

Whitchurch Town and Parish Action Plan

The Action Plan

This Action Plan provides a tool for delivery of the Whitchurch Town and Parish Plan. It summarises all the action points found in the main document. It identifies the actions to be taken and by whom and will be used to monitor and evaluate progress.

Each section contains:

- Objectives – describe what is to be achieved;
- Actions – information on what has to be done to achieve the objective;
- Lead and support responsibilities – who needs to take a lead and contribute to the actions;
- Success criteria - describe what will have changed towards meeting the objective when the action is completed;
- Timescale – indicates how long it will be before success is achieved and success criteria met.

Overall success criteria are highlighted in **bold type**. Descriptions of interim stages towards success are included where appropriate.

Timescales are expressed as short [S], within eighteen months; medium [M] up to four years and long term [L] over 4 years. An asterisk* indicates a need for urgent completion.

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Area of Development : Growth and development of the Town		Issue 1: Housing and Growth	
Objective	Actions	Lead and support agencies	Success criteria and timescale
1 To ensure that future development of the Town meets the housing, employment and social needs of the community while ensuring that local and global environmental issues are respected.	1.1 Initiate and deliver a local vision for the growth and development of the Town to meet housing need, expand employment opportunities and protect the environment. The views of residents should strongly influence planning.	Town Council	The Town Council is implementing its local vision for growth and development of the Town. [M] a) A local vision for the growth and development of the town up to 2020 has been agreed and published. [S*/M] b) Environmental impact assessments are made locally on all growth and housing developments. [S/M/L]
	1.2 Feed local community housing priorities, particularly affordable starter homes, into Shropshire Council housing planning.	Town Council	Housing developments in the town meet the needs and aspirations of residents. [M] a) The Town Council makes regular inputs to Shropshire Council at each stage of the implementation of their housing strategy. [S/M/L] b) More affordable starter homes available for local people to purchase and for rent at each stage of development. [S/M/L]
	1.3 Provide sufficient sheltered and extra care housing based on local need.	Shropshire Council Housing Associations	Any resident requiring sheltered or extra care housing can be accommodated appropriately. [M] As the town grows, local needs reviewed on a regular and on-going basis. [S/M/L]
	1.4 Ensure that as the number of homes increases proper provision is made for the additional demands on services and infrastructure made by the increased population.	Town Council Shropshire Council	Increases in the number of homes are accompanied by appropriate provision of services and infrastructure. [M] a) Assessments of sufficiency of local services and infrastructure have been made to include: school provision; electricity and power supplies; drainage and sewerage; medical and emergency services; transport and employment. [S] b) Before each development is approved, there is evidence of an appropriate increase in services and infrastructure needed by the community. [S/M/L]
	1.5 Ensure that residential and other planning takes account of the need to retain open green space and wildlife habitats in Whitchurch.	Town Council Shropshire Council	Clear areas of open green land within Whitchurch and up to the bypass remain free from building. [S]

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Area of Development : Economic Investment and Opportunity		Issue 2: Business and Jobs	
Objective	Actions	Lead and support agencies	Success criteria and timescale
2A To ensure that new businesses are attracted to the Town and existing businesses continue to thrive.	2.1 Town Council and Shropshire Council to work with partners to attract new businesses who will offer full time employment to the Town.	Town Council. Shropshire Council Marches Local Enterprise Partnership Chamber of Trade.	New businesses offering full time employment locate in the Town. [M] a) All key data relevant to business and job creation in Whitchurch has been collated and is in use by the Town Council and other relevant local bodies. [S/M] b) Factors giving Town competitive advantage in attracting major employers and new small businesses identified and used in marketing plan. [S*] c) Town Council actively involved in all business development discussion and decision making forums. [S/M/L]
	2.2 Support improvements to business infrastructure including supply of electricity to industrial units and faster broadband and increasing the provision of serviced land.	Town Council, Shropshire Council.	Whitchurch has become a high quality location for business development. [M] a) Electricity supply has been upgraded for industrial, business and domestic use. [S*] b) Companies and residents can access superfast broadband. [S*] c) There is sufficient serviced land to meet business expansion needs. [S/M/L]
	2.3 Develop a business park with professional employment to enable young people to stay in the area after further education.	Shropshire Council, developers	A business park has been established. [M/L] a) High tech, high spec businesses provide new jobs. [M/L] b) Young people with higher level qualifications have opportunity to remain, return or relocate to Whitchurch.[M/L]
	2.4 Press for continuation of support for business start ups from the Shropshire Enterprise Fund and its successor.	Shropshire Council, Town Council, Chamber of Trade	Support for business start ups remains available. [S]
	2.5 Audit the potential work spaces in the town suitable for the development of small businesses.	Shropshire Council Chamber of Trade	Comprehensive and current information on potential workspaces for small businesses in the Town always available. [S]

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Area of Development : Economic Investment and Opportunity			Issue 2: Business and Jobs
Objective	Actions	Lead and support agencies	Success criteria and timescale
2A contd To ensure that new businesses are attracted to the Town and existing businesses continue to thrive	2.6 Use the audit information to establish the use of the spaces identified including provision for young people.	Shropshire Council	Available work spaces are occupied including by young people. [S/M]
	2.7 Further encourage links between Sir John Talbot's Technology College and existing and potential high technology businesses.	Sir John Talbot Technology College, Chamber of Trade	Links between school and business well established. [S/M]

