access to information online and via noticeboards, leaflets and directories.

### Additional Suggestions (more than one) within this Public Consultation:

Access to Information - drugs & alcohol, health, weight loss\*

Advice & Information Centre (not just Tourism)

Community Notice Board\*

Debt Advice needed\*

Homelessness – referral pathway\*

Mental Health Support

**Parenting Classes** 

Set up a Knit & Natter club\*

Someone to talk to if you have a problem

Support for dementia sufferers\*

Time bank scheme (volunteers)\*

Walking for Fitness group\*

Many of these activities\*/services already exist demonstrating the need for greater publicity and

## There were Significant Individual Suggestions of note:

Community project bringing older and younger generations together supporting emotional health & combatting loneliness, educating about healthy living

Double up community café, Health Information (informal), Health Classes, Natter point

Easy access to Health Care Websites

Map of available Defibrillators

Empower & support local people and groups to promote grass roots change. E.g. in schools, clubs, churches, streets – litter picks, garden share

Project involving horticulture and animal care at Pershore College



## Concerns raised by pupils from Pershore High School about misuse of drugs and alcohol

Pupils highlighted that there is a need to tackle the increasing use of drugs and alcohol by young people in Pershore and this was acknowledged by professionals. Use of cannabis, nitrous oxide, 'legal highs', and other drugs risks progression/addiction to Class A drugs and diminishes performance at school. Work is already being done within schools and the Riverside Youth Centre, but limited. There is also the need to explore behind the drugs problem – to the underlying causes beyond peer pressure, such as situations at home.

Suggestion: A co-ordinated Drugs Education Programme from Year 5 onwards through Middle Schools and the High School with innovative and meaningful pupil involvement using drama, art, and maybe creating video content which could be used in the future. This could also involve Wychavon Community Safety Team, Number 8, and expertise from Heart of Worcestershire College. Would benefit from the appointment of a Drugs Education Worker.

## Suggested Plan for Pershore Town for Health & Wellbeing and Community Support:

**Aim:** To develop a Central Community Health Hub contributing to

**Prevention** through changing lifestyles, self help to healthy living, healthy eating, exercise

**Education in Healthy Living** through schools, clubs, adult learning, informal sessions

**Information** easily accessible through internet, leaflets and directory

Support systems and 'someone to talk to'

Sociability through clubs and café

## Main Proposals & recommendations

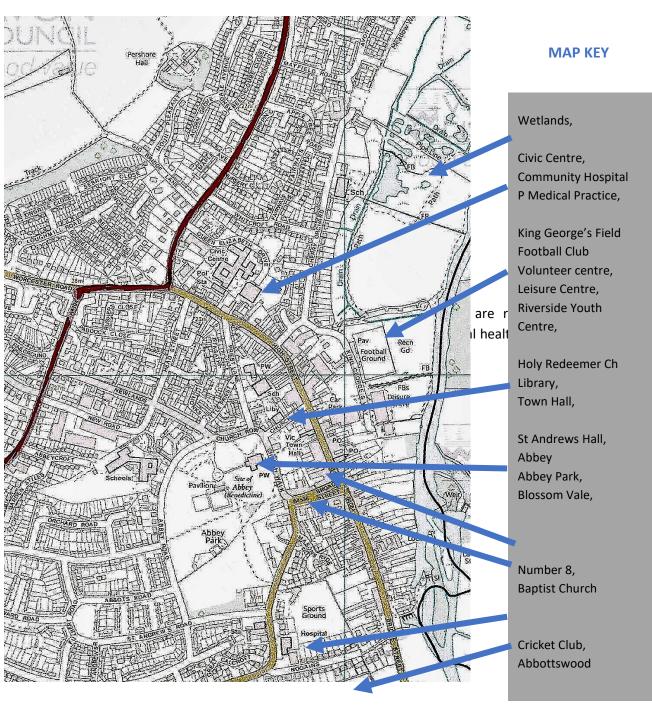
- 1) Identify a Pershore Community Health Hub within the centre of Town. Equip with PC, display of publications, directory of help organisations and having 'someone to talk to' Professionally led, with trained and vetted personnel who could also signpost to appropriate information sources or groups. Combine with social café. Where? This Hub might be in the Library, Town Hall, Volunteer Centre, Riverside, empty shop, preferably in the High Street. Would need coffee making facility
- 2) Inform and Educate Pershore people towards better health and wellbeing, and encourage them to take their health seriously
- 3) Identify Publications; Leaflets Age UK, Wychavon, 5-a-day healthy eating, WCC Five ways to Well-being; Wychavon: Health & Wellbeing Plan 2016 2020 Worcestershire Health and Care NHS Wellbeing Hub for Mental Health
- 4) Create an online and printable updated Directory to enable people to research and find groups and organisations. A potential database for health and wellbeing

is at https://ylyc.worcestershire.gov.uk/ and called 'Your Life Your Choice'

- 5) **Hyperlink within the Town Council website,** Websites NHS, Public Health England, Worcestershire CC
- 6) Young People's Hub at Riverside Youth Centre for support, information and conversation, in addition to present activities
- 7) **Drugs Education Programme** across schools, clubs and colleges Co-ordinated Drugs Education Programme from Year 5 onwards. Create a film which could be used in the future
- 8) More use of Pharmacists in Health Education
- 9) Groups share and learn from one another with specific condition/topic/challenge e.g. good parenting, healthy eating meeting at Hub or elsewhere
- 10) Town Council to encourage healthier behaviours through responses to planning applications (residential care at all levels, more bungalows), transport schemes, green space design, allotments

#### **Contributors:**

Chairman Town Plan Steering Group; Consultant (Planning for Real); Pershore Town Council; Civic Society; Community Church; PPG (Patient Participation Group); Hospital Matron; Public Health; Local GPs from both practices; Practice Managers and members of Primary Healthcare Multidisciplinary teams; Dentists; Lincoln House, Abbey Dental Surgery; Volunteer Centre; Head teachers Pershore High School; Riverside Youth Centre; Pershore Abbey; Co-ordinator EDMHSS (Mental Health); Local Police; Local Chemists, (Boots), (Ogles); Pershore Library; Pershore Youth Council; Pupils from Pershore Schools; and over 1,000 local residents.





# Local Commerce, Tourism & Heritage Theme Group Leader: Darren Eden



#### **Vision**

To build a local economy that delivers for the people of Pershore, its hinterland and for visitors to our Town.

