
Upton upon Severn Town Action Plan 2009



Upton upon Severn Town Partnership



Upton upon Severn Town Partnership

Upton upon Severn Town Partnership is an Unincorporated Association and is concerned with identifying, developing and delivering beneficial improvements to Upton upon Severn and its neighbouring parishes by working in partnership with the local community.

The Partnership consists of representatives from the following bodies:

- Upton upon Severn Town Council
- Malvern Hills District Council
- Worcestershire County Council
- Upton upon Severn Tourism & Trade Association
- Upton in Bloom
- Upton upon Severn Civic Society
- Churches Together
- Youth Representative
- CSO / Police
- Any other organisation who wish to be represented

Need to say UTP own the plan etc.

If there are working groups (e.g. themed groups) need to mention here.

*Need to mention how the partnership / any working groups operate?
(accountabilities, remit, reporting and communication methods etc)*

Introduction

What is the Action Plan? (Building on the achievements of the previous Town Plan etc). Sets out four key themes, under which a number of Strategic Aims and related activities are identified

Who are the audience?

How will it be used?

How will it be monitored etc.

Background

Area, Context, History, Setting and Character etc.

Where we are now? What has already happened in Upton. Town Plan progress. etc

Benchmarking KPI's:

- Total Number of Commercial Units
- Comparison / Convenience Retail Split
- Key Attractor / Multiple Trader Representation
- Number of Markets / Traders
- Number of Vacant Units
- Prime Retail Property Yields
- Retail Rents
- Footfall Counts
- Car Park Availability and Usage
- Business Confidence
- Visitor Satisfaction
- Shoppers Origin

www.townbenchmarking.org.uk

Strategic Links

Upton upon Severn Town Partnership **aims to be** formally adopted as a subgroup of the Malvern Hills Partnership (Vision 21), placing it in a key strategic position to influence policy, represent the needs of the Upton upon Severn community and local businesses, and support the delivery of Malvern Hills Partnership priorities.

The Malvern Hills Partnership has developed a Sustainable Community Strategy, defining the Partnership's vision and priorities for the District.

The priorities are:

- Protecting Our Environment and Tackling Climate Change
- Meeting Local Housing Needs
- Improving Economic Viability

There is also a Sustainable Community Strategy for the County, developed by the Worcestershire Partnership. This sets out the overarching vision and shared priorities for the future of the County and underpins the Local Area Agreement. The strategy is organised around the following six themes:

- Communities that are safe and feel safe
- A better environment for today and tomorrow
- Economic success that is shared by all
- Improving health and wellbeing
- Meeting the needs of children and young people
- Stronger communities

The Upton upon Severn Town Action Plan will be closely aligned to these priorities and themes and will contribute to their delivery.

Vision

"Ensure that Upton upon Severn and its neighbouring parishes have a future that is diverse, safe, healthy and prosperous and provide a high quality environment to live in, work in and visit"
(example)

Environment

Local info about Character & vitality of the town, the town and the wider countryside, the environment and quality of life.

Upton upon Severn Town Partnership will be working towards protecting and enhancing the character, vitality, environment and quality of life of the town and surrounding rural areas.

Strategic Aim: *To support the development and enhancement of the built environment and public realm of the town centre, supporting its local character, heritage and vitality. (EN1)*

Activities:

- Repaint Bridge
- Heritage trail
- Events Development Jazz, Blues, Water, Folk
- Repaving and regeneration of the Street scene
- Support floral displays and improvement by Upton in Bloom
- Shop front improvements
- Coordinated Street furniture and signage

Strategic Aim: *To enhance, protect and preserve the community's access to and the quality of the natural environment and the open countryside. (EN2, EN3)*

Activities:

- Village Design Statement
- Conservation Area Appraisals
- South Worcestershire Joint Core Strategy
- Trails through Stocks Yat Meadow
- Bike Route to Malvern
- Flood protection scheme
- Strategy for conversation/ecology of Ham
- Flood protection for properties
- Flood Clean up
- Plastic Bag free Upton
- Riverside Improvements scheme Inc Pontoons

Economy

Local info about employment, business support, training and education, learning and skills development, retail and town centre services, commercial & industrial property needs, tourism and visitor services

Upton upon Severn Partnership will be working towards developing a prosperous local economy which supports jobs, businesses, visitors and investment.

