

**Our Future Cirencester...**

**A Community Plan**

**ACTION PLAN**

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### EXECUTIVE SUMMARY

“Our future Cirencester” is a community plan for the town that builds upon previous consultation exercises and community aspirations to set out a unified and coordinated action plan for all stakeholders.

The Plan will ensure that Cirencester is a sustainable market town that serves its rural hinterland, has sufficient employment within a five mile radius and has viable services, retail and social infrastructure to meet the day-to-day needs of its residents.

The Plan is broken down into four themes:

Our Future Cirencester will be:

- a sustainable market town
- a good place to grow up
- an attractive town to live in, visit and where we can enjoy vibrant culture
- a better place to do business

Sustainability in all senses of the word underpins the projects and proposals.

#### **OUR FUTURE CIRENCESTER WILL BE A SUSTAINABLE MARKET TOWN:**

- **CIRENCESTER LOCAL:** Create a product brand called “Cirencester Local” to be displayed on locally produced and sourced goods and services and provide support for local retailers and commercial services providers.
- **SAFER COMMUNITY:** Put into place measures that ensure the town feels safe for people of all ages, in all locations and at all times of the day.
- **SUSTAINABLE TRANSPORT:** Work with the Highways Authority, District Council and local transport providers to reduce the negative impacts of traffic in Cirencester.
- **SUSTAINABLE CIRENCESTER:** Develop measures as a town that uses resources wisely, reduces its carbon footprint and help to prepare for rising energy costs.

#### **OUR FUTURE CIRENCESTER WILL BE A GOOD PLACE TO GROW UP:**

- **SCHOOLS AT THE HEART OF THE COMMUNITY:** Engender stronger joint working between schools, Town and District and County Councils, the private sector and the Community to provide more and better activities and programmes for young people and their families and to make these activities more accessible and inclusive.
- **SPORT AND FITNESS:** Create opportunities for sport, fitness and related activities designed with young people in mind.
- **FUN PLACES:** Create places in Cirencester that are fun for children of all ages.
- **SAFE ROUTES TO SCHOOL:** Ensure that children have safe routes to school and around their neighbourhoods to enable them to be mobile and independent.
- **CIRENCESTER YOUTH TOWN COUNCIL:** Create opportunities to allow children and young people to become involved in their community and to help shape its future.
- **CIRENCESTER OPEN AIR SWIMMING POOL:** Seek funding to upgrade and restore the Cirencester open air swimming pool so that it can continue to provide a recreational opportunity.

### **OUR FUTURE CIRENCESTER WILL BE AN ATTRACTIVE TOWN TO LIVE IN, VISIT, AND WHERE WE CAN ENJOY VIBRANT CULTURE:**

- **HERITAGE STRATEGY:** Undertake a review of all aspects of Cirencester's heritage and develop a strategy to enable better interpretation and participation by all sectors of the local population and visitors to Cirencester.
- **AMPHITHEATRE:** Introduce new access and acoustic infrastructure to the site to improve public access to/from the town centre, and enable the Amphitheatre to be used again for regular public events.
- **CIRENCESTER FESTIVAL:** Hold a regular themed festival in Cirencester, bringing together existing events and activities in a coordinated manner.
- **MARKET PLACE:** Improve paving, urban environment, seating, and pedestrian access to the Market Place by introducing a pedestrianisation or shared space scheme with traffic calming and traffic management.
- **CITY BANK:** Improve the functionality, amenity, safety, attractiveness, archaeology, environment and biodiversity of City Bank.

### **OUR FUTURE CIRENCESTER WILL BE A BETTER PLACE TO DO BUSINESS:**

- **TOWN CENTRE MANAGEMENT:** Introduce a formal mechanism for managing the town centre and Love Lane industrial estate.

Technical Appendix One highlights results from consultation.

Technical Appendix Two provides statistical background to the report.

June 2008.