#### Context – what we already know

Pershore has a number of attributes that have contributed to its growth and will continue to do so in the future. It has strong communication links with nearby Towns, a "good sized" retail market compared to other Towns<sup>1</sup>, good digital infrastructure, two trading estates, and perhaps most importantly, an attractive high street with an abundance of retail space. A People for Places survey found that 67% of Town centre businesses are shops, many of them well

established and independent<sup>2</sup>. Town centre footfall is higher than the national average, although highly concentrated<sup>3</sup>. The local cinema, theatre and art gallery, and numerous and diverse places to eat and drink ensure that the Town remains alive and vibrant. In recent times, a strong calendar of local festivals and events has generated a fresh impetus into Town life and had a positive economic impact.

The future economic and commercial growth of Pershore looks positive from this vantage point, but there are some weaknesses. 41% of businesses have seen their turnover fall over the previous year, although their confidence remains relatively high4. 81% are specialist retailers, selling high value, rare purchase items that makes them vulnerable to online retailers and out-of-Town centres. It is important that our local retailers maintain or develop distinctive offers that allows them to differentiate from these alternatives<sup>5</sup>. We must be vigilant of wider threats to our Town's economic future, including the talent drain towards the south-east, and online and out-of-Town shopping.

#### **Tourism**

We would never want Pershore to become overly reliant on tourism for its income, but we are fortunate in that we have a vibrant, commercially strong Town that draws in visitors from across the UK and further afield. A recent survey concluded that Pershore has not yet developed its potential for tourism, but the methodology behind this survey has been disputed, and a second study should be considered<sup>6</sup>. We are blessed with the presence



of a beautiful, historic Abbey and the river, we are surrounded by navigable, picturesque waterways and countryside, and we have a strong calendar of festivals and local events with a hugely positive economic impact on the Town. There are also plenty of amenities for visitors, including independent shops, eating and drinking venues, river accommodation, and a local cinema, theatre and gallery.

#### **Heritage and Environment**

Part of what makes Pershore an attractive place to work, live and visit is its heritage and its general aesthetic attractiveness. No plan

<sup>&</sup>lt;sup>1</sup> Pershore, Understanding the Heart of Our Town: May 2017 Summary Town Benchmarking Report, p.2 (Please see Appendix H)

<sup>&</sup>lt;sup>2</sup> " " pp. 2-3

<sup>&</sup>lt;sup>3</sup> " " pp. 2-3

<sup>4 &</sup>quot; " p.3

<sup>5 &</sup>quot; " p.2

<sup>6 &</sup>quot; " p.4

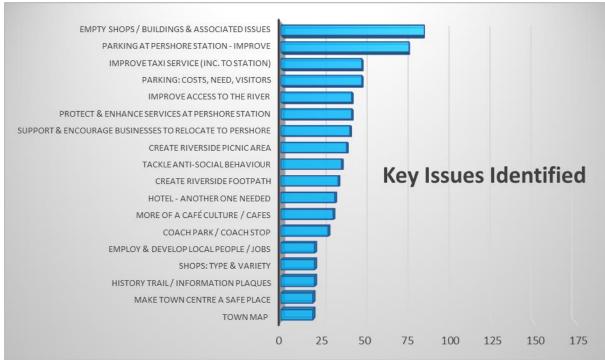
for Pershore would be complete without recognising the significance of these two aspects and their role in tourism and commerce, as well as the wellbeing of the Town.

Protecting and celebrating our heritage is fundamental to the Town's future. It provides Pershore with its unique character. The Conservation Area helps ensure that our Town centre retains this character and its Georgian aesthetics, and this should remain for the foreseeable future. It is also important to preserve our natural environment as well as our built environment. The River Avon, the

responses and also generated comments from all the pupils we have consulted.

#### Commerce

A key concern from the consultation was Pershore Railway Station, attracting the highest number of responses. The two main concerns were with parking at the station and the desire to maintain its services. As well as other more specific comments, such as the addition of a dual track and a footbridge to the future second platform, more broadly, the subgroup and workshops emphasised the



Wetlands and Tiddesley Wood are examples of natural beauty, but have an additional commercial benefit as Town attractions and activities.

#### The views of local people

The views of the subgroup have largely dovetailed with the findings of the consultation. This Theme received 883

importance of the station to economic growth. The longstanding issue of parking at the station is an inconvenience that weakens Pershore's links with the rest of the country and makes us less attractive as a place to start or relocate a business, as well as hindering the prospective prosperity of young commuters in the Town. Although stakeholders acknowledged that negotiations were active and ongoing, they encouraged the speedy resolution of the matter. They highlighted that many currently drive to stations further

afield in order to be able to park, and warned that this would become a more frequent experience with the opening Worcestershire Parkway if the local parking issue was not resolved. Further, there was a general scepticism of Great Western Railway's assurances over the future of the station, especially with the prospect of Worcestershire Parkway. Stakeholders offered the suggestion of the Town Council exploring the economic case for the station to ward off future attempts to wind down services. In a topic linked to the station, residents also complained about the poor local taxi service, although the stakeholders noted that there was relatively little the Town Council could be expected to do about it. There were also comments related to the poor link-up between bus journeys to the station and train times.

Empty shops and buildings, as expected, drew a lot of comments, mainly in the High Street, receiving 13% of the comments. There was some criticism of the number of charity shops, the rates, and calls for the forcible requisitioning of empty shops. Stakeholders, however, believed that empty shops tended to come in waves, before being filled relatively quickly again. The stakeholders also praised the local charity shops, pointing out that some came to Pershore just for them. The subgroup has highlighted the potential threats that could lead to more empty shops. Aside from wider, national trends such as online shopping, another potential threat would be the construction of out-of-Town shopping near Pershore that traders feared would divert trade from local shops in the Town centre. This could be disastrous, and should be resisted. There was also a great appetite in the consultation to encourage existing businesses to relocate to Pershore with schemes such as starter units, 'pop-up shops', and lower business rates.

Youth employment and training is a topical 20 theme currently. people in the consultation called for more opportunities for the development of young people to fill local jobs. The claimant count in Pershore, though, is low at 1.3%. The claimant count, however, does not include young people who are NEET (not in education, employment or training) who live at home rather than claim benefits. In addition, the Wychavon District is the ninth worst in the country for youth social mobility. Taken together, this may mean there is a hidden underbelly of young people who do not have the skills to fill available jobs.



A similar theme that emerged from the subgroup and stakeholder meetings is the increasing tendency for talent to be drawn towards London and the South-East, making it difficult for local companies to employ professionals and middle-managers. This somewhat contradicted the research from a recent survey which suggested that 85% of businesses in Pershore did not struggle to recruit, which may be linked to the low proportion of local businesses engaged in

professional and financial services (10%)<sup>7</sup>. The solution, according to feedback from the subgroup and stakeholders, is to promote opportunities for the employment and development of young people into these positions, and there was support among residents for the development of young people, which would have the additional benefit of keeping more talent in the town. Greater awareness could be generated for apprenticeships.