Strategic Aim: *To support new and existing businesses while attracting new industries into the area and ensuring the development of suitable workspaces for all businesses. (EC2, EC6)*

Activities:

- Business Link Clinics
- Business Start Up Training
- Shopfront grant scheme
- Release of Land at Tunnel Hill
- Backfield redevelopment?

Strategic Aim: *To create a knowledgeable and highly skilled workforce that is able to access employment. (EC1, EC3, EC4)*

Activities:

- JCP Jobs bus
- Childcare provision
- Marina development
- Further education opportunities located within Upton upon Severn

Strategic Aim: *To create a vibrant town centre with excellent retail and consumer services available. (EC5)*

Activities:

- Review retail trading hours
- Grant support for local traders
- Traders car parking area on Hanley Road
- Resurface Hanley Road Car Park

Strategic Aim: *To promote and develop the tourism industry within Upton upon Severn and raise the profile of the town and the surrounding area as a tourism destination. (EC7)*

- Better Welcome Project – Pepperpot
- Developing TIC services
- Eating Out Guide for Upton upon Severn area
- Create cycle route link to Malvern

Social and Community

Local info about population, housing, health and public safety, local government and community organisations, sports leisure and open space, culture and heritage, community legal service.

Upton upon Severn Town Partnership will be working towards building a safer and stronger community, and improving facilities, services and opportunities for all.

Strategic Aim: *To break down prejudices and barriers between different sectors of the community and to involve hard to hear groups and young people in the development of the town. (S1)*

Activities:

-

Strategic Aim: *To reduce fear of crime and nurture a feeling of public safety within Upton on Severn. (S3)*

Activities:

- Youth facilities / Centre
- CSO???

Strategic Aim: *Housing? housing strategic aim needed linked to healthcheck (S2)*

Activities:

- Support local affordable housing schemes
- New housing allocations

Strategic Aim: *To improve the health and well being of the community and expand and enhance leisure and recreational opportunities for all. (S3, S5)*

Activities:

- Children's play ground refurbishment and additional adventure playground equipment on Playing Field
- Youth Shelter
- Facilities for female sports
- Gym development at Hill Centre

Strategic Aim: *To support the development and build the capacity of voluntary and community sector bodies and encourage joint working between all sectors. (S4, S7)*

Activities:

- Upton upon Severn Town Partnership – to be formally adopted as a subgroup of Malvern Hills Partnership (Vision 21).
- Upton in Bloom
- Festival Committees
- Development of Citizens Advice Bureau provision in Upton upon Severn

Strategic Aim: *To preserve and enhance the culture and heritage of Tenbury Wells and the surrounding areas, and develop opportunities to promote understanding of local culture heritage etc. (S6)*

Activities:

- Refurbishment Heritage Centre plus displays and Digital equipment
- Relocation of TIC to Heritage Centre
- Community Arts and performance development

Transport and Accessibility

Local info about ease of travel to and from the local areas, ease of access to services, ease of movement around the town.

Upton upon Severn Town Partnership will be working towards improving access to services and opportunities for all, enhancing the infrastructure of the town, reducing levels of congestion, and encouraging safe and reliable alternative forms of transportation.

Strategic Aim: *To extend and enhance access to services and opportunities for all. (T2)*

Activities:

- Development of HUB facility
-

Strategic Aim: *To improve travel to and from local areas and ease of movement around the Town. (T1, T3)*

Activities:

- Bus frequency improvements
- Extension of Community Minibus scheme
- Car Parking provision and extra capacity at peak times
- Residents car parking schemes
- Decriminalisation of on street car parking
- Town Trails
- Cycle provision
- Repaving and street scene improvements
- Pedestrian crossings
- DDA compliance for shops
- Accessibility audit for disabled
- Redirect Lorry traffic from the Town – bypass the Town

