

Subject: Vision for Southam - Project Funding

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**Lead Member/
Portfolio Holder: Councillor Williams**

Summary

This report provides updated information on the progress of the 2020 Vision for Southam summarises projects and suggests funding allocations in support of the 2020 Vision Action Plan

Recommendation

That Committee considers and agrees “in principle” to the allocation of funds as requested and detailed below subject to the stipulations in the body of this report

1 BACKGROUND/INFORMATION

- 1.1 In its budgets for 2008/2009 the Council has allocated £25,000 to be spent in support of the projects identified in the 2020 Vision Action Plan for Southam and its rural Hinterland

The community based and led *Vision for Southam* delivery group has been formed. The group's first task has been to prioritise the projects considered to be most appropriate at this time and their findings are presented here together with requests for the allocation of the identified funds. The project summaries presented below are, generally, still in planning and developmental stages and it is possible that some elements of some projects will need to change in light of the proposed studies and investigations carried out as a result of this report or in response to as yet unknown opportunities or threats.

Committee is therefore requested to offer “in principle” agreement to the requested funding allocations and to also agree that approval for minor changes to the proposed projects be delegated to the Chair of the committee in consultation with the Head of Community Services Any major changes required will be the subject of a future report submitted for approval to this committee.

- 1.2 The control and management of these funds will remain with officers of the Council in conformance with standing orders

2 FINANCIAL IMPLICATIONS

2.1 *Budget*

The Council has made available a budget of £25,000 which is to be allocated during 2008/9 and is available in support of the identified and agreed projects

Allocations to date and current requests are shown below

Applications to be considered at this meeting	Requested Allocation
Application 835 Farmers' Market Signage and Directory	£3,500
Application 837 Streetscape and Transport Research	£4,850
Application 836 Community Technology Bank	£12,290
Total Allocated	£20,640
Carried forward	£4,360

2.2 *Projects*

2.2.1 **Application 835 Farmers' Market and Directory**

This project will begin the process of growing and improving Southam Farmers' market to realise its potential for serving the community and as a generator of economic activity

The requested funding allocation...

Will be used to design and manufacture appropriate signage to be sited at the four main entry points to the town. The Signage will be erected and removed in line with the frequency of the market and will not be a permanent feature. Promotional literature including a directory to the goods and services on offer at the market will also be produced

Anticipated outcomes Include...

- Promotion of the advantages of using local produce to consumers and traders
- Promotion and enhancement of the Market will result in greater visitor footfall the economic benefits of which will cascade to "High St" traders
- The Directory will also generate economic benefits as local and sub regional business consumers are introduced to and begin dealing with local producers

2.2.2 **Application 837 Streetscape & Transport Research**

The project is aimed at improving the appearance of the town by improvements to and smartening of all categories of street furniture with the occasional replacement as necessary. This will be a considerable step towards creating a cohesive theme for the town centre. It is likely that additional phases of this project will appear in subsequent years funding allocation requests. The project includes a traffic survey to ascertain the varying flow of traffic via Market Hill with a view to possible pedestrian improvements and a feasibility study of a cycle route from Stockton to Southam to improve the use of green transport in the local area. These studies will be done in partnership with WCC and Sustrans

The requested funding allocation...

Will provide the funds necessary to achieve the work described above and support the work of the local *Greener Southam* group who will, under the auspices of the 2020 Vision for Southam group lead on this particular project. It is likely that partnership working with WCC will boost the value of allocated funding by their contribution of considerable resources on an in-kind basis A separate but related project will provide additional funding totalling £31,000, that will support this project by providing new wayfinding and interpretative signage and other street furniture in Southam this will come from the Better Welcome programme. This is an AWM initiative to improve the visitor offer in market towns. SDC have participated in this project and similar awards of £25,000 per town are also expected in Shipston and Alcester. £6,000 additional funding comes from the Trina Gulliver Tribute Group whose wishes to create a monument to Southam's famous daughter by creating a heritage trail with a number of commemorative benches along its length will be realised as part of this project

Anticipated outcomes Include...

- A clean litter free attractive environment that will encourage visitors
- Improvements to the environment leading to an improved quality of life
- Economic benefits as the town's vitality and visitor offer is refreshed

2.2.3 Application 836 Community Technology Bank

The project will provide access to computers and other information technology for Community groups giving them the opportunity to access online and in-house IT training. This project will build capacity enable the production of literature and publicity materials raising profiles of organisations and helping with fundraising. Information on community activities generally will be made available via a digital information point. The nominal charges to be levied for use of the equipment will be set aside and used for medium to long term maintenance

The requested funding allocation...

Will be used to purchase, via SDC's ICT division the required hardware software a proprietary secure storage unit will also be obtained. It is expected that WCC Community Education will contribute £2,875 (not confirmed)

Anticipated outcomes Include...

- A quarterly community published newsletter written designed and produced on the equipment
- Learning opportunities will be created leading to better employment prospects adding to the general well being of the community
- Community cohesion and inclusiveness will be enhanced

3 OPTIONS AVAILABLE TO THE COMMITTEE

3.1 The Committee has the option in each case of awarding or rejecting funding allocation requests.

4 MEMBERS' COMMENTS

4.1 None received

5 IMPLICATIONS OF THE PROPOSAL

5.1 *Legal/Human Rights Implications*

- 5.1.1 At this stage there are no legal/ human rights implications to the projects detailed in this report if this changes the implications of those changes will be considered and appropriate action taken

5.2 *Financial*

- 5.2.1 The total budget available is detailed in 2.1 above.

5.3 *Environmental*

- 5.3.1 All projects will wherever possible be based upon sound environmental principles.

5.4 *Corporate Strategy*

- 5.4.1 The potential projects directly address aspects of the Council's Corporate Strategy and also link to the 2020 Vision for Southam and the Action plan derived from it.

6 RISK ASSESSMENT

- 6.1 The individual projects all require, to greater or lesser degrees match funding to ensure their progress to fruition, some of the funds are secured others not and for this reason the projects collectively are categorised as medium risk

7 EQUALITY IMPACT ASSESSMENT

- 7.1.1 At this stage there are no adverse Equality Impact implications as all of the projects are intended to be for the direct or indirect benefit of all members of the community. If specific issues are identified at a later stage these will be considered and appropriate action taken

8 CONCLUSION

The Vision, its derived Actions Plan and the project proposals contained within this report follow extensive community consultation over a period of two years. The deliberations of the dedicated Action Plan delivery groups have resulted in the prioritisations identified. These are aimed at furthering the social, environmental and economic wellbeing of Southam and its surrounding Hinterland. It is recommended that the proposals are supported

Robert Walsh
HEAD OF COMMUNITY SERVICES

REPORT INFORMATION SHEET

Please complete and submit to Committee Services with draft report

Committee/Date	East Area Community Committee 22/01/08	
Item No/Title of report	VISION FOR SOUTHAM - PROJECT FUNDING	
Consultations undertaken		
Consultee	✓	Details / Date of consultation / comments received
Ward Members		
Committee Chairman/ Portfolioholder * <i>*Required</i>	Y	Committee chair not yet appointed Cllr Williams
Financial Services * <i>*Required</i>	Y	Sarah Pittaway Richard Burrell
Legal Services * <i>*Required</i>	Y	Richard Hood
Other Services		
Other organisations	Y	2020 Vision for Southam
Final decision by this Committee or recommendation to another committee/Council?		Final decision
Does this report contain exempt information? If so, under which paragraph(s)?		No
Does this report relate to a key decision (referred to in the Executive Forward Plan)		No