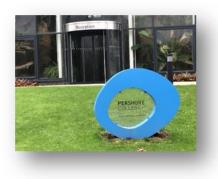
Another topic raised by some was the future makeup of businesses in Pershore, with some expressing fear of automation and artificial intelligence. One solution proposed was to encourage electronic start-ups and other companies into Pershore's trading estates. There are issues with this proposal and similar ideas, however.

Firstly, people tend to be poor at predicting future economic and technological trends, and staking the Town's economic future on one form of technology or another may not be wise. There is also a very high failure rate in start-ups, particular technology start-ups. Further, there are a huge number of Towns and cities currently competing for technology and electronic firms, whilst others already have a head-start, not least Malvern.

Instead, Pershore should focus on making its trading estates suitable for any and all businesses, improving the infrastructure and creating a greater variety of units, including space for start-ups, as well as making the units and estates more presentable and attractive. If Pershore does focus on one particular industry, it should play to an existing or a new competitive advantage, such as high quality engineering or agriculture.

<sup>7</sup> Pershore, Understanding the Heart of Our Town: May 2017 Summary Town Benchmarking Report pp. 2-3 (Please see Appendix H).

There are also opportunities for local businesses and other organisations to work more closely together for their common interest. Suggestions were made in the consultation wanting for businesses to work more closely together. Stakeholders and the subgroup pointed out that Pershore College, an institution that should be a source of great pride and benefit to the Town, remains peculiarly distant. Increasing the College's involvement in Town life, not least by celebrating its horticultural prominence, is a win-win for everyone. To facilitate local businesses to work more closely together, there should be a group that can bring local businesses together and operate as a voice and a lobby for the businesses of Pershore. This should include the local outlets of larger, national businesses that have a presence in the Town.



#### **Tourism**

The top priority, according the to consultation, was to make more of the river. The river attracted 17% of the theme's comment total. The comments included calls for a riverside footpath and a footbridge. Stakeholders believed that creating a footpath that ran the full length of the river would be difficult on both sides, due to the fact that it would require the cooperation of so many different businesses and landowners. The stakeholders commented that the existing picnic area near Pershore Bridge seems rundown. Stakeholders believed that, with a little development, this would be a great recreational spot for the Town.

The subgroup and stakeholders acknowledged that we have a great asset in the river that remains under-utilised. To some extent, this is because our Town 'turns its back' on the waterway. Improving access and use of the river would not only generate direct commercial returns, but add to the overall attractiveness of the Town.

Although flooding is inevitably an issue, stakeholders pointed out that modern technology offered innovative solutions to overcoming this natural challenge. There was general support from both stakeholders and from local residents for the development of a marina on the current spot of the storm drain.

The topic of the river also arose in another concern that emerged from stakeholder meetings and the subgroup, which was that Pershore is structurally too segmented. The High Street, the Abbey and the river are all closed from each other, a problem exacerbated by the river lying behind the High Street and by the fact that the walkway between the Abbey and the High Street is typically locked in the evenings and at weekends.



This may be reflected in the consultation's concern with the navigability of the Town by visitors and tourists. This was indicated by calls for a history trail and information plaques, a Town map, and better signage

generally. Taken together, there is a perception that Pershore's best sites are difficult to find for visitors with little coordination between them. Stakeholders and the subgroup felt there would be benefit to 'opening up' the Town more to make the most out of its best assets.

Anti-social behaviour and public safety were also a concern from the consultation. The High Street and Abbey Park were the locations most frequently cited as sites of anti-social behaviour and safety issues. Recorded crime in Pershore is actually remarkably low, which suggests that the sight of young people loitering in public spaces is enough to at least create a perception of antisocial behaviour. Stakeholders appreciated this problem, and as well as suggesting solutions to prevent loitering such as playing classical music outside Asda, which has proven effective before, and more of a community presence from the police. They highlighted that local youth do still need a space to "just be kids", and that the Riverside Youth Centre and the Park need to work to ensure they are suitable and safe for all.

Guest accommodation has been a frequent topic in local government in recent years, with concerns that there is not enough of it in the area. Some local residents agree, with 32 calling for "another hotel". Stakeholders and the subgroup were more sceptical of our understanding of local demand and supply. Both also stressed the need to keep guest accommodation within the Town centre, and to encourage existing providers to expand or improve their offers. On a related note, 15 residents believed a local camp site would be a good idea, although there are two nearby, in Pinvin and Wyre Piddle respectively.

One potentially lucrative way of making Pershore more of a 'destination' is coach trips. A lack of coach parking is often cited as a potential reason for a lack of such trips visiting the Town, with 27 residents raising the issue during the consultation. In reality, some coach parking — or at least, the possibility for it - does exist, but the subgroup and stakeholders identified two main issues with the situation as it stands. Firstly, there is poor awareness of its availability. The 'Visit Pershore' website makes no mention of it.



The intended coach parking near the edge of Town cemetery is not accessible for large coaches, the Retail Market car park requires management, and has no specific allocation for coaches. Stakeholders and the subgroup argued that a low management, relatively central and easy to access coach parking area would have a hugely positive impact on the Town, with a suggestion of extending a lay-by near St Andrew's Road as a potential location although discussion with Rooftop Housing would be necessary.. Whilst itineraries and day packages are made available to coach

companies, with details of local amenities and destinations, it was agreed coach operators and drivers have to be targeted, with some areas offering incentives such as free lunches to coach drivers to lure them in.

One of the Town's biggest weaknesses, however, highlighted by the subgroup and stakeholders is an occasional sense of apathy among some local businesses and building owners, and a failure to market Pershore cohesively. Part of the issue could be the lack of a single tourism voice for the Town, a point highlighted in two comments in the consultation. Although Wychavon District Council has attempted to fill the gap, their attention and resources must cover an area far wider than the Town and its hinterland. The Town Council does provide staffing for the Visitor Information Centre, but it is felt that, developing a voice capable of lobbying on the Town's behalf, and perhaps more importantly of rallying its people and businesses, would be an invaluable asset.

#### **Heritage and the Environment**

Throughout the consultation and stakeholder meetings, it was clear that the Town centre was both a source of pride and worry. The frequency with which concerns over empty shops and unkempt buildings were cited by residents in the consultation is indicative of a fear that the vibrancy of the Town centre is delicate.