Action Plan

Theme	Environment
Name of the Project / Activity	
Description (what will the project do)	
Fit to Malvern Hills District Community Strategy	
Fit to Worcestershire Community Strategy / LAA	
Partners Involved (lead in bold)	
Total Project Funding Required (Capital / Revenue)	
Sources of Funding Identified (Secured Y / N)	
Timescale	
Outputs	

Theme	Economy
Name of the Project / Activity	EXAMPLE: Better Welcome Project - Pepperpot
Description (what will the project do)	Development and enhancement of the Pepperpot Heritage Centre - The centre is currently in need of improvement to come up to present day standards of what visitors expect from a visitor attraction. The building needs rewiring and an upgrade to the heating system. It has been established through the Better Welcome meetings that there should be an area where visitors can access information via digital touch screens, and that the existing display boards be updated. There will also be improved toilet, washing facilities and customer reception area.
Fit to Malvern Hills District Community Strategy	<ul style="list-style-type: none"> Improving Economic Viability
Fit to Worcestershire Community Strategy / LAA	<ul style="list-style-type: none"> Economic success that is shared by all
Partners Involved (lead in bold)	Malvern Hills District Council,
Total Project Funding Required (Capital / Revenue)	

Sources of Funding Identified (Secured Y / N)	Better Welcome (Y)
Timescale	
Outputs	

Theme	Social and Community
Name of the Project / Activity	
Description (what will the project do)	
Fit to Malvern Hills District Community Strategy	
Fit to Worcestershire Community Strategy / LAA	
Partners Involved (lead in bold)	
Total Project Funding Required (Capital / Revenue)	
Sources of Funding Identified (Secured Y / N)	
Timescale	
Outputs	

Theme	Transport and Accessibility
Name of the Project / Activity	
Description (what will the project do)	
Fit to Malvern Hills District Community Strategy	
Fit to Worcestershire Community Strategy / LAA	
Partners Involved (lead in bold)	
Total Project Funding Required (Capital / Revenue)	
Sources of Funding Identified (Secured Y / N)	
Timescale	
Outputs	

Appendix 1

Market Towns Healthcheck Topics

Environment

- EN1 Character & vitality of the town
- EN2 The town & the wider countryside
- EN3 The environment & quality of Life

Economy

- EC1 Employment
- EC2 Business support
- EC3 Training and education
- EC4 Learning & skills development
- EC5 Retail & town centre services
- EC6 Commercial & industrial property needs
- EC7 Tourism & visitor services

Social and Community

- S1 Population
- S2 Housing
- S3 Health & public safety
- S4 Local government & community organisations
- S5 Sport, leisure & open space
- S6 Culture & heritage
- S7 Community Legal Service

Transport and Accessibility

- T1 Ease of travel to and from the local areas
- T2 Ease of access to services
- T3 Ease of movement around the town