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Area of Development : Economic Investment and Opportunity		Issue 2: Business and Jobs	
<p>2B To ensure that the Town is able to offer a successful and vibrant retail experience to meet the needs of residents and attract visitors.</p>	<p>2.8 Development of a Town Centre Retail Experience Strategy including supporting shops in order to maximise their sales and attract the more affluent shopper while still providing for those on more limited budgets.</p>	<p>Town Council, Regeneration Team Shropshire Council, Chamber of Trade</p>	<p>Retail businesses are thriving. [M] a) Successful retail practices have been identified. [S] b) Town Centre Retail experience strategy in place and implemented. [S/M] c) High levels of customer loyalty in evidence. [M/L]</p>
	<p>2.9 Explore sources of funding to support a Town Centre Property Improvement Scheme.</p>	<p>Town Council, Shropshire Council</p>	<p>Town Centre properties have been improved. [S/M] Funding in place for Town centre property scheme. [S]</p>
	<p>2.10 Set up imaginative schemes to use empty properties until they can be filled by traders.</p>	<p>Town Council, Chamber of Trade</p>	<p>Empty properties visually more attractive. [S*]</p>
	<p>2.11 Explore successful initiatives for regeneration in other market towns across the country as a basis for future planning.</p>	<p>Town Council, Regeneration Team Shropshire Council</p>	<p>Strategies used in other market towns successfully applied in regeneration of Whitchurch. [S]</p>
<p>2C To further develop and regenerate the Town as a vibrant tourist destination.</p>	<p>2.12 Identify and agree a Unique Selling Point for Whitchurch to be used in the development of a strategy to promote and coordinate tourism to the Town and North Shropshire.</p>	<p>Town Council, Shropshire Council, Chamber of Trade, local community groups, Better Welcome Whitchurch, North Shropshire Market Towns Group. Shropshire Tourism</p>	<p>More tourists are visiting Whitchurch and North Shropshire. [M] a) Unique selling point for Whitchurch identified, agreed and promoted. [S*] b) Whitchurch has benefitted from working in partnership with other North Shropshire market towns. [M/L]</p>
	<p>2.13 Development of an arts, media and information and communication technology [ICT] strategy to create jobs and regenerate the town.</p>		<p>Increased development of arts, media and ICT has led to increased numbers of jobs and visitor attractions. [M/L]</p>
	<p>2.14 Encourage the development of a thriving night time and weekend economy.</p>		<p>Whitchurch has a thriving night time and weekend economy. [M]</p>

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Area of Development: Social and Community infrastructure		Issue 3: Community Learning	
Objective	Actions	Lead and support agencies	Success criteria and timescale
3. To ensure that there is the best possible educational provision for children, young people and adults in the Town.	3.1 Continue to explore and work on the proposed idea of a 'learning campus' for Whitchurch.	Local schools, Shropshire Council	Provision of educational opportunities for the whole community is high-quality, easily accessible and available to all. [M/L] a) There is continuing work on the idea of a learning campus. [M/L]
	3.2 Lobby for better adult education opportunities within the Town to include vocational, academic and leisure courses.	Town Council, Walford and North Shropshire College, local community	b) Community consultation identifies the communities' needs/wants in relation to adult education. [S]
	3.3 Support the Beechtree Community Centre in its plans for community education.	Town Council, Shropshire Council, local community	c) Community groups have developed their facilities and learning programmes [e.g. Beechtree Community Centre and Brownlow Community Centre] [M]
	3.4 Work with and encourage the trustees of the Brownlow Centre in their ambitions to improve the quality of the building and what it is able to offer as a venue for community learning and other activities.	Town Council, Shropshire Council, local community	

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Area of Development: Social and Community		Issue 4: Improvements to the Parks	
Objective	Actions	Lead and support agencies	Success criteria and timescale
4A. To ensure that all parks in Whitchurch are developed and maintained to a high standard.	4.1 Review provision of lighting, litter and dog waste bins in all the parks and replace and provide more where needed.	Town Council	All parks are well lit and free from litter and dog waste. [S*] a) Provision has been reviewed and required actions taken. [S/M]
	4.2 Install better signage informing users of park by-laws and how to report infringements.	Town Council	b) Clear signs in place in all parks. [S]
	4.3 Encourage community involvement in the prevention and reporting of infringements of laws and other anti-social acts.	Town Council	c) Members of public report infringements. Reduction in anti-social acts and infringements of park by-laws. [M/L]
4B. To expand the use of the parks to include all of the community.	4.4 Identify a range of potential activities which would increase the use of the parks by the whole community both young and more mature.	Town Council	Parks are well used by all sections of the community. [M] a) Additional activities have been identified and have increased use of the parks. [S/M]
	4.5 Put together a series of events to be held in the Town parks.	Town Council, Interest Groups	b) An annual programme of well supported events held in the parks. [M]
	4.6 Identify which additional facilities might be provided to meet the needs of all users but particularly younger people.	Town Council, Interest Groups, young people, Sir John Talbot's School Council	c) Proposals in place for additional facilities based on further community consultation. [S/M]
	4.7 Encourage community involvement in the provision and building of these facilities	Town Council, Queensway Residents Association, Youth Services, Local Traders	d) New facilities built with community involvement. [M]