The spread of charity shops, although not a concern to stakeholders, was perceived by local residents as a sign of a dying high street. The calls for a cafe culture may be part of the

Heritage and the environment were not among the top concerns for residents during the consultation, but played an important role in the stakeholder meetings and those of the



People and Places survey on what words best describe Pershore, with size reflecting weight of

same desire to keep the Town centre active, and for it to act as a social spot. A specific resistance to out-of-Town developments came across in only three comments, but could be heard more widely at consultation events. The phrase "Look what's happened to Evesham" was common. Stakeholders and the subgroup, as discussed above, also felt that guest accommodation should be concentrated in the Town centre, to encourage visitors and tourists to explore the Town and spend locally. Clearly, in spatial terms, the Town centre is important to local people and to stakeholders alike.

subgroup. They felt the Town should remain committed to the preservation of Pershore's landmarks, notably the old Pershore Bridge, the Abbey, and its Georgian architecture, but it should also recognise the contribution to the Town's heritage and character of other, perhaps often overlooked buildings. Local or even former pubs, banks or arcades, for example, some of which are buildings that have existed for hundreds of years, and which are often among the most aesthetically pleasing. Although these buildings do not necessarily attract the same level of attention and respect as grander landmarks, they form part of the Town's collective memory and

physical identity. The Town is also rich in listed buildings.

Preserving the heritage and aesthetic appeal of the centre, however, is fruitless, if the rest of the Town does not follow suit. Although there is tremendous pressure to expand the Town's frontiers. subgroup the stakeholders emphasised this should not prevent us from ensuring that these new areas have green spaces and pleasing appearances, both for the reputation of the Town and for the wellbeing of its people. They felt that the local planning authority should see it as part of their purview to ensure that all public spaces are beautiful and that new developments protect or enhance the beauty of an area. This applies as much to Pershore's hinterland and surrounding villages as it does to the Town itself.

With heritage and preservation, apathy and complacency are the greatest threats. It has been well proven that well-designed, well-lit, clutter and litter-free areas reduce local crime and vandalism, and we should be vigilant of slight deteriorations which have a disproportionate impact on local perceptions. Similarly, we should be wary of any buildings or areas that come into disrepair or become derelict and unsightly and be willing to engage with the owners of the areas to improve them.

It is also important to preserve our natural environment as well as our built environment. The Wetlands and Tiddesley Wood are fantastic local natural assets that have been well managed, and serve well as Town attractions and activities. Improving access and marketing awareness of the Wetlands, in particular, should be a concern of any Town tourism voice.

## Main Proposals and Recommendations

- Upgrade Pershore Railway Station and improve parking and bus links, using the ideas and recommendations from the Transport, Infrastructure and the Environment theme.
- Encourage closer links between local businesses and training and education, using the ideas and recommendations from the Young People, Education and Training theme.
- Maintain the vibrancy of the Town centre by resisting out-of-Town shopping centres or supermarkets.
- Encourage a group bringing local businesses together, and develop and promote Pershore as a tourist destination.
- 5. More utilisation of the river, by improving access, signage and leisure areas, with the development of a marina-type area near the current Leisure Centre as a long-term aim.
- 6. Coach parking provision in the Town Centre.
- Ensure any new accommodation is focussed around the Town centre to keep it vibrant.
- 8. Protection for Pershore's built and natural assets, ensuring all new developments have green spaces and fit with the aesthetic of the Town.



## Young People, Education & Training

**Theme Group Leader: Sam Tarran** 





#### Context – what we already know

Pershore has a relatively strong education system, and is one of the few remaining areas in the country that currently maintains a 'middle school' system. Within Pershore itself there are three primary schools – Abbey Park, Cherry Orchard, and Holy Redeemer – one middle school at Abbey Park, and one high school with its own sixth form. These are supported by a number of nurseries and preschools in the Town and surrounding area. In addition, a number of local children travel out of the Town for secondary and further education in nearby Towns and cities, namely Evesham and Worcester.

The standard of education locally is generally deemed to be good, with Pershore High School, Cherry Orchard and both Abbey Park schools receiving a 'good' score from Ofsted in their most recent inspections, while Holy Redeemer was described as 'outstanding'. 71% of Pershore High School's students achieved five or more GCSEs, including English and Maths, at grades 4/C or higher in 2017. Although there seems to be local satisfaction currently with the quality of education, there were concerns from consultation participants that the volume of house building may lead to the current provision becoming under pressure in the future.

Apprenticeships are provided locally by organisations such as Heart of Worcestershire College and the Warwickshire College Group, which includes Evesham College and Pershore College. A potential gap is the availability of Access to Higher Education diplomas available locally to people who have left school without the usual A-level requirements, a qualification typically important for those who left education some years ago but now wish to reengage. South Worcestershire College in

Evesham offers such diplomas in Art and Design and Health, whilst Worcester Sixth Form offers only a diploma in Social Science and Health. Those wishing to undertake other courses must go further afield to institutions such as Gloucestershire College. This is indicative of a local issue with education provided past the age of 18. Although this is not a recognised problem currently since Pershore has a low claimant count, it may make the Town less resilient to future economic shocks and any decline of important local industries.



Pershore is typically seen as an 'older' Town, and demographic surveys bear this out. The current and anticipated housebuilding is expected to increase the number of under-16s in the Town, although statistics up to 2015 show a falling number of young people in the Town. In all, 18% of the population of Pershore are under 18, compared to 30% who are over 65. Young people's needs outside of education are met through community facilities such as the Leisure Centre, Number 8, Abbey Park, Pershore Riverside Youth Centre, and sports facilities at Pershore High School.

Pershore has challenges addressing the needs of its young people. It is falling down in terms of child poverty, education, health and social mobility. Pershore has higher levels of child poverty (20.9%) than the average for both Wychavon (13.3%) and England (19.9%). Unfortunately, it appears that these children are unlikely to be able to escape their poverty

too easily. The District of Wychavon is ranked 297 out of 324 for youth social mobility and fifth worst in the country for Early Years social mobility indicators, indicating problems at the very early and very late stages of education<sup>8</sup>. Young people in Wychavon are also more likely to smoke than average, a point hammered home in the feedback from pupils at Pershore's primary schools and the High School<sup>9</sup>.

Pershore does not appear to have a problem with youth unemployment, but only the claimant count is locally available, which does not include those Not in Education, Employment or Training (NEET) who do not claim benefits. Interestingly, the High School pupils identified a lack of employment opportunities as a weakness of the Town. It is possible that there is an unseen number of young people living with their families. These issues may help explain the existence of an undercurrent of anti-social behaviour in the Town, such as loitering in groups late at night, and the existence of groups that have adopted the behaviours and local territoriality typically seen in gangs. The latter was cited as a 'threat' by pupils at Pershore High School.

