



EVESHAM TOWN COUNCIL



TOWN PLAN COMMITTEE

Notice is hereby given that a meeting of the **TOWN PLAN COMMITTEE** will be held in the Council Chamber, Town Hall, Evesham, on **MONDAY 2 MARCH 2020** at 6.30 pm, to which you are hereby summoned for the transaction of the business specified below

Admission of the Public and Media

Members of the Public and Media are welcome to attend in accordance with the Public Bodies (Admission to Meeting) Act 1960 Section 1.

Public Participation

Public Participation is welcomed and will be in accordance with Standing Order 3(e) to 3(j) on a matter before the Committee. It would be helpful if anyone wishing to participate would contact the Town Council on 01386 565700, email townclerk@eveshamtowncouncil.gov.uk, or in person, prior to the meeting.

Recording of Meetings

Under the Openness of Local Government Bodies Regulations 2014 the council's public meetings may be recorded, which includes filming, audio-recording as well as photography.

AGENDA

1. **Apologies for Absence**
2. **Declarations of pecuniary or other interest including requests for dispensation (if any)**
3. **Minutes of the previous meeting held 16 December 2019 including questions as to the progress of any items – minutes attached**
4. **Financial Statement**
Report attached
5. **Cross Parish Cycleway Project**
Report attached
6. **Inward Investment Manager's Report**
Mr S Riley's report attached
7. **Anti Litter Working Group**
Report attached
8. **Battleton Brook**
Verbal update on project to be given
9. **Neighbourhood Plan – Update**
Report attached

10. Earth Day Events

Report to follow

11. Matters of urgency raised, for information only, at the discretion of the Chairman
notice of which is to be given prior to the commencement of the meeting.

Stuart Carter
Town Clerk

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Committee Circulation: Cllr S Amor (Ex-Officio – Deputy Mayor), Cllr G Bearcroft, Cllr A Booth, Cllr A Dyke, Cllr M Goodge (Ex-Officio – Town Mayor), Cllr G Hale, Cllr J Tucker

Co-opted member without voting rights: Mr R Walker, Mr B Taylor, Mrs G Pawson and Mr S Riley (Wychavon District Council)

Also circulated electronically to all other councillors for information

EVESHAM TOWN COUNCIL

Minutes of the Meeting of the **TOWN PLAN COMMITTEE** held at 6.30pm on **MONDAY 16 DECEMBER 2019** at the Council Chamber, Evesham Town Hall, Market Place, Evesham

Those present:

Chairman: Cllr J Tucker
Vice-Chairman: Cllr G Hale
Cllr Mrs S Amor (Deputy Mayor), Cllr A P Booth, Cllr A Dyke

Non councillor co-opted committee members:
Mr B Taylor, Mr R Walker

Officers: Mr S D Carter (Town Clerk)
Mr S Riley (WDC Inward Investment Manager)

Also present was Mrs Pawson (co-optee applicant) and Mrs C Bostle (previously involved in Evesham Fairtrade Town Status).

24. Apologies for Absence

Cllr G Bearcroft submitted his apologies.

25. Declarations of pecuniary or other interest including requests for dispensation (if any)

There were no declarations of interest.

26. Minutes of the meeting held 23 September 2019

The Town Clerk had circulated with the agenda the minutes of the previous meeting held 23 September 2019. It was **RESOLVED** that the minutes of the meeting held on 23 September 2019 be adopted as a true record.

27. Co-option of non Council member onto the Committee

A report was circulated with the agenda regarding the co-option of a non-council member to the committee.

It was explained that when the committee was set up, it detailed in the terms of reference that the committee had delegated authority to appoint 3 non councillor members; these members had no voting rights and they would be co-opted for the term of the Council. The reason for wanting non councillor members on the committee was that many of the main drivers of the Town Plan were not town councillors and it was important for continuity that they had a presence at committee level.

Mr Robin Walker had been co-opted at the meeting on 15 July and Mr Bruce Taylor at the meeting on 23 September, leaving one vacancy. Mrs Gill Pawson had applied to be co-opted but had been unable to attend the previous meeting and therefore a decision on this had been deferred.

Mrs Pawson was on hand to answer any questions. Mrs Pawson explained that she was active in the Civic Society and with the Abbey Gardens Project. She was also a retired planning officer and would be interested in getting involved with a neighbourhood plan if this was to proceed. It was unanimously **RESOLVED** to co-opt Mrs Pawson to the committee. Mrs Pawson thanked the committee and explained that she had been unwell and therefore would not be staying for the meeting.