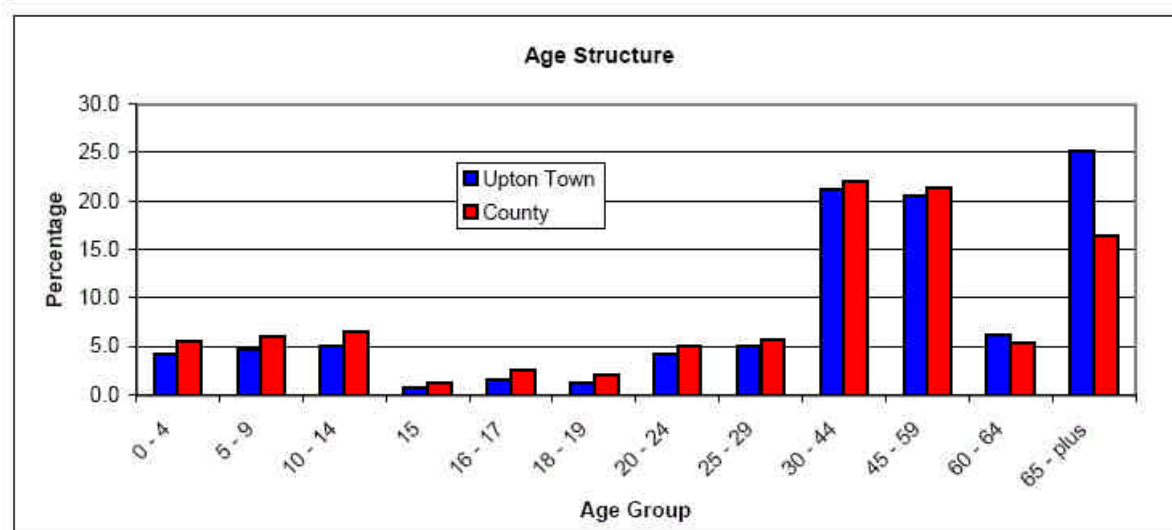
Appendix 2

Upton upon Severn Town Profile

Parish Statistics	Town	Percentage	Worcs Total
Area (in Hectares)	224.82		173,529
Population Density (persons per hectare)	8.0		3.12
Number of Households	924		223,049
Number of People Living in Households	1,789		532,823
Average Household Size (persons per household)	1.94		2.4

Population	Town	Percentage	Worcs Total
Total Population	1,789		542,107
Males	865	48.4	49%
Females	924	51.6	51%
Number of Students living away from home	13		6316

Age Structure	Town	Percentage	Worcs Total
All people	1,791		
People aged 0 - 4	75	4.2	5.6
People aged 5 - 9	85	4.7	6.1
People aged 10 - 14	90	5.0	6.5
People aged 15	14	0.8	1.3
People aged 16 - 17	28	1.6	2.5
People aged 18 - 19	23	1.3	2.1
People aged 20 - 24	76	4.2	5
People aged 25 - 29	90	5.0	5.7
People aged 30 - 44	380	21.2	22.1
People aged 45 - 59	367	20.5	21.3
People aged 60 - 64	112	6.3	5.3
People aged 65 - plus	451	25.2	16.4



Ethnicity	Town	Percentage	Worcs Total
White	1,770	98.8	97.5
Mixed	9	0.5	0.7
Asian Indian	0	0.0	0.3
Asian Pakistani	0	0.0	0.5
Asian Bangladeshi	3	0.2	0.2
Asian Other	0	0.0	0.1
Black Caribbean	3	0.2	0.2
Black African	0	0.0	0.1
Black Other	0	0.0	0.0
Chinese	6	0.3	0.2
Other	0	0.0	0.1

Economic Activity (all people aged 16-74)	Town	Percentage	Worcs Total
Economically Active	882	68.7	70.6
Part Time Employees	165	12.9	13.3
Full Time Employees	516	40.2	42.9
Self Employed	155	12.1	9.5
Unemployed	30	2.3	2.6
Full Time Student	16	1.2	2.3
Economically Inactive	401	31.3	29.4
Retired	219	17.1	14.1
Student	22	1.7	3.2
Looking after home/family	57	4.4	5.6
Permanently sick/disabled	81	6.3	4
Other	22	1.7	2.5

Qualifications	Town	Percentage	Worcs Total
No Qualifications	408	31.9	28.5
Highest qualification level 1*	205	16.0	17.3
Highest qualification level 2**	246	19.2	20.2
Highest qualification level 3***	86	6.7	7.3
Highest qualification level 4/5****	234	18.3	19.2

*Level 1: 1+ O level passes, 1+CSE/GCSE any grades, NVQ level 1, Foundation GNVQ.

**Level 2: 5+ O level passes, 5+ CSEs (grade 1), 5+ GCSEs (grades a-c), School Certificate, 1+ A levels/AS levels, NVQ level2, Intermediate GNVQ

