

## PERSHORE TOWN COUNCIL ACTION PLAN 2023-2027 - YEAR 1 PRIORITIES

Priority	Deadline	Potential costs/funding needed	Actions to achieve task	Councillor delegation	Staff involvement
Establish a long term staffing structure	August 2024	Unknown as at August	Review staffing review undertaken in 2021 Review job descriptions Review staff performance Audit staffing responsibilities Staff to monitor workload vs time Gain advice from CALC Review other Town Council staffing		
Audit the Town Plan Action Plan	October 2023	None	Cllr Tucker to audit the Town Plan Action Plan - separate the items achieved from those not and those that are unachievable by the Town Council Create a new list to form part of the 4 year priorities plan	Cllr Tucker to audit completed tasks, uncompleted tasks and those outside the remit of the TC and bring findings to a future meeting of the Council	

<p>Improve Town Council Communications</p>	<p>August 2024</p>	<p>Town Clerk mobile phone. Monitoring of social pages within current staffing structure</p>	<p>Develop communications plan Launch Town Council social media page Promote the works of the Town Council Engage with the community through Facebook Launch internal Whatsapp groups Regularly launch press releases Consider website use Consider newsletter distribution - online mainly with small hard copy offering</p>	<p>Cllr Burdon to support with devising a communications plan</p>	
<p>Increase the Visitor Information offering in Pershore</p>	<p>December 2024</p>	<p>Placeboard funding £10,000 revenue overheads and £5,000 capital overheads to facilitate a staff member on a pilot scheme for a year. Business plan to be drawn up towards the end of 2024 for 25/26 budget considerations</p>	<p>Permanently redeploy the VIC to the Town Hall Recruit 12 hour a week Tourism Assistant from Jan - Dec 24 Open the Visitor Information Centre on Saturdays Launch Visit Pershore social media page Wider distribution of the Visit Pershore Guide - ad hoc distribution on '23, TIC staff to identify locations for distribution, Cllrs to distribute in '24 with cover letter from PTC Create a 'Whats on in Pershore' events guide Reconfiguration of the Town Hall offices to facilitate additional storage and staff</p>	<p>Cllr Gibbons to liaise with TIC Assistant to organise concise distribution of the Visitor Information Guide in 2024.</p>	

Focus on protecting the Environment	August 2024	Unknown as at August 2023	<p>Create 'Pershores Local Nature Recovery Strategy'</p> <p>Declare a 'Nature Emergency'</p> <p>Campaign to protect Tiddesley Wood</p> <p>Encourage local landowners to improve biodiversity, restoring plants back to where they are supposed to be</p> <p>Investigate 'Biodiversity Net Gain' around local development</p> <p>Look into bug hotels, improving habitats etc</p>	<p>CLLrs Tucker and Wood to be lead support</p>	
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### PERSHORE TOWN COUNCIL ACTION PLAN 2023-2027 - OVERALL PRIORITIES

Priority	Deadline	Potential costs/funding needed	Actions to achieve task	Councillor delegation	Staff involvement
Preserve Pershore Library	Ongoing but by 2027	NIL - WCC covering additional security, energy costs and any further upgrades needed.	<p>Encourage the 'Libraries Unlocked' Initiative to ensure a library service remains in Pershore</p> <p>Encourage community use of the conference room, interview suite and art gallery</p>		
River and Wetlands	Ongoing but by 2027	Unknown as at August 2023	<p>Investigate the appointment of a 'paths officer' for the Wetlands</p> <p>Wetlands ambassador?</p> <p>Regular guided tours of the Wetlands</p> <p>Encourage more volunteer recruitment</p> <p>Promote the River Avon</p> <p>Consider boaters (visitors) river users (paddleboarding activities), land, wildlife</p> <p>Placeboard to consider a feasibility study for a possible marina</p>	<p>CLLr Wood to be lead support</p>	

20mph Town	Ongoing but by 2027	Unknown as at August 2023	<p>Lobbying County Council to enforce all roads in Pershore to be 20mph</p> <p>Priority consideration given to those roads deemed more dangerous (Defford Road, Three Springs Road, Abbey Estates)</p> <p>Consult with public on their ideas</p>		
Pershore Town Council assets	Ongoing but by 2027	Unknown as at August 2023	<p>Utilise assets to best advantage</p> <p>Promote the hiring of venues</p> <p>Consider the use of the second two floors of the Town Hall</p> <p>Consider community groups using Town Hall assets</p> <p>Maintain assets to a high standard</p> <p>Ensure fulfilling obligations as landlords</p> <p>Ensure fulfilling all legal requirements</p>		
Appearance of the Town	Ongoing but by 2027	Unknown as at August 2023	<p>Smarten up key areas of the Town - work with Pershore in Bloom/Rotary/Civic Society/Placeboard on enhancing the entrances to Pershore and focus on areas such as the Station Road exchange junction</p> <p>Appoint a 'paths officer' away from Wetlands</p> <p>Improve all footpaths through the use of the lengthsman scheme</p> <p>Continue to lobby WDC/WCC when areas in their remit need addressing e.g. weeds in the High Street</p>		
Impact Assesment	Ongoing but by 2027	Unknown as at August 2023	<p>Understand the impact of new developments in town</p> <p>PTC to have representation as a Council on campaigning for or against certain projects</p> <p>PTC to lead the way on public perception</p> <p>PTC to be present at new development consultations</p> <p>New towns in Throckmorton and Norton</p>		

Transport	Ongoing but by 2027	Unknown as at August 2023	<p>Lobby for better transport links</p> <p>Continue to push WDC for the footbridge at the Railway Station</p> <p>Work to increase better rail/bus timetable links</p> <p>Continue to push for Network Rail, GWR, WCC and WDC to work together to better serve the people of Pershore but especially those in the new developments in Station Road.</p> <p>Continue to work with the above to achieve a bus shelter at the Station Approach into town</p> <p>Investigate the removal of the Whitcroft Road bus shelter and the best location for that to be relocated to</p> <p>Publicise and promote widely the available transport links through social media</p> <p>Identify locations to consider for Coach parking</p>	Cllr Palfrey?	
Youth Engagement	Ongoing but by 2027	Unknown as at August 2023	<p>Support disadvantaged children in participating in activities by providing subsidies</p> <p>Revive Youth Council</p> <p>Collaborate with all youth groups within town</p> <p>Maintain good communication links with PRYC</p>		

<p>Collaboration with the Police</p>	<p>Ongoing but by 2027</p>	<p>Unknown as at August 2023</p>	<p>Continue to invite the police to PTC meetings to answer questions on current policing issues  Collaborate and maintain close working relationships with the team  Ensure anyone who complains about anti-social behaviour logs the incidents on 101 online to form intel reports  Direct the public to police surgeries in the library  Promote the police contact details through social media and the website  Continue to form a community charter each quarter to direct the police focus in the areas of the biggest issues  Continue to feedback to Town Council and public on the work the police are carrying out  Promote the larger police presence</p>	<p>Cllr Gibbons?</p>	
<p>Social Mobility</p>	<p>Ongoing but by 2027</p>	<p>Unknown as at August 2023</p>	<p>Highlight the issue Pershore faces with Social Mobility - 22% of residents living below the poverty line  All who can advocate to recognise the problem and promote the issues  Lobby and engage with WDC to consider issues in Pershore as well as Evesham and Droitwich  Lobby for more social housing  Actively find solutions that the Town Council can influence to help make a better quality of life and begin to fix the issue</p>	<p>Cllr Boatright-Greene to be lead support</p>	