Mrs Pawson left the meeting.

28. Financial statement

The Town Clerk had circulated with the agenda a report detailing the expenditure which had been spent or committed. The committee had a budget of £6,000:

- £1,500 – Sustrans – Cycle Feasibility Study
- £231 – Greening Evesham publicity
- £100 – Green Fayre Banner
- £500 – Anti Litter Evesham

NOTED

29. Inward Investment Manager's Report

The Town Clerk had circulated with the agenda a report by Mr Shawn Riley Inward Investment Manager (WDC).

It was reported that contact has been made with the owner of the former Argos Building, a meeting has taken place on site about the future use of the building. Mr Riley went on to report that WDC had hosted a visit from Graham Soult of Canny Insights. It was explained that Mr Soult was a retail champion, digital marketing expert, respected media commentator, and Fellow of the Institute of Place Management (IPM). He worked with independent and multiple retailers online and on the high street, as well as with related organisations such as landlords, local authorities, business associations and Business Improvement Districts (BIDs). The possibility of establishing a BID in Evesham was being considered by the WDC Executive Board.

With regards to events Mr Riley stated that Evesham's Christmas season was launched with a bang last week and Santa himself had a Christmas treat in the form of a brand new Grotto. This proved to be very popular with both Santa and the never-ending queue of Children and parents excited to meet him. This concluded another events season for Evesham with the number of events supported in Evesham much more than Droitwich and Pershore combined thanks to the cooperation and joint funding by Evesham Town Council and Wychavon.

It was commented that there was felt to have been a lack of advertising with regards to the Christmas light switch on event, and that the free parking on the afternoon of the event was also not well publicised. Mr Riley stated that he would feed this back.

Mr Riley was thanked for his report.

30. Evesham Bat Care

A report was tabled detailing Evesham Bat Care's request for support for the work they are doing much of which dovetailed with the Town Plan. It was commented that they should put together a grant application form should they want funding, with more details as to their plans. The committee could then consider a funding request.

31. Anti Litter Working Group

The Town Clerk had circulated with the agenda a report by Mr Bruce Taylor advising of actions undertaken to date by the Anti Litter Working Group. Since the first meeting of the Anti Litter Group they had accomplished the following:

- 1027 large (blue) bags picked
- 3 skips
- c. 300 local supporters
- Incl. c 30 local businesses, schools and organisations.
- 551 people-picks volunteered
- 859 man hours volunteered
- 54 Picks completed
- 23 Grot Spots in focus in town centre

Mr Taylor advised that 2019/20 had been designated as the year of education. Both St Egwins and De Montfort Schools had undertaken litter picks, and the group had made presentations to these schools as well as Evesham college. The presentation was to be given to Swan Lane and St Andrews Schools in the new year.

The group were also working with local businesses with the assistance of VECTA. Businesses in Cowl Street and Port Street had been leafleted in advance of a litter pick and then contacted after the pick to communicate the action taken.

In addition, the group continued its liaison with other organisations such as Rooftop and continued to get great support from WDC and Evesham Town Council.

Mr Taylor stated that they planned to conclude the group in April 2021, but that there needed to be sustainability through education and enforcement.

It was noted that the group were working with McDonalds who had gone beyond their requirement in terms of undertaking litter picks beyond their immediate boundary and were to be commended. In response to a question it was confirmed that it had been broached with McDonalds as to whether they would ask customers to throw their litter in a bin at the point of purchase, but they were not willing to do this. However, Mr Taylor reaffirmed the positive work McDonalds were doing and stated that they wanted to focus on this and keep working with them.

Mr Taylor was thanked for his report.

32. Transport Report

An update on transport as compiled by the Chairman Cllr Mrs Tucker was circulated with the agenda.

The report explained that The Vale Public Transport Group postponed 2 scheduled public meetings due to purdah. They were now planned for January, with the Evesham meeting due to take place on Tuesday 21st January at 7pm in the Town Hall..

It was noted that the official launch of the Worcestershire Community Rail Partnership was attended by the Chair of the Town Plan Committee on Friday 8th November. A speaker for the Association of Community Rail Partnerships (ACORP) explained that there were four themes to

the group's activities: providing a voice for the community, promoting sustainable travel, especially regarding the last mile, together with better health, bringing communities together (social inclusion) and supporting social and economic development. The spokesman also noted that there has been an overall increase in rail travel over the period 2008/9 to 2017/18 of 35%. However, in areas where a Community Rail Partnership exists the increase is 42%.

Finally, the Chairman verbally confirmed that a meeting was to be held that was tasked with looking at public transport links with the town centre and The Valley, though no further details were known at the time of reporting.