<b>PROJECT NAME</b>
<b>CIRENCESTER LOCAL</b>
<b>PROJECT DESCRIPTION</b>
<ol style="list-style-type: none"> <li>1. Create a product brand called “Cirencester Local” to be displayed on locally produced and sourced goods and services and provide support for local retailers and commercial services providers.</li> </ol>
<b>PROJECT OBJECTIVES</b>
<ol style="list-style-type: none"> <li>2. Support local businesses by helping consumers identify what has been produced within the local economy.</li> <li>3. Create a high standard range of products and services that reflect positively upon Cirencester.</li> <li>4. Create an accreditations and monitoring process to ensure that high standards are maintained.</li> <li>5. Use the Cirencester Local brand to market Cirencester locally, nationally and internationally.</li> <li>6. Establish a local procurement group to seek bulk procurement of goods and services to individuals and businesses, thus realising savings and avoiding transport miles.</li> <li>7. Establish an e-commerce site to buy and sell goods and services.</li> <li>8. Work with local retailers and commercial service providers to meet competition from larger towns in the area, and the internet.</li> <li>9. Use the project as an embodiment of other aspirations of the Community Plan (e.g. meeting the needs of the young and elderly, managing Cirencester’s carbon footprint, maintaining a range of shops and services locally, Cirencester Festival, etc.).</li> </ol>
<b>SUCCESS INDICATORS</b>
<ol style="list-style-type: none"> <li>10. Rate of take-up of “Cirencester Local” brand and programme.</li> <li>11. Rate of turnover of empty retail units.</li> <li>12. Key economic indicators in a “basket” of regularly monitored shops.</li> </ol>
<b>KEY TASKS</b>
<ol style="list-style-type: none"> <li>13. Work with business community to identify their pressures, needs and desired solutions.</li> <li>14. Set up project management structure.</li> <li>15. Trademark/copyright/intellectual rights/domain “Cirencester Local”.</li> <li>16. Research similar websites/co-operatives in Cirencester to ensure that no overlap occurs.</li> <li>17. Research best practice and obtain baseline data.</li> <li>18. Business Plan setting out how project will run.</li> <li>19. Seek start-up funding.</li> <li>20. Agree membership standards.</li> <li>21. Agree mission statement and design logo.</li> <li>22. Identify links to other projects in the Community Plan, e.g. sustainability (jute bags, signage with logo, etc.).</li> <li>23. Publicity Campaign.</li> <li>24. Design website.</li> <li>25. Review once programme has been running for one year.</li> </ol>
<b>PRIORITY</b>
26.
<b>KEY MILESTONES</b>

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27. Business Plan 28. Programme Launch 29. Year 1 review
<b>BENEFITS</b>
30. Strengthen the local business community and encourage cooperative outcomes. 31. Help maintain the unique character of Cirencester's retail and services providers. 32. Keep Cirencester competitive with other forms of retail and service provision and other towns/locations.
<b>RISKS</b>
33. Logo is not representative of brand. 34. Competition from private sector marketing initiatives dilutes effectiveness. 35. Lack of buy-in from businesses or consumers. 36. Lack of start-up and revenue funding.
<b>PARTNERS</b>
37. Town Council (Lead) 38. Chamber of Commerce 39. Blue Chip companies in the area 40. District Council 41. Gloucestershire First 42. UK Trade and Industry 43. Member of Parliament 44. Civic Society
<b>POTENTIAL FUNDING SOURCES</b>
45. Strategic Grant, Gloucestershire Community Foundation, for strategic projects that help the community, max. Value up to £4,000. 46. UK Trade and Industry "Passport to Export". 47. Gloucestershire First to obtain funding for baseline data. 48. Once website is functional, the programme should be self-sustaining.
<b>EVIDENCE</b>
49. Post Office closures attracted great community objection. 50. Consultation showed that small and independent shops were highly valued. 51. Forest of Dean "First Shop/Local Shop" scheme has demonstrated success.
<b>STRATEGIC LINKS</b>
52. Rural Economic Strategy for Gloucestershire 2007-2015, Strategic Objective(1) sustain and support growth of successful and competitive businesses in Rural Gloucestershire, (2) to increase economic inclusion in rural Gloucestershire, (4) to realise fully the economic potential of Gloucestershire. 53. Regional Infrastructure for Enterprise (RISE). 54. Strategy for Sustainable Farming and Food, DEFRA, 2002.
<b>LINKS TO OTHER PARTS OF THE PLAN</b>
55. Sustainable Cirencester: Jute Bags with the Cirencester Local logo, mission statement to include sustainability objectives. 56. Cirencester Festival: Brand festival under Cirencester Local. 57. Heritage Strategy: "Cirencester Local" logo on relevant signage and both to be prepared in complementary styles. New seating provided to be marked with "Cirencester Local" logo. 58. Town Centre Management: TCM to facilitate Cirencester Local.

