

SOUTH JOINT COMMITTEE**24 JULY 2008**

Subject: Vision for Stour - Project Funding
Lead Officers: Chris Wood, Julia Aratoon
01789 260640 / 01789 260637
Portfolio Holder: Councillor Williams

Summary

This report provides updated information on the progress of the Vision for Stour 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 Shipston and its rural Hinterland.

The community based and led *Vision for Stour* 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***
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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 agreed projects

Allocations to date and current requests are shown below

Applications to be considered at this meeting	Requested Allocation
Application 845 Interpretative signage and visitor information point	£5,000
Application 856 Implementation of aspects of the Parish Bio Diversity Action Plan	£3,000
Application 847 Provide 5 sets of Community Sports/Play equipment	£2,500
Application 848 Cycling	£5,500
Total Allocated	£16,000
Carried forward	£9,000

2.2 **Projects**

2.2.1 **Application 845 Interpretative signage and visitor information point** This project aims to install locally conceived and designed interpretative signage along the route of the existing Heritage trail together with a map based visitor information point and satellite panels at various locations in the town centre. Considerable match funding, £25,000, is expected to be made available to this project from the Better Welcome programme which is an AWM initiative to improve the visitor offer in market towns. SDC have participated in this project and similar awards are expected in Alcester and Southam. Shipston on Stour Town Council, a project partner, will also contribute £5,000 to the project

The requested fund allocation...

When combined with known and anticipated external funding will enable this work to be completed in the short term

Anticipated outcomes Include...

- A boost to the town's visitor offer that by increasing visitor footfall will contribute to the town's economic viability
- Local people will be involved in the realisation of the project contributing to community cohesion
- Improve the quality of life for the community

2.2.2 **Application 846 Bio Diversity Action Plan**

With the support of ecological groups and bodies the community will be encouraged to participate in a project aimed at delivering the Parish Biodiversity Action Plan for Local Communities

The requested fund allocation...

Will allow essential studies and other information gathering exercises to take place and enable full and meaningful community participation in the implementation of a range of related actions.

Anticipated outcomes Include...

- Raised awareness and promotion of the biodiversity of the Shipston and Stour Area
- Improved quality of life for the community
- Contribute towards a healthier environment for people, flora and fauna

2.2.3 Application 847 Community Play and Sports equipment

Will allow the provision to 5 community venues of an "equipment bag" containing such items as rounder sets, cricket equipment and large-scale "garden" versions of Snakes and Ladders and Twister. These resources will create the opportunity to hold events for young people at a very local level.

The requested fund allocation...

Will provide the equipment and the promotion and publicity materials and actions needed to ensure the project's success

Anticipated outcomes Include...

- Opportunities to improve and promote community well-being
- Encourage community cohesion by providing opportunities for volunteers to offer their services
- Encourage young people to adopt healthier lifestyles

2.2.4 Application 848 Cycling

A package of measures including the enhancement of the existing Cotswold to Feldon cycling route by the provision of new or improved facilities and signage and the creation (formalisation) of a "new" cycling route that will link Shipston to Moreton in Marsh. Supporting literature and web pages will be created

The requested fund allocation...

Will provide the resources needed for the minor on-site interventions required and the promotional and publicity materials needed to ensure the community and visitor awareness of the project. Known external funding to a total of £5,500 is pledged, by partners, to this project

Anticipated outcomes Include...

- Improved visitor offer resulting in greater visitor footfall leading to economic benefits
- Promotion of healthier lifestyles
- Environmental improvements leading to an improvement in the quality of life

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 Stour 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 is 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 group has resulted in the prioritisations identified. These are aimed at furthering the social, environmental and economic wellbeing of Shipston and its surrounding Hinterland. It is recommended that the proposals are supported.

Robert Walsh

HEAD OF COMMUNITY SERVICES