Cllr Mrs Tucker was thanked for her update.

33. Evesham Fairtrade Town Status

A report from the Chairman Cllr J Tucker was circulated with the agenda regarding Evesham and Fairtrade town status.

It was explained that Evesham gained Fairtrade Town status in 2007 after Evesham Town Council passed a resolution supporting Fairtrade, and nominating 2 councillors to join the Fairtrade Town steering group and agreeing to serve Fairtrade tea and coffee at meetings. This status had since lapsed as councilors and officers have moved on.

Cllr Tucker explained that there were 2 key elements, the first being that the Town Council committed to buy Fairtrade goods when applicable, i.e. tea and coffee and that there was an active steering group which consisted of at least 2 town councilors.

It was unanimously **RECOMMENDED** that the Town Council re adopt fair trade status and agrees to purchase fair trade goods, where applicable, and that 2 members of the Council be asked to serve on the steering group.

34. Evesham Green Fayre

Circulated with the agenda was a brief report from Mr R Walker formally briefing the committee on the Evesham Green Fayre.

Mr Walker informed the committee that Transition Evesham Vale and Evesham Town Council held a successful (but very wet) Green Fayre in Evesham Market Square and Evesham Town Hall on Saturday 26th October 2019.

The Town Hall was full of varied and interesting stalls showcasing how we can take practical action towards a greener Evesham. An estimated 250-300 visitors had the opportunity to talk to enthusiasts about recycling, waste and litter, home insulation, greener transport, food and trees and renewable energy.

Braving the torrential rain outside were transport related stalls from Cycle Evesham Vale, Evesham Adventure Playground (recycled bikes), Vale Cycles and a selection of electric cars including a Golf from Listers VW. Also on display was the Close Pass Mat provided by the Road Safety Partnership illustrating the safe distance for motor vehicles to pass cyclists.

The event was opened by the Mayor of Evesham and engaged visitors included Councillors Bradley Thomas (Leader of Wychavon District Council) and Emma Stokes (WDC board member for Environment, Recycling and Street Scene).

The Greening Evesham organising committee was delighted with the event, and was planning a similar event for next year.

NOTED

35. Matters of urgency raised, for information only, at the discretion of the Chairman

There were no matters raised under this item.

There being no further business the meeting closed at 7.25pm

COUNCILLOR MRS J TUCKER
CHAIRMAN

EVESHAM TOWN COUNCIL

COMMITTEE: TOWN PLAN
DATE: 2 MARCH 2020
SUBJECT: FINANCE REPORT
REPORT BY: TOWN CLERK

1.0 PURPOSE OF REPORT

1.1 To advise Members of expenditure by the committee.

2.0 RECOMMENDATION

2.1 It is recommended that the report be noted.

3.0 FINANCE

3.1 Members will be aware that the Committee has an allocated budget of £6,000.

3.2 In the current financial the following has been spent, or committed:

- £1,500 Sustrans – Cycle feasibility study
- £231 – relating to Greening Evesham event (Poster design and printing, logo design)
- £100 Green Fayre Banner
- £500 Anti Litter Evesham

3.3 Remaining budget is £3,669.

4.0 FINANCIAL IMPLICATIONS

4.1 These are explained in the report.

5.0 LEGAL IMPLICATIONS

5.1 Any expenditure recommendations will have to go to Council for approval.

Report and Request from Avon and Arrow Greenway Project (formally Cross Parishes Cycle Network)

Request for Further Funding for the Avon and Arrow Greenway Project.

FINAL

Background to the Avon and Arrow Greenway Project

The Avon and Arrow Greenway Project, formerly called the Cross Parish Cycle and Pathways Project (CPCPP) is the project to create a continuous off-road pathway to be shared by walkers and cyclists between Evesham and Alcester, with links across the rivers Avon and Arrow to Offenham, Cleeve Prior and Bidford on Avon.

The project is managed by officers on a voluntary basis with monthly meetings attended by local parish council members and representatives of local walking and cycling groups. Evesham Town is represented by Cllr Robert Hale. The Project is a properly constituted group and is now seeking Charitable Status as a 'Charitable Incorporated Organisation'.

Evesham Town Plan Priorities and benefits to Evesham from the project

One of the top ten priority actions in the Town Plan was to 'Establish a network of cycle routes in and around Evesham.' In addition the Town Plan places great emphasis on Health and Wellbeing and Tourism.