<b>PROJECT NAME</b>
<b>SAFER COMMUNITY</b>
<b>PROJECT DESCRIPTION</b>
59. Put into place measures that ensure the town feels safe for people of all ages, in all locations and at all times of the day.
<b>PROJECT OBJECTIVES</b>
60. Work with partners and the community to put into place measures that help people feel safe in Cirencester: <ul style="list-style-type: none"> <li>a. Re-introduce Neighbourhood Watch to all neighbourhoods</li> <li>b. Improve CCTV coverage where needed</li> <li>c. Improve lighting in pedestrian underpasses and other dark or enclosed areas</li> <li>d. Introduce a “no tolerance” policy for vandalism</li> <li>e. Encourage good driving behaviour</li> <li>f. Maintain an obvious police presence.</li> </ul>
<b>SUCCESS INDICATORS</b>
61. Cotswold Crime and Disorder Reduction Partnership key indicators
62. Cotswold District Council Crime Survey
<b>KEY TASKS</b>
63. Town Council to continue to support community policing.
64. Town Council to continue to support CCTV coverage, and to maximise benefits from portable equipment.
65. Town Council to continue to work with the Cotswold Crime and Disorder Reduction Partnership.
66. Reinvigorate Neighbourhood Watch schemes.
67. Use regular communication channels that are already in place to counteract the perception that crime is high when the statistics show that it is relatively low.
68. Integrate crime prevention with other projects in this plan.
69. Participate in the Neighbourhood Management Panel, led by the police.
<b>PRIORITY</b>
70.
<b>KEY MILESTONES</b>
71. Ongoing project.
<b>BENEFITS</b>
72. Encourage an evening economy.
73. Encourage more people to walk and use cycles in town.
74. Make all parts of the town more attractive to children and older people.
75. Make the town generally a nicer place to live.
<b>RISKS</b>
76. Funding cuts to crime reduction programmes.
77. Reduction in police coverage.
78. Socio-economic downturn.
<b>PARTNERS</b>
79. Town Council
80. Cotswold District Council
81. Gloucestershire Constabulary
82. Primary Care Trust
83. Police Authority

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84. Fire and Rescue Service 85. Gloucestershire County Council Youth Service
<b>POTENTIAL FUNDING SOURCES</b>
86. Community Safety Grants from Cotswold DC to help achieve targets set out by the CDRP. 87. Town Council. 88. Police.
<b>EVIDENCE</b>
89. Rates of domestic burglaries are higher in Chesterton, Park and Watermoor, and lower in the remainder of Cirencester (Maiden). 90. Violent crimes are significantly higher in Park ward (5.2) compared with Cotswolds (0.9) and Gloucestershire (1.6) (Maiden). 91. Consultation indicated fear of crime felt by younger and older sectors of the community. 92. Fear of crime is worse than the incidences recorded (Healthcheck SC3 S3).
<b>STRATEGIC LINKS</b>
93. Cotswold Crime and Disorder Reduction Strategy 2005-2008 94. Community Strategy Action Plan 2006-2007: Cotswold Local Strategic Partnership to work with the CDRP and CYP Strategic Partnership
<b>LINKS TO OTHER PARTS OF THE PLAN</b>
95. Fun Places: new areas for children's activities should be safe. Consultation with children necessary in design. 96. Safe Routes to School: Ensure that Town Council does all possible to encourage children to walk and cycle to school. 97. Town Heritage Strategy: Safety measures to be in keeping with local heritage protection. 98. Amphitheatre: tackle vandalism at the Amphitheatre. 99. Market Place: take measures to ensure that night time use of the Market Place is safe. 100. City Bank: ensure that City Bank is safe for all users at all times according to management plan.