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Area of Development: Social and Community		Issue 5: Sports, Culture and the Arts	
Objective	Actions	Lead and support agencies	Success criteria and timescale
5. To improve the infrastructure for sports, culture and the arts to offer opportunities for all.	5.1 Lobby for the improvement of swimming facilities including a children's pool.	Town Council, Shropshire Council	Whitchurch has a new or improved Swimming Centre with a children's pool. [L] a) The need for improved facilities is included in Town and County 'Vision' documents. [S*] b) Town and County Councillors have lobbied for improved and extended facilities. [S]
	5.2 Redevelop the Civic Centre for improved multi-purpose use.	Town Council Shropshire Council	Whitchurch Civic Centre has improved multi-use facilities for Sport, Leisure and Culture [see also section 7] [M/L] a) Sports, culture and arts groups as well as the wider community have been consulted on their needs as part of Civic Centre developments. [S*] b) Plans for the development of the Civic Centre include flexible multi-use spaces for a wide range of groups and activities. [S*]
	5.3 Explore the possibility of a purpose built Arts Centre to include a theatre/cinema and spaces for other activities.	Shropshire Council, Town Council, Lottery funding, local groups	A purpose-built 'Arts' centre is open in Whitchurch. [L] a) Drama, dance, music, culture, craft and arts groups as well as the wider community have been consulted on their needs. [S/M] b) Option analysis has been undertaken to identify the best way to meet these needs [Civic Centre renewal; Learning Campus Development and other appropriate developments. [M]
	5.4 Explore the possibility of funding for improvements to the facilities for team sports.	Shropshire Council, other funding streams	Team Sport Facilities in Whitchurch are up-to-date and of the highest quality. [M] a) Whitchurch sports clubs have identified the improvements needed to their facilities. [S] b) All funding opportunities including planning gain from new developments have been explored. [S/M/L]
	5.5 Facilitate the increased provision of an even wider range of activities for all ages and abilities in a variety of sports and exercise and in arts and crafts	Town Council, Whitchurch Town and Parish Plan [WTPP] Committee	Whitchurch has a wide range of sport/exercise and culture/arts/craft activities available for all ages and abilities. [M/L] a) A meeting of all interested groups and organisations has mapped existing provision, identified gaps and planned future developments. [S] b) New taster activities have been piloted in the Town. [S/M] c) Resources to support delivery have been identified. [S/M]

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Area of Development: Social and Community		Issue 6: Improved Opportunities for Young People	
Objective	Actions	Lead and support agencies	Success criteria and timescale
<p>6. To provide an improved range of formal and informal opportunities and facilities to better meet the needs of young people</p>	<p>6.1 Identify the best site for a full MUGA taking into account the experience gained during the development of the Deermoss Meadow and subsequently build the MUGA.</p>	<p>Town Council</p>	<p>The formal and informal needs of young people have been well met through the development of specific opportunities and facilities. [S/M]</p> <p>a) A full MUGA in operation. [S/M]</p>
	<p>6.2 Explore opportunities to provide a Youth Café/meeting place.</p>	<p>Shropshire Council</p>	<p>b) Implications and requirements of providing a Youth Café/meeting place have been fully explored and evaluated. [S]</p>
	<p>6.3 Explore opportunities to increase provision for young people to participate in regular art, music and drama, and computer and media activities.</p>	<p>Town Council Shropshire Council</p>	<p>c) Young people are participating in art, drama, music and dance activities provided locally. [S/M]</p> <p>d) Young People are actively engaged with a range of applications of electronic technology and media. [S/M]</p>
	<p>6.4 Review provision of green spaces for informal games; informal meeting spaces; climbing wall and other outdoor activities; roller skating, skate boarding and BMX facilities.</p>	<p>Town Council, Shropshire Council</p>	<p>e) A review of all the existing facilities has been completed. [S/M]</p> <p>f) Viable alternatives have been implemented. [M]</p>
	<p>6.5 Involve clubs, organisations, businesses and the wider community in considering the provision of summer activities and play schemes.</p>	<p>Town Council Shropshire Council</p>	<p>g) Summer activities and play schemes are taking place. [S]</p>
	<p>6.6 Create more opportunities for young people to join clubs and societies.</p>	<p>Town Council, interested parties in clubs and societies</p>	<p>h) Young people are welcomed and well catered for by clubs and societies. [S/M]</p> <p>i) Young people involved in activities associated with the Whitchurch Town and Parish Plan sections: 3, 4, 5, 6, 8, 9, 13, 14, 15 and 16. [S/M/L]</p>

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Area of Development: Social and Community		Issue 7: Civic Complex including the Library	
Objective	Actions	Lead and support agencies	Success criteria and timescale
7. To establish a quality, multi-use community facility fit for the 21 st century	7.1 Identify the needs and aspirations of the community and the Council in relation to the Civic Centre Complex and library.	Town Council Shropshire Council	Whitchurch has a high quality 21st Century multi-use community facility. [M/L] a) A thorough consultation with the whole community has established the community's needs and aspirations for a central civic facility. [S*]
	7.2 Consult with Community over plans for the improvement and refurbishment of the Civic Centre.	Town Council Shropshire Council	b) A plan has been drawn up to meet all needs and aspirations. [S*]
	7.3 Alter, improve and refurbish the Civic Centre buildings to meet the identified present and future needs of the community.	Town Council Shropshire Council	c) The chosen plan has been implemented. [M/L]