The Project will benefit the town by providing a route from the villages, Harvington, Cleeve Prior and Offenham to the schools in Evesham, specifically to Prince Henry's High School and St. Egwins C.E Middle School.

The provision of an off-road route starting on the edge of the Town Centre and close to the railway station, extending past The Valley, Evesham into glorious countryside will provide a real attraction to residents and tourists alike.

Feasibility Study and Funding

A feasibility study has now been carried out by the Sustainable Transport Charity Sustrans at a cost of £13,460 ex VAT. The study has shown that the continuous route is indeed feasible. The study has been funded by contributions from eleven local town and parish councils along the route and the amount requested by the group was partly based on the size of the community.

The Councils concerned are:

Worcestershire: Cleeve Prior, Evesham, Harvington, North & Middle Littleton, Norton and Lenchwick and Offenham

Warwickshire: Alcester, Bidford on Avon, Exhall, Salford Priors and Wixford.

The only other costs to the project up to now have been room hire for the monthly meetings.

With regard to Evesham Town Council the funds originally requested was for £3,000. This request was tabled at the Town Plan Committee on 23 April 2019 and it was agreed and then ratified by Town Council that £1,500 be allocated from the Town Plan budget, with the remainder to be funded by the through the Finance and General Purposes Committee through

the Tourism budget. In the event, that was not possible as the Tourism budget was over subscribed.

Ongoing Funding Needs

The Project has now agreed a 'Strategic targets and actions for 2020' report which is attached as Appendix 1. The report makes clear that there is a lot of work needed to be done before any construction takes place. Professional services are needed by experts in the sector. Sustrans have indicated they are happy to be retained on an ongoing basis and have shown they have been ready and receptive to look at proposals made by individual parishes. Ecological surveys will be needed for the whole route and, of the priorities noted in the Strategic report, one is the section from Evesham to Norton. The £1,500 which had been formerly agreed in principle by Evesham Town Council would be most welcome in taking the project to forward in to 2020/21.

Cross Parish Cycle and Pathway Project – February 2020

Strategic targets and actions for 2020

The length of the routes covered in the feasibility study and the broad ambition of the project has meant that we need to split the overall route into shorter sections. These reflect the differing nature of the engineering challenges, the potential costs and the level of detail required at this stage. Some elements of our proposals require a significant amount of time and money to achieve. Work on these elements will continue and we will be seeking conversations and partnerships with key organisations both in the private and public sector to investigate the options and shared benefits available.

However in order to progress and to keep the energy high we need to focus on delivering tangible results during the next twelve months. These 'results' will not necessarily be in laying the hard-core or building bridges but rather completing the development of the permissions and partnerships needed before construction can start.

We are in conversation with another organisation which has been working for 10 years on a very similar project called 'Egrets Way' in East Sussex and they cautioned us to manage our expectations in terms of our timetable - they are just under halfway along their route and working on the funding for the rest.

There are two preferred routes recommended to be prioritised during the course of 2020. They offer the best, most immediate and most economically viable chances of success. Both routes have challenges associated with them but equally offer strong benefits and opportunities. **Appendix 1** briefly describes the routes and some of the challenges and opportunities within them.

The actions required that we believe will allow us to realise the creation of those routes are summarised below and will form the basis of the group's immediate work.

Actions in 2020

This work comes under three main headings:

1. **Firm agreements with landowners** on our proposals relating to paths and cycleways across their land. The CPCPP executive is developing a schedule of meetings with key landowners based on getting their approval in principle for the routes proposed and seeking to enter into firm agreements on next steps to be taken. Some of those meetings have already taken place or are scheduled and so far there has been a positive response to our proposals. A key element in successfully seeking grant funding will be the formal permissions from landowners to develop the routes across their land and their direct support in the relevant funding applications.
2. **Planning consents** for construction work or change of use consents with the Stratford District Council (SDC), Wychavon District Council (WDC) and other statutory bodies across which our routes run are essential. But before that conversation takes place with 'officers' we will need to gain the political support of 'councillors' by demonstrating the relevance of our project to their aims and objectives. If we can show that our proposals fulfil their obligations the chances of both political and financial partnership are much more likely to be fruitful. The logistics of planning consents and change of use will be very much easier to achieve if we are seeking the same outcomes and realise the same benefits.