<b>PROJECT NAME</b>
<b>SUSTAINABLE TRANSPORT</b>
<b>PROJECT DESCRIPTION</b>
101. Work with the Highways Authority, District Council and local transport providers to reduce the negative impacts of car traffic and constrained parking opportunities in Cirencester.
<b>PROJECT OBJECTIVES</b>
<p>102. Put into place better cycle routes and facilities</p> <ul style="list-style-type: none"> <li>g. Safe routes throughout the town</li> <li>h. Cycle racks and other facilities</li> <li>i. Connections to surrounding areas.</li> </ul> <p>103. Pedestrians and other road users to co-exist safely</p> <ul style="list-style-type: none"> <li>j. Business loading and unloading occur at times of the day when there is less road traffic and fewer pedestrians and cyclists.</li> </ul> <p>104. Public transport that caters for the needs of young people and other people with low mobility</p> <ul style="list-style-type: none"> <li>k. Attractive routes and destinations</li> <li>l. Late running times</li> <li>m. More and better bus shelters, and better bus stops</li> <li>n. Places for parents to drop off/pick up.</li> </ul> <p>105. Discourage cars from using the town centre unless necessary</p> <ul style="list-style-type: none"> <li>o. Provide attractive parking opportunities adjacent to, but not within, the town centre</li> <li>p. Consider traffic flow and management as part of consideration of the Market Place.</li> </ul>
<b>SUCCESS INDICATORS</b>
<p>106. Ratio of turnover of shops to number of parking spaces</p> <p>107. Accidents involving pedestrians and cyclists</p>
<b>KEY TASKS</b>
<p>108. Undertake surveys/audits of:</p> <ul style="list-style-type: none"> <li>q. Specialist signage, stands, and other infrastructure for cyclists</li> <li>r. Cycle routes</li> <li>s. Danger spots</li> <li>t. Bus routes</li> <li>u. Loading zones and times.</li> </ul> <p>109. Work with stakeholders to identify gaps in provision and produce recommendations.</p> <p>110. Present recommendations to Cotswold District Council and Highways Authority.</p> <p>111. Incorporate findings of the Cotswold Area Forum Transport Survey (June 2008): survey of young people's transport concerns and suggested solutions.</p>
<b>PRIORITY</b>
112.
<b>KEY MILESTONES</b>
<p>113. Audit completed.</p> <p>114. Gap analysis completed.</p> <p>115. Recommendations made.</p>
<b>BENEFITS</b>
116. Meet the threat to the town from car-based pollution and congestion.

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117. Encourage a healthy lifestyle. 118. Make the town feel safer to vulnerable people including children.
<b>RISKS</b>
119. No resources available to undertake audits. 120. No funding for traffic management so recommendations are not acted upon. 121. Action too slow and people choose to use other towns instead
<b>PARTNERS</b>
122. Town Council 123. Cotswold District Council 124. Gloucestershire County Council 125. Cycling groups 126. Mobility groups
<b>POTENTIAL FUNDING SOURCES</b>
127. Volunteers to do audit 128. Local Area Agreement/Local Transport Plan 129. Sustrans 130. Town Council as land owner 131. Developer contributions 132. Gloucestershire County Council Local Transport Plan allocations (or LAA)
<b>EVIDENCE</b>
133. Supporting policies in Cirencester Town Centre Draft Supplementary Planning Guidance (SPD), proposals 1-5. 134. Significant number of accidents between vehicles and pedestrians/cyclists have been recorded (CDC SPD, para 3.4). 135. Conflict shown between vehicles and pedestrians/cyclists (Healthcheck TA3C3, TA3 C10). 136. Cycle Routes poor (Healthcheck TA3 C1). 137. Cycle infrastructure poor (Healthcheck TA3 S4)..
<b>STRATEGIC LINKS</b>
138. Draft Regional Spatial Strategy for the South West 2006-2016, TC1 improves accessibility by sustainable modes. 139. Gloucestershire County Council Structure Plan. 140. Gloucestershire County Council Local Transport Plan. 141. Cotswold District Council Local Development Plan and Cirencester Town Centre Supplementary Planning Document.
<b>LINKS TO OTHER PARTS OF THE PLAN</b>
142. Sport and Fitness: activities should be accessible on foot, by cycle or public transport. 143. Fun Places: activities should be accessible on foot, by cycle or public transport. 144. Sustainable Cirencester: Encourage people to avoid using their cars. 145. Schools at the heart of the community: Travel between extended services should be possible on foot or cycle. The possibility of introducing public transport routes between extended services should be explored. 146. Safe routes to school: Ensure that the Town Council does all possible to encourage children to walk and cycle to school. 147. Heritage Strategy: sustainable transport provision to be in keeping with local heritage protection. Sustainable transport routes and linkages should be easy to understand. 148. Public Seating: provision of seats to encourage those who would not normally choose to walk to do so. 149. Town Centre Management: loading times for businesses should be coordinated, where necessary to promote cycling and walking. Promote public transport. Organise audits.