The exact cause for these issues is difficult to ascertain, although it may be related to the fact that Pershore also seems to have problems with education and training. Worcestershire as a whole also falls short in a number of national education measures at Key Stage 2 level. 57% of pupils at Key Stage 2 in Worcestershire are achieving the expected standards, below the national average for England. It is a similar story for Key Stage 2 results for reading, grammar and maths<sup>10</sup>:

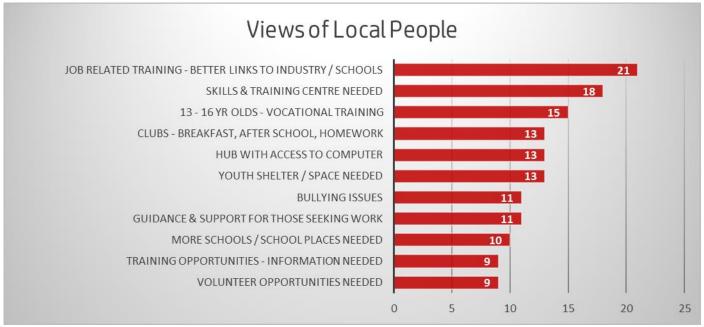
All Girls Boys **England (%** average) for state 57 65 61 schools Worcestershire 57 54 61 Sandwell 57 51 62

Although these statistics refer to Worcestershire, the trend appears to be borne out at a more localised level.

<sup>&</sup>lt;sup>8</sup> Social Mobility Index: 2017 data, Social Mobility Commission, 2017

<sup>&</sup>lt;sup>9</sup> Public Health England, Local Health Profile, Pershore Ward. 2016

<sup>&</sup>lt;sup>10</sup> National curriculum assessments: key stage 2, 2017 (provisional), Department for Education, 31 August 2017



Statistics such as these may help explain the relatively poor educational attainment in Pershore's more 'deprived' areas. The area that encompasses the majority of the Station Road estate is among the bottom 20% in the country for education, skills and training, "which is the number of people staying on in education post 16, those entering higher education and the levels of adult skills and English language proficiency"11. It is also in the bottom 30% for income, and the bottom 40% for health, deprivation and disability, and employment. The area that includes the 'Abbey estate' is in the bottom 30% for income, employment, education, skills and training, and crime. Add to this the fact that Pershore has a higher proportion of adults with no qualifications than the district, county and national averages<sup>12</sup>, and a similarly lower proportion of adults with Level 1-4 qualifications<sup>13</sup>. The fact that the district is doing so poorly in terms of early years social mobility indicators hints that the problem starts at a very young age. Of course, if people are less well educated, they are also more likely to be unemployed, have lower incomes, and have lifestyles that lead to poor health. It is possible to draw the conclusion that poor education, skills and training is holding back the ability to our young people to do better than their parents and harming their life chances.

There is, of course, the Pershore Riverside Youth Centre which provides some outreach services to young people. However, the Youth Centre has recently decided not to serve youth aged 17 or over, focusing its time on younger children. The data indicates that the Youth Centre was having little impact with this group anyway, but it places even more emphasis on local schools — as well as parents — to ensure those leaving key stage 4 are prepared for life after education.

#### The Views of Local People

Youth, Education and Training received the lowest number of comments out of all the categories during the consultation, attracting just 204 comments. This may be a consequence of the lower participation rate from under 25s. There was a fairly even spread among the responses. The need for jobs-related or vocational training is clearly a concern among local residents, with 56

<sup>&</sup>lt;sup>11</sup> Pershore Ward Profile, p11; English Indices of Deprivation, 2015

<sup>&</sup>lt;sup>12</sup> Pershore: 27%; Wychavon: 22.1%; Worcestershire:

<sup>23%;</sup> England: 22.5%

<sup>&</sup>lt;sup>13</sup> Pershore ward profile, p8

people raising comments about the issue in some form or another. The concern over school places is also reflected in the consultation results, although many would have expected more than just 9 comments. There is also a local concern about bullying, which tallies with a concerted campaign by Pershore High School in recent times following the suicide of a pupil in 2016. What is also interesting is what did not emerge prominently in the consultation, namely the quality of education being provided by local institutions, although there was a strong call for before and after-school clubs.



There are, though, issues affecting Youth, Education and Training within the other subgroup results. Anti-social behaviour received a good deal of attention in the results for the Local Commerce, Tourism and Heritage group, and the tone of the respondents suggested that this was typically seen as a youth problem. The fact that this perception of anti-social behaviour does not appear to carry over into crime statistics may suggest a high element of loitering and purposelessness among local youth in particular areas. This may be what led to the calls for youth shelters in various locations (13 comments), and strong calls for "more activities for teenagers", "more youth provision" and a new "football/kick-about" area in the Arts, Leisure and Sport results. This highlights the need for some form of assessment of the needs of local youth.



Anti-social behaviour also featured prominently in the feedback from pupils from the Holy Redeemer and Abbey Park schools, citing "swearing", "litter", "drugs", "alcohol" and "violence". The rest of the feedback mainly centred around a lack of facilities and shops for young people, with calls for more play areas and facilities in the Abbey Park, a bigger swimming pool, and more popular high street shops such as Argos, New Look and Starbucks. There were also a number of comments complaining about local housebuilding.

There were similar concerns among the pupils from Pershore High School. Drug addiction, bullying, gang violence, and smoking were all highlighted as weaknesses in their SWOT analysis of the area, as well as the absence of suitable shops and facilities. House building and a lack of employment opportunities were identified as threats. Pupils at both the High School and the primary schools felt that Pershore needs more of a police presence. Another theme shared by both sets of pupils was the need for more after-school assistance with learning.



## Main proposals and recommendations

The data analysed as part of the 'context' section indicates that Pershore has a problem with children in its most deprived areas receiving the right levels of education, training and skills development. consultation found that many people agreed that there was a deficit of vocational and skills training available for young people to be able to improve their life chances after mandatory education has finished. The data, though, indicates that Wychavon has problems with social mobility starting at a very early age, and it may well be that Pershore shares these problems. The fact that all of Pershore's nurseries are rated by Ofsted as 'good' may mean that the problem lies with those children who are not attending education institutions at that age.

Some will suggest that youth outreach and mentoring may be the best approach for children to improve these outcomes. Research states, however, that these approaches can often by counterproductive<sup>14</sup>.