3. **Grant applications:** very substantial amounts of money will be required for both professional guidance and construction of the routes. We began working on a range of funding bids based on our favoured routes over the last couple of months and learned very quickly that we are not yet in a position to be successful – certainly in terms of funding for construction. The requirements before a funding body will consider our bids include the necessary permissions and consents for planning and change of use referenced earlier in this document that we simply do not have! However the need for funding for professional support whether that be for ecology reports, advice on civil engineering or planning issues is a different matter. That funding can be seen to be immediately relevant and essential to the further progress of the project. We will pursue this funding with local, political and national bodies such as:

- Stratford District Council
- Wychavon District Council
- Warwickshire Public Health
- Worcestershire Public Health
- Severn Trent Water Authority.
- Warwickshire CC
- Worcestershire CC
- The Lottery
- The Prince's Trust.

We will also pursue any opportunity to develop joint grant applications with interested partners in the project and we will be seeking to progress such partnerships as a matter of urgency.

The sums available under the terms of these grants vary widely and of course strings are attached on what they may be spent on. It is very early days and it is inevitable that we will need to recognise the steep learning curve we are on when applying against tough competition for the money on offer.

However we know that our project offers great benefits for mental, emotional and physical good health and that our aims tick many of the boxes of government and non-governmental organisations seeking to achieve their aim of a fitter healthier population. In addition, a reduction on the dependence on the motor car with a corresponding reduction in pollution and carbon dioxide emissions will fulfil the objectives of organisations seeking to see a healthier planet.

NB. Links across the River Arrow

The feasibility report covers links to Bidford on Avon, Cleeve Prior and Offenham. We consider these to be of equal importance to the main route, but as each would need the construction of a substantial bridge it is very unlikely that any could be implemented in the near future. We consider it important to concentrate on the main spine route and then the links across the rivers will follow.

Appendix 1 - Proposed routes. **Evesham to Harvington and Salford Priors to Alcester.**

These routes do not directly connect to each other and the intention is to work on them as separate entities in the short term. The stages of Harvington Village to Abbots Salford and Abbots Salford to Salford Priors are not included at this stage but remain an important element of the longer term plan and will be assessed for costs and their slot in the future timetable. Further detail on these routes and all other sections of the proposed path/cycleways sit in the 'Feasibility Study' created by Sustrans to which reference should be made.

Notes and recommendations for the CPCPP Schedule of Routes shown on Map 1 and Map 2 attached to this document are below:

Map 1 – Evesham to Harvington

Section 1A.

Three routes are shown, connecting the main spine route towards the Town Centre. At the current time the County Council are bidding for funding for the Local Pinch Point programme which it is hoped will provide enhanced cycling and walking in the town centre area.

Rec: We should support the bid but not get too involved at this time.

Section 1B

This section is the one on which Wychavon DC, together now with Worcestershire County Council, have been carrying out negotiations with landowners to provide a route between Evesham Town Centre and The Valley. This was as a result of a condition in the approval for the Planning Application W/10/0136/OU to create a cycleway/improved pedestrian link and section 106 funds were set aside for this.

Rec: We should support the bid.

Section 1C

This section is partly along the old railway line through The Valley and then through farm land which we understand is owned by Worcestershire County Council.

Rec: We should get more involved in this and seek funding to support it.

Section 1D

The feasibility study suggests a separate path alongside the existing carriageway.

Rec: We should support this but for the time being cyclists can use the existing road.

Map 2 – Salford Priors to Alcester

Section 2A

Rec: We should target this section for early work which includes the upgrade and refurbishment of the signal box.

Section 2B

Rec: We should target this section for early work. It includes the remains of Broom station and we should take advantage of any development opportunities.

Section 2C – Section 2D and Section 2E

NB.

The routes shown in the Feasibility Report describe different and more direct routes between Wixford and Alcester. One runs from north of The Fish public house, along the old railway line and under the A46. The other is via the path close to Oversley Castle, however the landowner here appears set against allowing new or additional walking or cycling though his land. We have not dismissed these routes but the one now shown on the map and described below in italics offers a practical alternative, demands less funding and time and so is relatively easier to install.

Take the public road from The Fish to the Three Horseshoes and into the lane leading to Exhall. Go along that road for about a mile until the track and bridleway into Oversley Woods is seen on the left. This track continues as a bridleway and leads up to and then around the woods all the way to the bridge over the A46 and then on into Oversley Green.

Section 2C

All along lightly trafficked roads, no work needed except signing.

Section 2D

All along public bridleways which includes metalled access roads and rough tracks.

Rec: We should support this route and seek funding for the improvement of the bridleway which runs around the edge of Oversley Wood.

Section 2E

Along lightly trafficked roads into Alcester, no work needed except signing.