<b>PROJECT NAME</b>
<b>SUSTAINABLE CIRENCESTER</b>
<b>PROJECT DESCRIPTION</b>
150. Develop measures as a town to use resources wisely, reduce our carbon footprint, help to prepare for rising energy costs and share advice.
<b>PROJECT OBJECTIVES</b>
151. Promote energy conservation measures to businesses and residents through an advisory scheme. 152. Encourage behavioural change in resource and energy use at a local level. 153. Encourage more shops not to offer unnecessary carrier bags and for people to re-use their carrier bags. 154. Encourage the production of less waste, promote waste minimisation and recycling by providing opportunities for people to recycle outside their homes.
<b>SUCCESS INDICATORS</b>
155. Regular self-assessment of a “basket” of homes and businesses. 156. Amount of residual waste produced in the town. 157. Usage of advice scheme. 158. Number of retailers that stop providing free plastic bags.
<b>KEY TASKS</b>
159. Participate in the “Energy Neighbourhoods” scheme. 160. Town Council to provide waste bins that encourage recycling where appropriate. 161. Promote use of reusable bags displaying the “Cirencester Local” logo and encourage sensible bag use. 162. Town Council to provide information on how to minimise, reuse and recycle waste and save energy. 163. Include local fuel sources in “Cirencester Local”. 164. Consider whether the Transition Movement is suitable and appropriate for Cirencester. 165. Explore the idea of having “switch off” periods.
<b>PRIORITY</b>
166.
<b>KEY MILESTONES</b>
167. Completion of “Energy Neighbourhoods” 168. Agreed programme for Town Council with budget provision.
<b>BENEFITS</b>
169. Reduce the risk of homes suffering from fuel poverty. 170. Good publicity for Cirencester. 171. Position the town for a low carbon economy.
<b>RISKS</b>
172. Too confusing so people become frustrated and do not seek to use fewer resources. 173. Planning constraints make it difficult to put improvements in place.
<b>PARTNERS</b>
174. Severn Wye Energy Agency 175. Town Council 176. District Council 177. Energy Suppliers
<b>POTENTIAL FUNDING SOURCES</b>
178. Community Action for Energy (CAfE) is a programme from the Energy Saving Trust that is

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<p>designed to promote and facilitate local community-based energy projects.</p> <p>179. BERR is implementing the raft of financial and non-financial support measures, including providing grants for installation of micro generation technologies through the Low Carbon Buildings Programme.</p> <p>180. Carbon Trust helps businesses and the public sector cut carbon emissions.</p>
<b>EVIDENCE</b>
<p>181. Public consultation indicated that this as an area of concern to the public.</p> <p>182. There is a high number of low income households in Cirencester that would benefit from fuel saving advice: Watermoor is in the County's top 10% most deprived wards for income, Chesterton and Beeches have areas in the top 25%.(Maiden)</p>
<b>STRATEGIC LINKS</b>
<p>183. Rural Economic Strategy for Gloucestershire 2007-2015 (revised 2006) emphasises reducing carbon emissions to counter global warming; Objective 1.</p> <p>184. Regional Renewable Energy Strategy for the South West of England 2003-2010: developing skills and awareness about energy efficiency, renewable energy and transport.</p>
<b>LINKS TO OTHER PARTS OF THE PLAN</b>
<p>185. Cirencester Local: Brand to be used on jute bags and principle of sustainability to be part of mission statement.</p> <p>186. Sustainable Transport: Encourage people to walk and cycle.</p>