It is felt that the priorities should be:

- To work with Wychavon D C and Worcestershire C C to help to improve social mobility in Pershore.
- To encourage links between Pershore
  High School, local businesses and
  other organisations to offer more
  vocational training and
  apprenticeship opportunities,
  including for mature students in the
  context of lifelong continuing
  education.
- To locate new spaces for youth away from current 'hotspots' like Chapman Court, and to provide more of a local presence from the CPSO and police to discourage anti-social behaviour.
- To assess the need of youth locally and form an action plan for how to respond, working with local organisations such as schools, parent groups, and the Pershore Riverside Youth Centre.

latrogenic Effects of the Cambridge-Somerville Youth Study: Existing Explanations and New Appraisals', *The British Journal of Criminology*, 56 (1), 2015, pp. 141-160

<sup>&</sup>lt;sup>14</sup> See McCord, J., 'A thirty year follow-up of treatment effects', McCord J, Am. Psychol. 3(33), 1978, 284-291; Power, E., Witmer, H., An Experiment in the Prevention of Delinquency: The Cambridge-Somerville Youth Study, New York, Columbia University Press, 1951; McCord, J., McCord, W., 'A follow-up report on the Cambridge-Somerville Youth Study', The Annals of the American Academy of Political and Social Science, Vol. 322, 1959, pp. 89-96; Zane, S.N., Welsh, B.C., 'Examining the



## Theme Group Action Plans



#### **Complete Action Plan**

#### PERSHORE TOWN PLAN – ACTION PLAN

Theme: Transport, Infrastructure & the Environment

Project / key Recommendation	Next Steps / Actions	Stakeholder	Timeframe (Short / Medium/ Long Term)
Walking: Improve footpaths	In the short-term all footpaths need to be inspected more often and repairs carried out expeditiously. Hedges need to be trimmed to ensure that the effective width of footpaths is not reduced to serve notices on property owners who do not comply. Narrow pavements need to be widened. The network of footpaths will need to be extended so that people can walk safely anywhere within the Town boundary. Finally all Pavements must be fit for use by wheel chair users and the blind and comply with the requirements of the Highways Act at all times.	Worcestershire County Council	Short and Medium-term  TOP PRIORITY

Project / key Recommendation	Next Steps / Actions	Stakeholder	Timeframe (Short / Medium/ Long Term)
Rail station and car park	Construct new footbridge and footpath to new car park.  Move Station 250 to 350metres eastwards  And relocate existing Steel footbridge and dual track railway line.	Network rail, Worcestershire County Council and Wychavon District Council	Short/Medium- term
Cycling: Increase number of cycle lanes	Feasibility study held to look at how to increase cycle lanes throughout Pershore.	Worcestershire County Council and Wychavon District Council	Short-term
Cycling: Improve cycle parking	Cycle parking is a key component in helping people to choose to cycle. A short-term win would be to replace the existing parking outside Pershore leisure centre with safer weather protected cycle racks,	Wychavon District Council and Pershore Town Council	Short-term
Walking and Cycling: Improve quality of walking and cycling network on new developments	All new developments must maintain and seek to improve the functionality and quality of a walking and cycling network in and beyond the Town.	Wychavon District Council	Short-term
Walking and Cycling: Ensure there are safe routes to schools	Provide signal controlled crossings opposite the High School, across Wyre Road and on	Worcestershire County Council and Wychavon District Council	COMPLETED

Project / key Recommendation	Next Steps / Actions	Stakeholder	Timeframe (Short / Medium/ Long Term)
for walkers and cyclists	Station Road opposite old Heathlands.		
Reduce number of HGV's going through Pershore	HGV restrictions to High Street and Bridge Street inclusive of the provision of turning areas on the North and South entrances to Town.  Local Haulage contractors in Evesham, Pershore and surrounding trading estates asked to use alternative routes other than High Street/Bridge Street.  Sat nav investigation for HGV user routes	Worcestershire County Council, Wychavon District Council and Pershore Town Council  Worcestershire County Council, Wychavon District Council and Pershore Town Council  Worcestershire County Council	Medium/Long  Short-term  Short/Medium-term
Other forms of public transport needed.	Review of services ,Bus, Taxis, and Community enterprise	Worcestershire County Council, Wychavon District Council and all other sectors	Short/Medium- term
Domestic Pluvial Flooding	Houses shown on EA flood zone Plans should	WCC / WDC /Pershore Town Council.	Short-term

Project / key Recommendation	Next Steps / Actions	Stakeholder	Timeframe (Short / Medium/ Long Term)
Surface Water Flooding Pluvial	<ol> <li>have provision of Door/building protection.</li> <li>Scheme to promote use of barrier systems to private buildings.</li> <li>Investigation into any grants available or promotion of small schemes</li> <li>We understand consideration is given to the following known locations:</li> <li>B4084 Bridge Street.</li> <li>A4104 Station Rd, near steps to Hurst Park.</li> <li>Defford Road/Cornmore.</li> <li>A4104 Three Springs Rd</li> </ol>	WCC /WDC / Pershore Town Council  Severn Trent/WCC	Medium-term Short-term
	4. Cherry Orchard (18 to 26) 5. High Street (Station Road to outfall)		
Road Schemes	Create a Town Square in Broad Street	Pershore Town Council  Worcestershire County Council	Long-term
Road Traffic:	Carry out traffic surveys	Worcestershire County Council	Short/Medium-

Project / key Recommendation	Next Steps / Actions	Stakeholder	Timeframe (Short / Medium/ Long Term)
Traffic Flows/ Planning to be Measured	Number/Type/ direction and develop a multimodal traffic model to evaluate movements and predicted requirements for the future		term
Parking.	Provision of additional parking within the Town.  1. Multi – Story car park at Hospital site. 2. Introduce Park and ride scheme in conjunction with the New Station Development 3. Carry out a parking review for the Town, to improve parking for cars, motorcycles and covered areas for cycles as set out in LTP4  Review of existing parking charges.  Residents parking schemes for Bridge St, Priest Lane, part Abbey Rd	Wychavon District Council / Pershore Town Council  Wychavon District Council / Worcestershire County Council  Wychavon District Council  Pershore Town Council	Short / Medium-term Short / Medium-term Medium-term Medium-term

Project / key Recommendation	Next Steps / Actions	Stakeholder	Timeframe (Short / Medium/ Long Term)
Climate change: Domestic Solar Panels	Campaign needed to familiarise residents as to ease of installation of solar panels and the benefits there from.	Wychavon District Council	Medium-term
Effect of global warming	New analysis of the effects of global warning need to be undertaken and to better understand what extent this will have on Pershore. This needs to include the surge effect of catastrophic rainfall as observed elsewhere and the knock-on effect on the river Avon.	Wychavon District Council / Severn Trent/River authority	Short-term
Climate Change: Air Quality – No figures since 2010	Quality survey needs to be undertaken for High St, Bridge St and Broad St together with the junctions of Station Road/High St and Three Springs/Worcester Rd.	Worcestershire County Council /Wychavon District Council	Short/Medium- term