Inward Investment Manager's Report
To
Evesham Town Council's Town Plan Committee 2 March 2020

Inward Investment

Town Centre Prospectuses

Wychavon District Council has issued an Invitation to Tender to appoint a consultant to produce three individual town centre prospectuses covering the towns of Droitwich Spa, Evesham and Pershore. The purpose of each prospectus is to articulate a vision for the future of each town centre, to attract and shape future investment to meet each town's unique challenges and opportunities whilst taking into account national and international trends and best practice.

Critically the final prospectuses for each town will have secured wide support and ownership from not only the district council but from key local stakeholders including local businesses, land and property owners, Worcestershire County and Evesham Town Councils, community groups and the public. To achieve this, the appointed consultant will be required to engage with these groups and build on the broad range of research and relevant publications such as the Evesham Town Plan which have previously been completed.

Wychavon District Council's evolving new strategy identifies a district wide priority to support a "Strong Economy and Places" one of our key goals under this priority is the "Transforming and revitalising our town centres" and the development of town centre prospectuses will be key to helping us to direct our work in this vital area of activity in the future.

The town centre prospectuses will also need to encompass other relevant strategy goals such as:

- Growing the local economy;
- Encouraging well designed, distinctive and sustainable developments;
- Improving links between places;
- Improving access to local transport;
- Tackling climate change;
- Reducing crime and helping people feel safe;
- Keeping the district clean;
- Improving the natural environment;
- Reducing homelessness and delivering affordable homes; and
- Improving health and well being.

There are a range of key town planning strategies (South Worcestershire Development Plan Review), local information sources such as the Evesham town plan, economic research (People and Places Evesham town benchmarking reports) and development opportunities that make it timely to undertake a review.

The overall aim the Town Centre Prospectus is to create the right conditions and opportunities to realise the following:

- Attract investment to better meet the future retailing, economic, leisure, cultural, service and housing needs of local people from the town and surrounding catchment area;
- Provide a shared vision and strategy to give the private, public and community sectors confidence to invest in the town centre and ensure that opportunities are taken to make appropriate links between projects;
- Ensure investment and activity is appropriate to the individual character of Evesham so that it maintains its valued heritage assets and environmental quality;
- That these individual characteristics and assets are used effectively to build on the town's potential to attract increased numbers of tourists; and
- To engage with the new High Street Task Force and take into account good practice lessons from other towns and seek to improve our prospects of attracting appropriate investments from schemes such as the Future High Street Fund.

The closing date for tender submissions is 6 March with a view to appoint the successful consultant April 2020. The project is expected to be complete by December 2020.

Marketing

Publications

The 2020 What's On Guide has been available from the start of the year, featuring over 160 local events taking place throughout the district. This year, events were colour-coded according to their geographical location with symbols added too to show the event's theme. The guide can be picked up in all local TICs, distribution racks across the region, and available to download from www.valeandspa.co.uk/publications



The Blossom Trail 2020 brochure will shortly be



available and has incorporating a slight revision to enable a looped trail. Once again signed by the AA, the 50 mile route takes in the best locations for blossom spotting whilst highlighting garden centre and nurseries together with some farm shops on the route meandering through the Vale of Evesham. Like the What's On Guide, it will be available to pick up at various places and can be downloaded. Furthermore, a GPX file of the route can also be downloaded for use with a smart phone or sat nav.

British Tourism and Travel Show

Worcestershire's Vale & Spa will be stand sharing with Worcester City Council, Wyre Forest District Council and Malvern Hills District Council at the British Tourism and Travel Show at the NEC on



25-26 March. The show is a haven for group travel organisers and individuals looking for somewhere new and exciting to explore.

The collaboration allows for the stand to be financially viable for all partners and will help with the exposure and awareness of the county and each council's tourism brand.

Worcestershire's Vale & Spa plan to showcase their tourism's videos to grab attention and present the opportunity for attendees to experience the district in 360 degree virtual reality. 4 videos were produced in 2019 and via a fully immersive headset, will bring Broadway Tower, Abbey Park Pershore, River Avon in Evesham and Broadway High Street to life in a novel experience.

Exposure

A key objective is to continue raising the awareness and exposure of the Worcestershire's Vale & Spa brand. To aid this, and in collaboration with Pear Communications, Worcestershire Vale & Spa branded literature racks have been installed in Worcester Foregate Street Station, one will soon be installed into Worcestershire Parkway Station, and one will soon be added to Strensham Services northbound.



The distinctive branding will also be showcased via a number of leaflets promoting the key themes of the area such as 'history & heritage', 'food & drink', 'cycling' etc etc. Together with the existing publications, the brand will look strong and significant in these literature displays, enticing people to explore the offering.