<b>PROJECT NAME</b>
<b>SCHOOLS AT THE HEART OF THE COMMUNITY</b>
<b>PROJECT DESCRIPTION</b>
187. Engender stronger joint working between schools, Town and District and County Councils, the private sector and the Community to provide more and better activities and programmes for young people and their families and to make these activities more accessible and inclusive. To improve communication about what is available.
<b>PROJECT OBJECTIVES</b>
188. Collate and maintain a database of current and future activities available for children and their families. The database will be “badged” and made available in a range of media to ensure maximum ease of use and participation, and be co-ordinated with other similar schemes.
189. Partners to work together to ensure that a range of activities are available that are suitably located, suitably priced, inclusive (including children with disabilities), desirable and safe.
190. Schools work closely together with other stakeholders, service providers, and children as part of the Extended services agenda to provide activities and programmes, to share learning and run joint programmes, maximise use of available buildings and resources and raise funding, that meet the aims of the Community Plan.
<b>SUCCESS INDICATORS</b>
191. Number and range of activities available.
192. Number of children/parents participating.
<b>KEY TASKS</b>
193. Form an effective partnership between the Cirencester extended services cluster, the Town, District and County Councils, the voluntary sector, the Youth Service, Youth Town Council, school councils and other stakeholders who are concerned with children and young people.
194. Work with the cluster group partnership to create a business plan to guide future joint working, activities and programmes, to share learning and raise funding, maximise the use of all available buildings and resources, in order to meet the aims of the Community Plan and the Extended services agenda.
195. Provide an information dissemination conduit in a range of media to support the extended services agenda for the Cirencester cluster.
196. Devise a means of extending access to all families within the cluster, so that the programme is fully inclusive of all potential participants.
197. Consider how to incorporate issues of life and job skills development.
<b>PRIORITY</b>
198.
<b>KEY MILESTONES</b>
199. Cirencester Extended services cluster partnership established.
200. Business Plan adopted.
<b>BENEFITS</b>
201. Better knowledge of availability of activities and programmes.
202. Schools recognise as a focal point for the Community.
203. More effective use of resources and buildings.
204. Better coordination of provision.
205. Joint/shared learning about provision of activities and programmes.

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<b>RISKS</b>
206. Lack of awareness leading to low participation.
207. Barriers such as lack of transport or high prices prevent some children and families from participating.
208. Caretaking and ground keeping staff at schools can prevent facilities from being used outside of school hours and during holidays.
<b>PARTNERS</b>
209. Town Council
210. District Council
211. County Council, SHAPE Coordinator (extended services programme)
212. Youth Service
213. Active Gloucestershire
214. Voluntary Sector
215. Private Sector
216. Primary Care Trust
217. Churn Project
<b>POTENTIAL FUNDING SOURCES</b>
218. The Cirencester Cluster budget for 2008-2009 is £60,000, and should be extended to future years.
219. Money will be made available by Gloucestershire CC to support families to promote inclusion (2010).
220. UK Grants programme: small grants up to £5,000, Main Grants up to £40,000 per year up to three years with the aim to tackle poverty and social injustice by helping people make lasting changes in their lives and their communities – very stringent criteria but there are provisions for disadvantaged communities and young people in need of support.
221. “My Place” and other Government allocations for play and leisure facilities for young people.
<b>EVIDENCE</b>
222. Parts of Watermoor are in the top 10% most deprived wards in the County for income, employment skills, and health (Maiden).
223. Parts of Chesterton are in the top 25% most deprived wards in the County for income, employment skills, and education (Maiden).
224. Parts of Beeches are in the top 25% most deprived wards in the County for income, employment skills, education and housing.
225. There is no play equipment in Chesterton where there are around 900 children under the age of 14 (Maiden).
226. There are limited play opportunities in Beeches where there are around 900 children under the age of 14 (Maiden).
227. Parts of Beeches are over 400m from an area of open space (Healthcheck SC5 S2).
228. There was a strong theme in consultation with both children and adults that more play areas and activities for young people were required.
229. The Cotswold Leisure Centre is limited in its offer to young people for unrestricted/informal access to the pool and gym area and most activities are very costly for low income families making it inaccessible to many children in Cirencester.
230. Consultation showed that young children are intimidated and afraid of teenagers generally. Teenagers are often seen using children’s play areas because there is nothing for them to do.
231. Consultation showed a strong wish from teenagers that they needed and wanted more activities.
232. The Impact Youth Centre run by the Youth Service is not being used by all sectors of the community.