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Area of Development: Social and Community		Issue 8: Town Centre	
Objective	Actions	Lead and support agencies	Success criteria and timescale
8A To ensure that the fabric and appearance of the Town Centre is of the highest possible quality.	8.1 Create a scheme to upgrade and maintain the appearance of the Town Centre.	Town Council, Shropshire Council	There is a measurable improvement in the appearance of the town centre and a scheme is in place to ensure that this improvement is maintained. [S*] a) Photographic record of existing appearance of town centre. [S*] b) Key issues affecting town centre appearance identified. [S*] c) Scheme in place to improve appearance of town centre. [S/M]
	8.2 Ensure that all areas of the Town are regularly cleaned and encourage the population to take personal responsibility to reduce the amount of all types of fouling.	Town Council, Shropshire Council	The town appears clean and litter free at all times. [S*] a) Assessment made of when and how littering and fouling occurs. [S*] b) Clear understanding of how town centre is cleaned and who is responsible. [S] c) Appropriate changes to existing cleaning schedule and methods. [S/M]
	8.3 Identify owners of run down property to initiate improvements.	Town Council	All town properties are well maintained. [M] a) Owners of run down properties identified. [S*] b) Owners requested to improve appearance of their properties. [S*] c) Funding opportunities for improvements identified and information passed to owners. [S]
	8.4 Lobby Shropshire Council to use their planning powers where necessary to enforce improvements to run-down property.	Town Council	Run down properties are improved. [M] a) Properties needing enforcement action identified. [M]
	8.5 Consider entering the Britain in Bloom competition once more.	Town Council	Whitchurch earns a bronze award or above in Britain in Bloom competition. [L] a) Britain in Bloom committee established to work alongside Council. [S] b) Working together to meet competition criteria [S/M/L]

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Area of Development: Social and Community		Issue 8: Town Centre	
Objective	Actions	Lead and support agencies	Success criteria and timescale
8A cont.	8.6 Create a campaign to develop civic pride across all sectors of the community.	Town Council, schools, businesses, traders, community groups	The Community is positive about Whitchurch. [M] a) All households and businesses are aware of the Town Plan and the Town Council's vision for Whitchurch. [S] b) Civic pride demonstrated through: contested local elections; increase membership of Town organisations; more people volunteering; wider involvement in public debate; good attendance at activities and events; more positive news stories. [S*/M/L]
8B To sustain and further develop a thriving market town centre	8.7 Investigate ways of providing and supporting a wider range of shops and services and develop schemes to encourage local people to use local shops services.	Chamber of Trade and Commerce/Town Council	There is greater diversity of independent and multiple retail units and more people using Whitchurch shops and services. [M] a) New businesses assisted through start up schemes; reduction in business rates and building improvement schemes. [S/M/L] b) Shopping locally is well promoted. [S/M/L] c) Existing retail outlets access marketing, employment and training, and business rate support. [S/M] d) Rent reviews on retail and business premises show rents to be fair. [M]
	8.8 Review of Market arrangements: venue; number of stalls; encouragement of, and support and help for, new traders; access; cost of stalls; variety of market types.	Town Council Market traders	There is a range of successful markets in Whitchurch. [M] a) Current market arrangements have been reviewed. [S*] b) Funding and resources for market developments identified. [S] c) A strategy for development of the weekly Country market, Farmers' market and special markets in place. [S]

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Area of Development: Social and Community		Issue 8: Town Centre	
Objective	Actions	Lead and support agencies	Success criteria and timescale
8C To ensure that the practical needs of all Town Centre users are met.	8.9 Improve access to buildings and pavements for wheelchairs and pushchairs.	Shropshire Council	Wheelchair and pushchair users can access all parts of the town and buildings open to the public. [S] a) Access audit of all buildings open to the public across town completed. [S] b) Buildings requiring improvements identified and issues raised with owners/ tenants. [S/M]
	8.10 Ensure that well maintained public toilets remain available and examine the feasibility of providing additional public toilets at the top end of the Town.	Town Council, Shropshire Council	Public toilets remain available and are clean and well maintained. [S*] a) Feasibility study on additional provision at the top of town completed. [S]
8C cont.	8.11 Review all town centre signage to ensure that there is no duplication or excess signage and that signs are readily accessible to all.	Town Council, Shropshire Council	Duplicated and excessive signage removed. Signage reflects an inclusive approach to the diverse needs of the community. [M] a) A review of signage including consultation regarding adapted signage has been completed. [S]
	8.12 Continue to provide information about the history and buildings of Whitchurch for visitors and residents.	Heritage Centre, Better Welcome Whitchurch	Accurate high quality information about the history of Whitchurch is available across a variety of media to appeal to a diverse community of residents and visitors. [M] a) Resources to support on-going provision and improvements in information have been identified. [S] b) Plan in place to introduce improved range of information in different media. [S/ M]