Despite the rise of digital promotion, it is still respected that print promotion has its place and market. A number of full page adverts will be taken out in What's On UK magazine to help stretch the exposure outside of the region, whilst strong relationships with Newsquest and Vale Magazine have resulted in favourable rates and opportunities to primarily promote the summer events.

Social Media

February has seen the inaugural Favourite Breakfast competition take place on the social media accounts. Nominations were requested from the public and generated a varied selection of establishments across the district. At the time of writing, people are voting for their favourites to get through to the final but it's already generating a lot of positive talk and introducing new establishments to people. The competition has been extremely cost effective and a great opportunity for positive networking.

There are plans for a number of these competitions over the year to join the previous Favourite Restaurant and



Favourite Pub awards.

Events

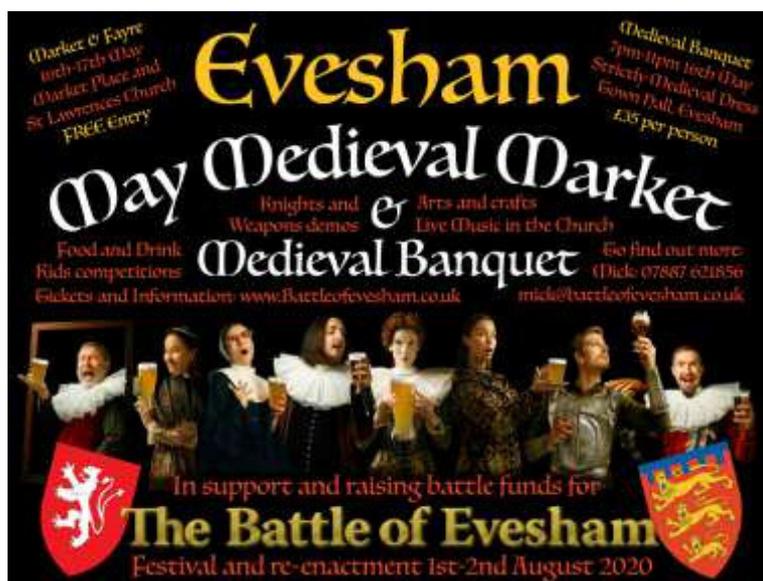
Plans are progressing well for the abundance of Evesham events taking place throughout the year. The headline addition this year is that of the Vale of Evesham Food & Drink Festival. The Vale has long been associated with being the perfect ground for growing, so VECTA are leading on creating this inaugural event to take place on Saturday 30 and Sunday 31 May in Crown Meadow. The event operations will be run by Mark & Christine Cookson, organisers of the hugely successful Droitwich Spa Food & Drink Festival – winner of Visit Worcestershire’s Best Festival & Event award in 2019. It wouldn’t be an Evesham food event without asparagus, so a dedicated section is planned to celebrate the area’s most famous vegetable.



The Asparagus Festival will once again kick off in style on St Georges Day, Thursday 23 April, with its well-renowned Great English Asparagus Run. A number of events are planned during the season (running until 21 June), and please look out for the new Asparagus Trail guide to give residents and visitors information on where to buy, eat, experience and learn all about the Vale’s delicacy.

Following the extremely popular inaugural Evesham Walking Festival last year, the organisers have made some tweaks in the hope of providing even more value to the attendees, with more guest speakers and convenient timetabling. From Wednesday 1 – Sunday 5 July, it is expected that visitors from across the country will attend to witness Evesham and the surrounding area by foot.

The first new event of year sees the Evesham May Medieval Market & Banquet in Market Place – hopefully a key fundraiser for the main Battle of Evesham event. With Medieval battle demos, stalls plus medieval music games and banquet, it’s a spectacle not to be missed.



Shawn Riley - Inward Investment Manager, Wychavon District Council

Evesham Town Plan Anti Litter Group (EALG)

Activity Report to Evesham Town Council

Period: Since 6 Dec 2019 to 19 Feb 2020

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Report Date: 19 Feb 2020

Delivered to date

1st Meeting April 2016/1st Pick November 2016

Litter Picking Actions			
Total			
		Cumulative	Saving £
GBSC T/Centre			
No. of Bags		1087	
No. of people		724	
No of Man hours		866	7110
Pick rate		1.20	
Skips		3.00	*
Qualitative			
No of Picks Completed		62	
No. of Direct Mail accounts		155	
› Definition of a bag		large blue bag	

Education: 2019/20 is designated the campaign's year of education in:

- Schools & College,
 - There are 10 schools incl College in target for year.
 - Planned is to present our education message.
 - With WDC we have access to a new resources.
 - Wyre Forest DC team
 - Mars-Wrigley team
 - A meeting with WDC to coordinate has taken place
- Local business
 - With local business and agencies
 - Presented at Vecta
 - Supported Tesco Adopt A Street pick

- Met McDonalds, Evesham
- Will host a Business Meeting on 23 April on subject of Education Programme
- Residents are in focus
 - 3 new residents registered with us in last month
 - Now 155 direct e-mail addresses held on file
 - Keep It Bin It message & WDC Adopt A Street promoted to all.
 - Eastwick drive has been added to our list of grot spots, now totalling 25.
 - We have coordinated support now with WDC using 6 in 6

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Partner activity/WDC, Morrison's, VECTA, Tesco's, McDonald's etc.

WDC

- Adopt A Street now has 192 sign ups across Wychavon
 - Evesham is c 22% of Wychavon by population and 45% by sign up. There are 74 Evesham sign ups
 - Do you know you can read this on WDC website?
- 6 in 6 / Common Lane, the gates are now closed and locked.
- Report It Data shared
- Bin Location data shared
- Enforcement and Education are in focus in 2020/2021 with O&S and our MP.
- Evesham Anti Litter group supported a campaign in Jersey via BBC Jersey, 'Adopt A Lane'.

Tesco

- Supported Tesco pick 29 January

Vecta

- Presented at Vecta Meeting 12 February

McDonalds

- Met February 19, 2020

Great British Spring Clean

- The details are in the press
- Starts 20 March and runs until 13 April
- Evesham will run as a Town Council led event and the Anti-litter group will support

Rough Sleeping in Evesham Town Centre raised as a related to littering issue

Battle of Evesham will again be supported by EALG

EVESHAM TOWN COUNCIL

COMMITTEE: TOWN PLAN
DATE: 2 MARCH 2020
SUBJECT: NEIGHBOURHOOD PLAN – UPDATE
REPORT BY: TOWN CLERK

1.0 PURPOSE OF REPORT

1.1 To update members on initial information regarding the undertaking of an Evesham Neighbourhood Plan (NP).

2.0 RECOMMENDATION

2.1 It is recommended that committee agree to further investigative work being undertaken including the organisation of a public meeting to discuss the possibility of the Town Council developing a NP.

3.0 BACKGROUND

3.1 The committee will recall that it was agreed that the possibility of undertaking a NP be investigated by the Chairman and Clerk.

3.2 Since then, the Council have agreed to assign £5,000 in the budget specifically for a NP. This will come into effect in April.

3.3 The Clerk and the Chairman met with a consultant who happens to be based in Evesham town centre and who has worked on many neighbourhood plans both in Worcestershire and in Warwickshire. He advised that NPs were evolving documents and that it was not necessary to set out the ambitions from the outset, these would develop as the research and consultation was undertaken.

3.4 He explained that the first step was to write to WDC informing them of the ‘designated area’, in Evesham’s case this would be most likely be the town up to its boundaries. This would automatically set in motion a number of processes including opening up funding streams. However, he stated that often there was a significant amount of time between the formal setting of the ‘designated area’ and work actually beginning on developing a NP.

Taken from the CPRE website: You will need to decide what area the Neighbourhood Plan should cover. If you are considering developing a neighbourhood forum you will need to think about what area you could legitimately represent. You should also note there can only be one Neighbourhood Plan covering any one area, so if your boundaries overlap with another Neighbourhood Plan area, you may need to change the boundaries you have defined.

Although a parish or town council may want to include only the area it covers, the boundary of the Neighbourhood Plan area can be extended or reduced if this is justified and agreed with the adjoining parish or town council.

Once you have decided on your proposed neighbourhood area it will need to be formally approved by your local planning authority. They will undertake a formal consultation on this and consider any representations that might argue for different boundaries from those you have proposed.

- 3.5 The consultant also highlighted that the Town Plan would provide a very sound start for a NP, as it defined the community's priorities though this would need to be updated through consultation, questionnaires etc.

4.0 GOING FORWARD

- 4.1 If the committee and Council are in agreement, it is proposed that a public meeting be arranged at the Town hall in the coming months whereby the idea of developing a Neighbourhood Plan can be discussed and allow people to have their say on what they think it should cover. This would then be used to inform the direction of a possible NP when formally considered by the Council.

5.0 LEGAL IMPLICATIONS

- 5.1 None at present.

6.0 FINANCIAL IMPLICATIONS

- 6.1 None at present.