Theme: Art, Culture, Leisure & Sport

Project / key Recommendation	Next Steps / Actions	Stakeholders	Timeframe (Short / Medium/ Long Term)
1. River Avon	<ol> <li>To establish visionary but achievable objectives to enhance and promote the River Avon as an integral and valued part of the Town's culture.</li> <li>To support the plans to establish and provide "white water" activities at Wyre Mill.</li> <li>To provide support to the Avon Navigation Trust to complete the Lock Island development and to promote it as a destination for boaters, picnickers, bird and other watchers, tourists and for riverside boat trips.</li> <li>Activity to promote the River Avon as part of the</li> </ol>	Avon Navigation Trust; Pershore Town Council; Wychavon District Council; Worcestershire County Council; The communities of Pershore; Pershore High School; Pershore College of Horticulture; independent retailers; The Angel Hotel; Worcestershire LEP	General improvements to riverside Highest priority for residents but not specific projects
	Town's assets and culture to attract tourists and shoppers to the High Street.  5. To provide more car parking in the town  6. To provide greater support and promotion of the		Car parking considered under Transport

Project / key Recommendation	Next Steps / Actions	Stakeholders	Timeframe (Short / Medium/ Long Term)
	Riverside Centre for the use and activities of the younger people of Pershore and its riverside activities.  7. To allow and promote riverside cafes and other facilities along the River Avon to attract visitors and tourists alike.		No. 6 – 4 <sup>th</sup> priority
2.	<ol> <li>The encouragement of the Pershore community, hostelries and its guardians, of local artists, musicians and talent, and to celebrate such as an integral and vital part of its culture.</li> <li>To provide adequate exhibition space and venues for local artists and musicians.</li> <li>To promote and celebrate the Town's artists and musicians in a "St. Ives" manner as the arts and music capital of Worcestershire.</li> </ol>	Pershore Arts, Number 8 Community Centre, Pershore Town Council, independent retailers and hostelries, Pershore Abbey, POD's and PODY's, Pershore Jazz Club, Vocal High, Aphelion, Belle House, Brian Hoggard Music, Pershore Working Men's Club.	<ol> <li>Short Term         EIGHTH</li> <li>Short Term         EIGHTH</li> <li>Short Term         Short Term         SIXTH</li> </ol>
3. Sport	<ol> <li>Greater support and exposure of the Town's sporting facilities should be explored and promoted to its inhabitants.</li> <li>Exploration of other sporting and playing fields should be undertaken, especially for junior teams.</li> <li>Applications to National and Regional Governing Bodies of Sport for the enhancement of sporting and other leisure facilities by lead organisations should be advertised, supported and promoted.</li> <li>Provide adventure playground, green gym and multi age gym</li> </ol>	Pershore Town Football Club, Pershore Rugby Club, Pershore Cricket and Sports Club, Pershore Tennis Club, Pershore Bowling Club, Pershore High School, Pershore College of Horticulture, Pershore Town Council, Wychavon District Council	<ol> <li>Short Term         SIXTH</li> <li>Short Term         No support for         moving Football         Club as outlined         in main plan         (tenth)</li> <li>Short Term         FIFTH</li> </ol>

Project / key Recommendation	Next Steps / Actions	Stakeholders	Timeframe (Short / Medium/ Long Term)
4. Leisure	<ol> <li>To consider the provision of a new Community Centre to cater especially for the activities of the younger people of Pershore, but also for the activities of other groups and societies at affordable rates, and for public ceremonies and events.</li> <li>To provide better footpaths, cycleways and trails around the Town and the River Avon for leisure pursuits.</li> <li>To erect a new river bridge at Wyre Mill to provide a circuitous route for walkers, ramblers and cyclists to and from the Town.</li> </ol>	Pershore Town Council, Wychavon District Council, Number 8 Community Centre,	4. Short Term SIXTH  1. Short / Medium Term FIFTH  2. Short / Medium Term See Transport  3. Short / Medium Term Second
5. Public Realm	<ol> <li>To create a Town Square in Broad Street</li> <li>Better connectivity between areas of the Town to encourage social mobility.</li> <li>Better local transport between areas of the Town, its market, its shops, its schools, its railway station and its commercial estates.</li> </ol>	Pershore Town Council, Wychavon District Council, Worcestershire County Council, independent retailers and hostelries.	1. Long Term SEE TRANSPORT 2. Long Term SEE YOUTH 3.Short Term SEE TRANSPORT
6. Social Mobility	<ol> <li>Better integration of the Town's society and its disparate areas must be promoted to achieve better social mobility and sustainability.</li> </ol>	Wychavon District Council, Pershore Town Council.	SEE YOUTH



Theme: Health, Wellbeing & Community Support

Project / key Recommendation	Next Steps / Actions	Stakeholders	Timeframe (Short / Medium/ Long Term)
A Community Health Hub within the centre of the Town	Set up working group to identify location CHH and carry this project forward, to include funding, organisation and development	Pershore Town Council, Wychavon DC, GP practices, Pharmacies and Vol Centre	Immediate, and long term
	Negotiate with one or more cafés to offer a 'talking Table' on a regular basis until Health Hub is established.     Identify lead volunteer to facilitate this activity.	Pershore Town Council, Volunteer Centre	Short term

Project / key Recommendation	Next Steps / Actions	Stakeholders	Timeframe (Short / Medium/ Long Term)
	<ul> <li>3) Appoint volunteers, appropriately vetted, and volunteer training in Listening skills, confident signposting and safeguarding. Lead volunteer experience in the NHS</li> <li>4) Open a central Community Health Hub professed, with welcome, a 'cuppa', someone to talk access to information, support and signposting</li> </ul>	sionally to, Volunteer Centre, GPs,	Medium term  Long Term  FOURTH
Inform and Educate Pershore people towards better	Create online and printable database/director     II. Identify Publications; Leaflets – Age UK, Wych	Health, Wychavon	Short term
health and wellbeing, and encourage them to take their health seriously	day healthy eating, WCC Five ways to Well-be Wychavon: Health & Wellbeing Plan 2016 – 20 etc.	ng; Pershore Town Council, Library	Short term
	III. Create opportunities to access PC's, with hyper provide information and promotion towards has wellbeing and self-awareness. Include the de Health Hub	ealth and Supermarkets	Medium Term

Project / key Recommendation		Next Steps / Actions	Stak	eholders	Timeframe (Short / Medium/ Long Term)
	IV.	Groups share and learn from one another with specific condition/topic/ challenge e.g. good parenting, healthy eating, pharmacy advice. Meeting at Hub or elsewhere			THIRD  Long Term  SIXTH
Young Peoples' Hub at Riverside Youth Centre	i.	Support and strengthen existing Riverside Youth Centre and staff towards further support, information and conversation opportunities for young people in addition to present activities. Such support to include endorsement of funding bids for projects which work towards managing needs identified for Health and Wellbeing and across other sections in the Pershore Town Plan	Riverside Cen Trustees, Pers Council, other organisations	shore Town supportive	Short term  TOP PRIORITY
Co-ordinated Drugs Education Programme across	ii.	Create a multi-agency Drugs and Alcohol Forum to focus on these issues		tre, Pershore High hes Together and s	Short Term
schools, Clubs and Colleges	iii.	Determine the potential of a Drugs Education Programme, identifying the need, the differences that could be made, and how this could be measured.	Riverside cent	tre, Wychavon	Short Term
	iv.	To work towards a business case for a Drugs Education	Pershore Tow	n Council,	