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Area of Development: Social and Community		Issue 9: Protection of the Historic Buildings and Artefacts associated with the Town	
Objective	Actions	Lead and support agencies	Success criteria and timescale
9A To ensure that the Heritage Centre develops as a high quality and fully functional Town museum.	9.1 Develop the recently fully accredited Heritage Centre into a working Town Museum for the use of local people and as a tourist attraction.	Town Council Friends of Whitchurch Heritage	The Town Museum is fully developed with increased use by local people and by visitors. [M] a) A vision and plan for the development of the museum has been agreed and shared with the community. [S] b) All appropriate artefacts associated with the town have been identified and are accessible. [S/M]
	9.2 Research good practice in relation to the improvement of historic towns and apply some of these practices to Whitchurch.	Town Council Shropshire Council	The unique built environment of Whitchurch is fully recognised and celebrated. [M] a) Best practice in improvement strategies has been identified. [S*] b) Best practice has been applied to Whitchurch. [S/M/L]
	9.3 Develop a scheme for the improvement of the buildings in the Town centre and their continued good maintenance so that they are preserved for future generations.	Town Council, Shropshire Council	The buildings of the Town are preserved in good order for future generations. [M] a) A survey of the condition of historic Town properties has been completed. [S] b) Buildings in good condition and those needing maintenance have been identified, [S] c) Funding streams for improvements have been identified. [S/M/L] d) Scheme has been devised and implemented. [M/L]
9B To protect, maintain and celebrate the unique built environment of Whitchurch	9.4 Investigate the re-launch of the Civic Society.	Town Council, interested members of the community	Civic Society is holding regular meetings and is consulted on issues relating to the historic market town. [M] a) Interested adults and young people identified. [S] b) Publicity has stimulated interest. [S] c) Public meeting has been held to set up Civic Society. [S]

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Area of Development: Social and Community		Issue 10: Provision for Older People Issue 11: Medical Provision	
Objective	Actions	Lead and support agencies	Success criteria and timescale
10. To ensure that all the needs of older people are met within the Whitchurch area	10.1 Lobby for continued and improved provision of medical facilities and services for the elderly, to include appropriate respite care, in the Whitchurch area.	Primary Care Trust, Shropshire Council, Town Council, Senior Citizens Forum, families, Friends of Whitchurch Hospital	Older people are able to access in the Whitchurch area a full range of medical facilities and services, including respite care, appropriate to their needs. [M]
	10.2 Ensure that there is an adequate choice of housing that meets the needs and wishes of the increasing numbers of older people.	Shropshire Council, Senior Citizens Forum	There is a good choice of housing that meets the needs and wishes of older people. [M]

11. To ensure that medical and care services for the whole community are retained and developed through Whitchurch Community hospital and GP practices.	11.1 Ensure the retention and development of Whitchurch Community Hospital and all its facilities and services including provision for telemedicine.	Primary Care Trust, Shropshire Council, GPs and hospital managers, Friends of Whitchurch Hospital, individuals with support from Town Council.	Excellent medical and care services for the whole community are provided locally. [M]
	11.2 Lobby for more clinics to be held at Whitchurch Community Hospital.		Whitchurch hospital is an outstanding example of a modern community hospital. [L]
	11.3 Ensure that the option of care and treatment at home, including palliative and end of life care, is delivered from a local base.		a) The facilities and services at Whitchurch community hospital continue to be developed and updated to take advantage of advances in modern medical practice. [S/M/L] b) The number and variety of clinics held at Whitchurch hospital has increased. [M/L] c) The choice of high quality home care and treatment is available from a local base for all patients including those requiring palliative and end of life care. [S/M/L]

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Area of Development: Social and Community		Issue 12: Community Safety	
Objective	Actions	Lead and support agencies	Success criteria and timescale
12. To ensure that Whitchurch remains a safe place in which to live.	12.1 Maintain a high positive profile for the local Police.	Town Council Police	The whole Community knows its Police and Community Support Officers. [S] a) PACT meetings well publicised and well attended. [S/M/L] b) Police continue to be engaged in a wide range of community events. [S/M/L]
	12.2 Examine all possibilities to increase the numbers of Police 'on the beat'.	Town Council, local Policing Inspector	There is an increase in visible police 'on the beat'. [M] a) Town Council and Policing Inspector have met and examined the issue. [S]
	12.3 Create a culture in Whitchurch whereby community members feel comfortable in challenging anti-social behaviour.	Town Council, Police, community groups, Chamber of Trade, schools, parents	People feel safe in Whitchurch. [M] a) Positive behaviours which enhance social cohesion are encouraged and promoted. [S/M/L] b) Safe methods for challenging anti-social behaviour are widely promoted to all sectors of the community. [S/M/L]
	12.4 Address any problems arising from groups forming outside public houses and on the White Lion Meadow	Police, Shropshire Council, supermarkets, licensed premises	c) Licensed premises provide off-street areas for smokers. [S] d) Alternative meeting places to the White Lion Meadow available for young people. [M]
	12.5 Explore means of increasing community awareness of issues of safety through improved provision of information.	Police, Shropshire Partnership, Whitchurch Gossip, Whitchurch Herald, schools, youth groups, other community groups, Neighbourhood Watch	e) Information about issues of community safety is freely and widely available. [S/M/L]
	12.6 Maintain high quality CCTV coverage.	Shropshire Partnership, Town Council, Police	f) High quality CCTV is in place, is well maintained and is effective. [S/M]