***Level 3: 2+ A levels, 4+ AS levels, Higher school certificate, NVQ level 3, Advanced GNVQ

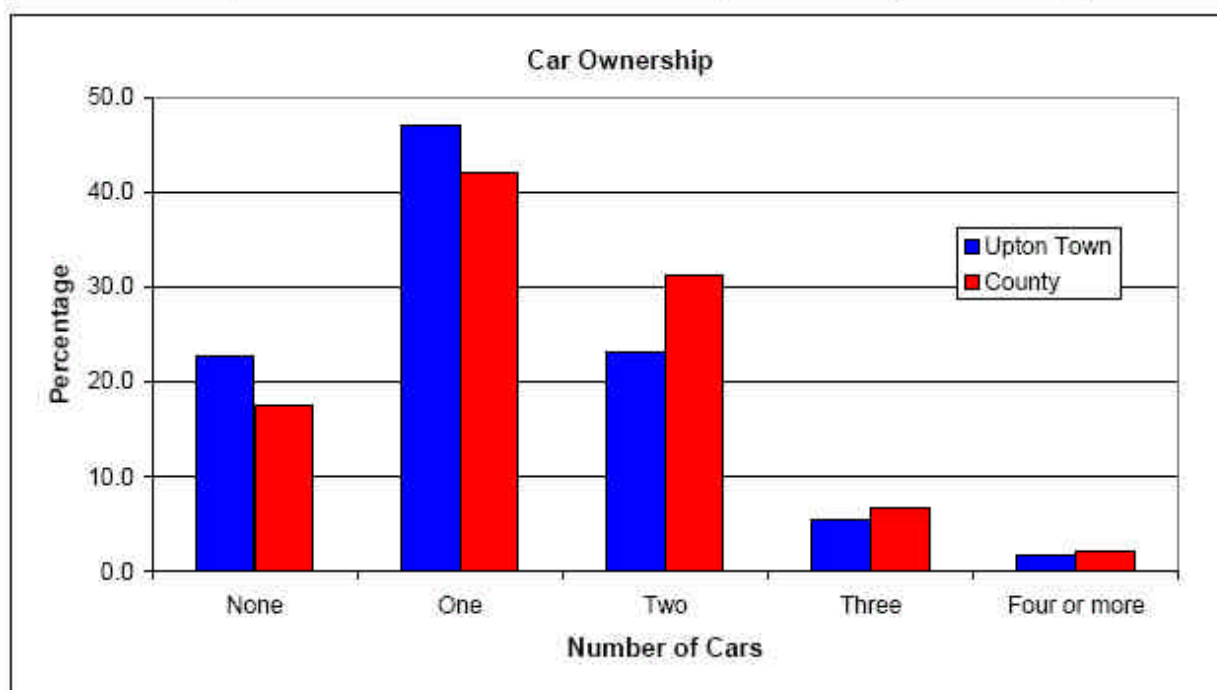
****Level 4/5: First Degree, Higher Degree, NVQ level 4/5, HNC, HND, Qualified Teacher Status, Qualified Medical Doctor, Qualified Dentist, Qualified Nurse, Midwife, Health Visitor.

Health	Town	Percentage	Worcs Total
People with a limiting long-term illness	424	23.7	16.7%
People whose health is good	1139	63.7	69.7%
People whose health is fairly good	445	24.9	22.3%
People whose health is not good	205	11.5	8.0%
All people who provide unpaid care	184	10.3	57,164
All people who provide 50+ hours of unpaid care a week	45	2.5	10,296

Household Tenure	Town	Percentage	Worcs Total
Owns Outright or with mortgage/loan	448	56.4	75.5
Shared Ownership	6	0.8	0.5
Rented from Local Authority or Housing Association	219	27.6	15.2
Privately Rented	80	10.1	5.9
Rented from Other	41	5.2	2.9

Household Composition	Town	Percentage	Worcs Total
Pensioner Household	326	35.0	23.8
Married or Cohabiting Couples with dependent children	121	13.0	22.8
Lone Parent Households with dependent children	38	4.1	4.9

Car Availability	Town	Percentage	Worcs Total
No cars per household	211	22.8	17.6
One cars per household	434	46.9	42
Two cars per household	213	23.0	31.3
Three cars per household	50	5.4	6.8
Four or more cars per household	17	1.8	2.2



Travel to work (all people aged 16-74 in employment)	Town	Percentage	Worcs Total
Work mainly from home	114	13.6	10.3
Tube, train, bus or coach	12	1.4	5.1
Motorcycle, scooter or moped	6	0.7	1
Drive a car or van	534	63.6	64.4
Passenger in a car or van	42	5.0	6.7
Taxi or minicab	0	0.0	0.3
Bicycle	24	2.9	2.5
On foot	107	12.8	9.4
Other	0	0.0	0.3

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