Project / key Recommendation	Next Steps / Actions	Stakeholders	Timeframe (Short / Medium/ Long Term)
	v. Commission the production of a film towards drugs education, involving local young people and for use in schools, colleges and social media	Pershore Youth council, PODYS and other interested agencies	Medium Term  Medium Term  SECOND
Town Council to encourage healthier behaviours	Through responses to planning applications (residential care at all levels, more bungalows), transport schemes, green space design, allotments.	Pershore Town Council, Riverside Centre, Wychavon	Short and Long Term FIFTH



**Theme: Local Commerce & Tourism** 

Project / key Recommendation	Next Steps / Actions	Stakeholders	Timeframe (Short / Medium/ Long Term)
Upgrade Pershore Station and improve parking and bus links.	See recommendations from Transport and Infrastructure subgroup		SEE TRANSPORT
Encourage closer links between local businesses and training and education.	See recommendations from Youth, Education and Training subgroup		FIFTH
Maintain the vibrancy of the Town centre by resisting out-of-Town shopping centres, hotels, parks or supermarkets.	<ol> <li>Town Council to always consider the footfall and retail impact on the Town centre of all out-of-Town projects.</li> <li>Alert local businesses to threatening developments to mobilise support during planning consultations.</li> </ol>	Pershore Town Council  Pershore Chamber of Trade	FOURTH
Encouragement of a group bringing local businesses together.	Chamber of Trade/local business     representative body to review current     workings, structure, and how it could     reach out to more local enterprises.	Pershore Chamber of Trade/local business representative body	Short-term FIFTH
	2. Once a broader mandate is established, work with Wychavon District Council to set up a tourism official (part-time initially) to promote Pershore as a destination.	Pershore Chamber of Trade/Wychavon District Council	Medium-term TOP PRIORITY
More utilisation of the river, by improving access, signage and leisure areas, with the development of a marina-type area near the current Leisure	<ol> <li>Signpost audit to ensure the current river leisure areas are suitably highlighted</li> <li>Improvements to the aesthetics of the riverside on the Avon Meadows and St</li> </ol>	Wychavon District Council  Pershore Town Council	Short-term BEING DONE Short-term

Project / key Recommendation	Next Steps / Actions	Stakeholders	Timeframe (Short / Medium/ Long Term)
Centre as a long-term aim.	<ul> <li>George's Field</li> <li>3. Support for a 'white water' facility on the river nearby</li> <li>4. Outline plans for a small marina near the current Leisure Centre, replacing much of the existing storm drain</li> </ul>	Pershore Town Council/Wychavon District Council  Pershore Town Council/Avon Navigation Trust	Medium-term  SEE LEISURE  Long-term THIRD
Investigate provision of coach parking in the Town Centre	Explore the potential of coach parking in town centre	Pershore Town Council/Wychavon District Council	Medium-term SECOND
Ensure any new accommodation is focussed around the Town centre to keep it vibrant.	<ol> <li>Reject proposals for out-of-Town or Town fringes accommodation that would divert footfall from the Town centre</li> <li>Support for expansion of existing Town centre accommodation</li> </ol>	Pershore Town Council/Wychavon District Council  Wychavon District Council	FOURTH Long-term
Protection for Pershore's built and natural assets, ensuring all new developments have green spaces and fit with the aesthetic of the Town	<ol> <li>Maintain the existing conservation area</li> <li>Set up of a Heritage committee, inviting personnel where appropriate and required to give opinions, dedicated to highlighting aspects of Pershore's built or natural heritage that require attention, producing action plans to protect them,</li> </ol>	Wychavon District Council  Pershore Town Council  Pershore Civic Society	Long-term  Medium-term  ALREADY BEING DONE

Project / key Recommendation	Next Steps / Actions	Stakeholders		Timeframe (Short / Medium/ Long Term)
	and coordinating the activities of stakeholders			



Theme: Young People, Education, & Training

Project / key Recommendation	Next Steps / Actions	Stakeholders	Timeframe (Short / Medium/ Long Term)
To work with Wychavon District Council and Worcestershire County Council to help to improve social mobility	To help to formulate an action plan to resolve any issues preventing social mobility in the town	Pershore Town Council	Medium-term THIRD
To encourage links between Pershore High School, local businesses and other organisations to offer more vocational training and apprenticeship opportunities, including for mature students in the context of lifelong continuing education.	<ol> <li>Worcestershire County Council to continue to support the Connecting Schools and Business programme</li> <li>Pershore High School to engage with a Pershore business group (see Local Commerce and Tourism action plan).</li> </ol>	Worcestershire County Council  Pershore High School/Pershore Chamber of Trade	Long-term  SEE COMMERCE  Long-term
To locate new spaces for youth away from current 'hotspots' like Chapman Court, and to provide more of a local presence from the CPSO and police to discourage anti-social behaviour.	<ol> <li>Investigation into the possibility of the development of 'safe spaces' away from current hotspots.</li> <li>CPSO or police to more regularly visit current trouble spots, including Chapman Court, Abbey Park, and The Angel gardens.</li> </ol>	Pershore Town Council  West Mercia Police/Pershore Town Council	Medium-term Long-term



Theme: Young People, Education, & Training

Project / key Recommendation	Next Steps / Actions	Stakeholders	Timeframe (Short / Medium/ Long Term)
	3. Encourage Asda to resume its policy of deterring youth from congregating outside, for example, by playing classical music.	Asda	Long-term SECOND
To retain the existing three-tier model unless it can be proven that it actively harms educational outcomes.	Voice support for retention of three-tier system so long as it is supported by the evidence base and parents	Pershore Town Council/ Worcestershire County Council	Long-term  NOT INCLUDED
To assess the need of youth locally and form an action plan for how to respond, working with local organisations such as schools, parent groups, and the	<ol> <li>Assess the needs of local youth, using official data and input from local stakeholders.</li> <li>Form an action plan to respond to those needs, bringing in local stakeholders where relevant.</li> </ol>	Pershore Town Council  Pershore Town Council/Pershore Riverside Youth Centre/Pershore	Medium-term Long-term



Theme: Young People, Education, & Training

Project / key Recommendation	Next Steps / Actions	Stakeholders	Timeframe (Short / Medium/ Long Term)
Pershore Riverside Youth Centre.		schools	TOP PRIORITY