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Area of Development: Social and Community		Issues 13 and 14: Community Information and Community Events	
Objective	Actions	Lead and support agencies	Success criteria and timescale
13 and 14. To improve the coordination of, and access to, community information and events	13.1 Create and maintain a new high quality overarching website for Whitchurch Shropshire with links to all other relevant websites.	Town Council webmasters	The Whitchurch Shropshire website provides high quality, up to date and well linked information promoting a positive image of Whitchurch. [S] a) A meeting has taken place between interested parties and has agreed the name and format of the website. [S*] b) Resources have been identified to support website development. [S*]
	13.2 Bring together events organisers to share expertise and good practice and to establish a regularly updated diary of all events taking place in the Town to be available for wider public dissemination. Explore the possibilities of: equipment sharing; central purchase and storage; single insurance cover for a number of events; linking events; establishing a list of people who would like to help with events	Town Council, Whitchurch Town and Parish Plan [WTPP] Steering Committee all community organisations and clubs	Expertise and good practice in events organisation are being shared. [S/M] Regularly updated diary of all events is available for public use. [S*] Meetings of events organisers have taken place. Cooperative working practices adopted. [S]
	13.3 Investigate the possibility of appointing a part-time coordinator to bring together, keep up-to-date and publicise all community information about services, contact details for clubs and organisations, and events.	Town Council	Community information about services, contact details and events is well coordinated and up to date. [S]
	14.0 Investigate the possibility of organising those events enjoying strong support from the community – Food Festival, Town Fête, Fireworks, Carnival, Festival of Music, Community sporting events.	Town Council, WTPP, Talbot Theatre, Chamber of Trade, interested individuals and groups	A range of special events takes place throughout the year. [M] Initial meeting between all interested bodies has taken place. [S]

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Area of Development: Environment		Issue 15: Canal and Country Park	
Objective	Actions	Lead and support agencies	Success criteria and timescale
15. To develop the Canal and Country Park as an asset and amenity for Whitchurch residents and for visitors	15.1 Develop the Canal towards the Town.	Waterways Trust Town Council	Construction of an extension to the Canal has been completed. [L] a) Plan for canal extension agreed. [S] b) Planning application made. [S]
	15.2 Explore the use of the Canal and Country Park for other outdoor activities.	Shropshire Council, Whitchurch Waterway Trust	Agreed plan in place and new uses available. [M] Plan has been agreed between the interested groups and local residents regarding the future uses of the Country Park. [S]
	15.3 Create a scheme to improve the management of the Country Park and its associated paths.	Shropshire Council Whitchurch Waterway Trust	The Country Park and its associated paths are well managed and maintained. [M]
	15.4 Ensure that the Whitchurch end of the Sandstone Trail is fully maintained.	Whitchurch Waterway Trust, Shropshire Council	The Whitchurch section of the Sandstone Trail is fully maintained. [S] a) Shropshire Council has agreed to assume responsibility. [S] b) Provision is made to ensure the Trail is well maintained. [S]
	15.5 Complete the scheme for publicity and signposting associated with the Canal and Country Park to enhance its use as a green corridor from the Town to the canal for both residents and visitors.	Whitchurch Waterway Trust Shropshire Council	Signposting and interpretation is improved. [S] Whitchurch Waterway Trust has implemented their scheme. [S]
	15.6 Establish liaison with the Whitchurch Branch of the Wildlife Trust over Greenfields Nature Reserve and with the Meres and Mosses HLF Landscape Partnership Scheme.	Whitchurch Waterway Trust, Shropshire Council	Liaison between the groups has produced a coordinated approach to the successful management of the Canal and Country Park. [S] Meetings have taken place and productive working practices established. [S]

Whitchurch Town and Parish Action Plan

Area of Development: Environment		Issue 16: The Environment	
Objective	Actions	Lead and support agencies	Success criteria and timescale
16A To ensure the maintenance, improvement and protection of the natural environment and access to it	16.1 In consultation with relevant groups and individuals develop a cohesive and sustainable strategy for environmental issues in the Town and Parish.	Town Council,	Whitchurch has its own environmental strategy. [S] Environmental forum established to support Town Council and coordinate action. [S*]
	16.2 Ensure that the views of interest groups and individuals associated with protection of the environment are fully considered in planning decisions relating to Whitchurch to make sure that future developments do not encroach on environmentally valuable and sensitive sites.	Town Council Shropshire Unitary Councillors, Shropshire Council	Protection of the environment is full considered in planning decisions related to Whitchurch. [S] a) Town Council always considers the environment when commenting on planning applications and consults the environmental forum. [S/M/L] b) Planning Authority is aware that protection of the environment is a priority issue in Whitchurch. [S*]
	16.3 Support the initiatives proposed through the Lottery funded Meres and Mosses Action Plan and ensure good liaison and partnership working.	Shropshire Wildlife Trust project leader	The Meres and Mosses Action Plan is fully implemented. [L] Whitchurch has benefited from working in partnership with the Meres and Mosses Action Plan. [S/M/L]
	16.4 Use information obtained through surveying and mapping of the Parish to enable the development of more green corridors to support wild life.	Whitchurch branch of Shropshire Wildlife Trust supported by Town Council	Existing green corridors remain protected and new areas have been created. [M] Survey completed and map produced. [S/M]
	16.5 Increase the planting of trees and hedges to support wildlife. Engage with local farmers to encourage environmentally friendly approaches to their management of hedgerows and trees.	Town Council, Wildlife Groups, Shropshire Council, farmers	There are more healthy hedgerows and trees in the Parish. [M/L] a) The whole community including local farmers involved in tree planting schemes. [S/M/L] b) There is an environmentally friendly approach to the management of hedgerows. [S/M/L]

