

**WEST AREA COMMUNITY COMMITTEE****DATE: 17 JULY 2008**

**Subject:** **Vision for Alcester - Project Funding**  
**Lead Officers:** **Chris Wood, Jenny Theobald**  
*Contact on 01789 260640/01789 260103*  
**Lead Member/  
Portfolio Holder:** **Councillor Chris Williams**

---

**Summary**

This report provides updated information on the progress of the Vision for Alcester 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 Alcester and its rural Hinterland

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

Allocations to date and current requests are shown below

<b>Applications to be considered at this meeting</b>	<b>Requested Allocation</b>
Application 813 Heritage Trail and Riverside walk	£5,000
Application 814 Conway fields recreation	£5,000
Application 817 Long Term Car Parking	£5,000
Application 816 Roman Heritage	£5,000
Application 815 South Alcester Outdoor Sports	£5,000
<b>Total Allocated</b>	<b>£25,000</b>
<b>Carried forward</b>	<b>Nil</b>

### 2.2 *Projects*

2.2.1 **Application 813 Heritage Trail and Riverside** walk will provide a fully accessible walk connecting Alcester's Roman museum to the site of Roman town of Aluana. 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 Shipston and Southam. This project links to application 816, Roman Heritage and application 815, South Alcester Outdoor Sports and contributes to the delivery of aspects of both of these projects.

*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
- Contribute towards realisation of the South Alcester Sports proposals and the enhanced visitor attraction of Alcester roman Heritage
- Improve the quality of life for the community

### 2.2.2 **Application 814 Conway Fields Recreation**

The Provision of adult learning and intergenerational mixing developing multiple facilities in the area in cooperation with existing users and

research develop and implement a programme to address the provision of youth facilities

*The requested fund allocation...*

Will allow essential studies and other information gathering exercises to take place and enable full and meaningful community participation

*Anticipated outcomes Include...*

- Improved quality of life for the community as a whole and in particular those most in need
- Provision of meaningful facilities for young people that will contribute to community cohesion
- Significant third party project development funding and resources may become available and applications for the findings and recommendations of the studies proposed

### 2.2.3 **Application 815 South Alcester Outdoor Sports**

The combination and upgrading and relocation of sports facilities to one (new) proposed site allowing both football, cricket and other sporting activities to benefit from enhanced pitches and facilities of a superior standard to those available currently.

*The requested fund allocation...*

When combined with funding from identified but as yet unconfirmed external sources will allow essential studies and other information gathering exercises including on site investigations to take place.

*Anticipated outcomes Include...*

- Improved facilities could result in the progression of teams to higher leagues leading to Economic benefits accruing from visiting teams and their supporters
- The proposals necessarily include improvements to flood defences and the amelioration of the effects of floods
- Encourage young people (in particular) to adopt healthier lifestyles

### 2.2.4 **Application 816 Roman Heritage**

The further development, as a tourism attraction, of the town's predominant heritage identity; its Roman origins, history and remains

*The requested fund allocation...*

Will allow essential studies and other information gathering exercises including on site investigations to take place These will provide the information required by statutory, regulatory and other partners and agencies, additionally the essential supporting information required by external funding agencies will be provided facilitating the preparation of major funding applications and increasing the chances of success

*Anticipated outcomes Include...*

- Improved visitor offer resulting in greater visitor footfall leading to economic benefits

- Provision of a new publically accessible open space
- Environmental improvement leading to an improvement in the quality of life

### 2.2.5 **Application 817 Long term Parking**

A long term project aimed at the provision of additional parking facilities that will encourage visitors whilst meeting the demands of shoppers and local business. One particular aspect will be the intended provision of coach parking. This links to application 815 South Alcester Outdoor Sports

*The requested fund allocation...*

Will allow essential studies and other information gathering exercises including on site investigations to take place Development of the project will involve close cooperation between Alcester Town council and various SDC and WCC departments. It is possible that statutory and regulatory cost will be incurred

*Anticipated outcomes Include...*

- The economic benefits accruing from the provision of increased and enhanced visitor facilities
- The creation of additional parking will generate environmental improvements as High Street parking becomes less essential to shoppers and other residents
- The quality of life will be improved

## **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 Alcester 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 groups have resulted in the prioritisations identified. These are aimed at furthering the social, environmental and economic wellbeing of Alcester and its surrounding hinterland. It is recommended that the proposals are supported

Robert Walsh

HEAD OF COMMUNITY SERVICES

This page has been left intentionally blank



Location : VILLAGE HALL GREAT ALNE

Parish : GREAT ALNE

Scale 1:2500



Reproduced from the Ordnance Survey mapping with the permission of the Controller of Her Majesty's Stationery Office © Crown Copyright  
 Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings  
 Stratford-on-Avon District Council, Licence No. LA079588. 1990s.

This page has been left intentionally blank