Whitchurch Town and Parish Action Plan

Area of Development: Environment		Issue 16: The Environment	
Objective	Actions	Lead and support agencies	Success criteria and timescale
16A contd. To ensure the maintenance, improvement and protection of the natural environment and access to it	16.6 Improve the appearance of the approaches into the town, including the roundabouts on the bypass and the industrial estates. Seek sustainable sponsorship for improving traffic islands.	Shropshire Council, Town Council, Better Welcome Whitchurch local business	All approaches to the Town are attractive and well managed. [M] a) Options for enhancing the appearance of traffic islands have been fully explore. [S/M] b) The best options have been implemented. [S/M]
	16.7 Initiate an anti-litter campaign to educate and involve the whole community with the aim of making Whitchurch a litter free Town and Parish.	Town Council, schools, organisations, community	Whitchurch Town and Parish is litter free. [S*] a) Keep Whitchurch Tidy group established. [S] b) Anti- litter campaign evident across the Town and Parish. [S/M/L] c) Highways Authority ensures road verges free from litter. [S/M/L]
16B To increase usage and appreciation of the natural environment by residents and visitors	16.8 Shropshire Council, with local farmers and community action, work to protect and improve the footpaths of the area to maintain rights of way for regular access and use by residents and to enhance the promotion of tourism.	Shropshire Council supported by Whitchurch Walkers, Parish Path Partnership, farmers, Tourist Centre	All footpaths in the Parish well maintained and accessible. [M]
	16.9 Produce an easy to understand map of the footpaths in the Parish.	Tourist Information Centre [TIC] supported by Town Council, individuals, Whitchurch Walkers	Easy to understand map of footpaths in the Parish has been produced. [S]
	16.10 Develop and distribute materials to encourage canal users to explore wildlife areas with access from the canal.	Tourist Information Centre, Whitchurch Waterway Trust, British Waterways	Greater numbers of canal users access wildlife areas in the Parish. [M]
	16.11 Initiate a “Walkers are Welcome” weekend event in Whitchurch which would benefit businesses in the town.	Tourist Information Centre, Town Council, local Tourism development group, Chamber of Trade, local businesses, Whitchurch Walkers	Walkers are Welcome Weekends take place in Whitchurch. [M] Group established to initiate project. [S/M]

Whitchurch Town and Parish Action Plan

Area of Development: Environment			Issue 16: The Environment
Objective	Actions	Lead and support agencies	Success criteria and timescale
16C To ensure that the demand for allotment space is met.	16.12 Shropshire Council to meet its statutory obligation to provide allotment space to meet local demand.	Shropshire Council	Shropshire Council has provided enough allotments to meet local demand. [S*]

Area of Development: Transport			Issue 17: Transport
Objective	Actions	Lead and support agencies	Success criteria and timescale
17. To ensure that all transport services meet the needs of all Whitchurch residents	17.1 Use the Town Plan Survey and other sources to develop a Local Transport Strategy for Whitchurch.	Town Council	A concise local transport strategy for Whitchurch in place. [S]
	17.2 Encourage the provider of the town bus service to include more areas of Whitchurch.	Town Council, Shropshire Council	More areas of Whitchurch covered by town bus service. [M]
	17.3 Lobby for better bus connections between Whitchurch and other towns.	Town Council, Shropshire Council	Whitchurch is better connected by bus to other towns. [M]
	17.4 Work with local train companies to improve the frequency and regularity of both north and southbound services stopping at Whitchurch.	Town Council, Crewe and Shrewsbury Railway Passenger Association, Individuals	Frequency and regularity of both north and southbound services at Whitchurch has improved. [S]
	17.5 Continue to press for improved access for all to both station platforms.	Town Council & Shropshire Council Arriva Trains	All users able to access both station platforms. [M]
	17.6 Investigate the means by which free car parking can be maintained.	Town Council, Chamber of Trade	Free car parking is available throughout the Town. [S]

Whitchurch Town and Parish Action Plan

Area of Development: Transport			Issue 17: Transport
Objective	Actions	Lead and support agencies	Success criteria and timescale
17. To ensure that all transport services meet the needs of all Whitchurch residents	17.7 Make better provision for more car parking space, especially for all-day use and for residents living in the Town Centre.	Town Council, Chamber of Trade, Shropshire Council	There is a sufficiency of car parking space to meet need including provision for all day parking and for town centre residents. [S*]
	17.8 Investigate the feasibility of completing a circular bypass.	Shropshire Council	Shropshire Council consulted over viability of circular bypass. [S]
	17.9 Identify areas throughout the Town which would benefit from speed reducing measures.	Town Council, Police	Speed reducing measures have been introduced and reduced the incidents of speeding. [S]
	17.10 Identify where new cycle routes could be created.	Shropshire Council, SusTrans or other interested groups	Potential new cycle routes identified. [M]
	17.11 Improve the quality of road and pavement surfaces and the means by which defects can be reported by the public.	Town Council, Shropshire Council	Road and pavement surfaces are in good condition. [S*] Community aware of how defects can be reported. [S*]

Whitchurch Town and Parish Action Plan

Area of Development: Civic Leadership		Issue 18: Civic Leadership	
Objective	Actions	Lead and support agencies	Success criteria and timescale
<p>18. To create a dynamic and vibrant community led by a quality Council with a clear vision for the future of Whitchurch.</p>	<p>18.1 By using the Town and Parish Plan and other consultations develop a clear vision for the future of Whitchurch.</p>	Town Council	<p>The whole community is aware of the Town Council vision for Whitchurch. [M] a) Further community consultation and reference to other relevant sources has taken place to inform the vision. b) The Council has developed a series of position statements on all aspects related to the development of Whitchurch.</p>
	<p>18.2 Set up a fund raising strategy group to ensure the Vision and Town Plan for Whitchurch can be successfully delivered.</p>	Town Council	<p>c) A fund raising strategy has identified and accessed resources in order to successfully deliver the Vision and the Whitchurch Town and Parish Plan.</p>
	<p>18.3 Creatively explore and develop processes which allow two way consultations between the Town Council, Shropshire Council and the people of Whitchurch.</p>	Town Council Shropshire Council	<p>The people of Whitchurch feel fully consulted by the Town and Shropshire Councils. Whitchurch Town and Shropshire Council use a wide variety of methods to consult and listen to the views of the people of Whitchurch.</p>
	<p>18.4 Explore alternative ways of organising Town Council meetings to encourage greater public attendance and participation.</p>	Town Council	<p>There is increased public attendance and participation in the Town Council meetings</p>
	<p>18.5 Ensure that the Town Council always responds to consultations about issues affecting Whitchurch.</p>	Town Council	<p>The Town Council always responds to consultations about issues affecting Whitchurch. A mechanism is in place to ensure that there is always a response to consultations.</p>
	<p>18.6 Improve the lines of communication to the public about the work of the Town Council and Shropshire Council through such means as the press, newsletters, website, and information boards in supermarkets.</p>	Town Council Shropshire Council	<p>The people of Whitchurch feel well informed about the work of the Town and Shropshire Councils. The Town and Shropshire Council use a wide variety of methods to accurately inform the public about their work.</p>

Whitchurch Town and Parish Action Plan

Area of Development: Civic Leadership			Issue 18: Civic Leadership
Objective	Actions	Lead and support agencies	Success criteria and timescale
18 contd.	18.7 Improve and continuously update the Town Council website and link it to a website for Whitchurch Shropshire. See 13.1	Town Council	The Town Council website provides high quality regularly updated information.
To create a dynamic and vibrant community led by a quality Council with a clear vision for the future of Whitchurch	18.8 Ensure that the Whitchurch and Prees Area Local Joint Committee is continued, fully supported and funded.	Shropshire Council Town Council	Whitchurch and Prees Area Local Joint Committee meetings are taking place regularly.

Reference documents and activities used in development of the Plan

In the development of this Plan, a wide range of documents in addition to the Survey were consulted. The main ones are itemised below.

Shropshire Council

- *Shropshire Council Business Enterprise Fund guidance notes.*
- *Shropshire Council Core Plan 2010.*
- *Shropshire Council Core Strategy.*
- *Spotlight on the Shropshire Economy draft for consultation.*
- *Shropshire Council LDF implementation plan Appendix 3 Whitchurch Draft Jan 2011.*
- *Shropshire Council Market Towns revitalisation programme 2010-14.*
- *Shropshire Council Parking Policy 2011.*
- *Shropshire Council Strategic Housing Land Availability Assessment 2009.*
- *Spotlight on Shropshire March 22nd 2010.*
- *Strategy and Policy – Information Sheet Shropshire Council 19/6/2009.*
- *The role of markets in business start ups. Paper produced for North Shropshire Market Towns Group by Kate Garner July 2010.*
- *Planning for a Flourishing Shropshire consultation document.*

Community Council of Shropshire

- *Community Led Planning Toolkit.*
- *Parish Plans - Community Council of Shropshire.*
- *A wide range of Town and Parish Plans from other Shropshire communities.*

Other sources

- *A wide range of Town and Parish Plans from across England.*
- *Location Model Whitchurch Town centre Executive Summary - Skillsmart Retail Research Dept Feb 2010.*
- *North Shropshire Partnership Project Plan Overview - Shropshire Farmer's Markets*
- *Report from Action for Market Towns Seminar- Attracting and retaining visitors. May 2010.*
- *Shropshire Wildlife Trust - Meres and mosses HLF Landscape Partnership Scheme.*
- *Survey conducted re public rights of way in Whitchurch Parish Gerald Moss. January 2010.*
- *Waiting list for allotments in Whitchurch*
- *Your Town Action Plan - Action for Market Towns Initiative. Developed as part of Better Welcome programme.*

Action for Market town seminars

Supported by funding from Shropshire Council, members of the Committee attended:

- *Attracting and Retaining Visitors seminar - Malton North Yorkshire 2010*
- *Finding and Bidding for Project Funding Successfully seminar - Ironbridge Telford 2011*

Whitchurch *Town and Parish*



Plan

supported by



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