233. Church-based activities are very successful but are oversubscribed.
234. Low income families with children often do not have access to cars. They cannot travel around Cirencester easily and cannot go to other towns (personal communication with Opportunity Group).

### STRATEGIC LINKS

235. Every Child Matters/Extended services.
236. Cotswold Crime and Disorder Reduction Partnership.
237. Gloucestershire's Children and Young People's Plan, 2006-2009.
238. Cotswold District Council Play Strategy
239. Government's Children's Plan, Fair Play (things to do, places to go)
240. Cotswold Children and Young People's thematic partnership

### LINKS TO OTHER PARTS OF THE PLAN

241. Sport and Fitness: a strategy for sport and fitness should be progressed by the cluster group and included in the business plan.
242. Fun Places: a strategy for fun places should be progressed by the cluster group and included in the business plan.
243. Safe Routes to School: travel between schools should be included in the updated School Travel Plans.
244. Youth Town Council: Youth Town Council could advice and deliver aspects of the business plan.
245. Cirencester Open Air Swimming Pool: Cirencester Open Air Swimming Pool could be a potential partner in the cluster group.
246. Sustainable Transport: Travel between extended services should be possible on foot or cycle. The possibility of introducing public transport routes between extended services should be explored.
247. Cirencester Festival: possible links between extended services and the Cirencester Festival should be explored by the cluster group.

<b>PROJECT NAME</b>
<b>SPORT AND PHYSICAL ACTIVITY</b>
<b>PROJECT DESCRIPTION</b>
248. Create opportunities for sport , fitness and related activities designed with young people in mind.
<b>PROJECT OBJECTIVES</b>
249. Develop specific programmes and activities for sport and fitness through the extended services cluster partnership that: <ul style="list-style-type: none"> <li>a. Provide a good, sociable, safe and fun atmosphere</li> <li>b. Range from formal/organised to informal/casual activities</li> <li>c. Do not all require a regular time-commitment</li> <li>d. Are affordable (or free of charge)</li> <li>e. Are inclusive of children of all abilities, including of those with disabilities.</li> <li>f. Are accessible to all children within the school cluster regardless of where they live.</li> <li>g. Cover the full range of possibilities – not focus on easy options like ball sports.</li> </ul>
250. To make better use of the Extended services cluster partnership’s assets and land.
251. That children and young people are actively involved in the design of new provision.
<b>SUCCESS INDICATORS</b>
252. Number and range of activities available.
253. Number of children participating.
254. Annual review from school councils and Youth Town Council.
<b>KEY TASKS</b>
255. Review current provision, identify gaps, and develop a plan for further provision to form part of the Cirencester Extended services cluster business plan.
256. Town Council to work with Cotswold District Council t seek means of improving provision and inclusiveness of leisure centre activities for young people.
257. The Town Council to seek to develop further sporting opportunities in the Kingshill area and to make provision on other sites, where necessary.
258. The Extended services Partnership work closely with local community volunteers to help them provide activities and intergenerational contact.
259. Youth and School Councils to advise the Extended services cluster partnership on activity provision, and help to organise and administer activities.
<b>PRIORITY</b>
260.
<b>KEY MILESTONES</b>
261. Business Plan produced.
262. Meeting held with Cotswold District Council to discuss leisure centre provision and inclusiveness for all young people.
263. Planning application for Kingshill submitted.
<b>BENEFITS</b>
264. Reduce obesity levels.
265. Promote healthy lifestyle.
266. Increase self-confidence and feels good.
267. Reduce levels of anti-social behaviour.
268. Break down barriers between schools to help children feel part of a single community.
269. Provide opportunities to increase inclusion of all children.

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<b>RISKS</b>
270. Not enough funding to sustain activities in the long term. 271. Young people not engaged in the programmes available. 272. Not enough community and voluntary support to keep it going. 273. Lack of awareness leading to low participation. 274. Current providers not willing to work together.
<b>PARTNERS</b>
275. Cirencester Extended services cluster partnership 276. Active Gloucestershire 277. CSPAN (Cotswold Community Sport and Physical Activity Network)
<b>POTENTIAL FUNDING SOURCES</b>
278. Sport Relief Gloucestershire – up to £5,000 for projects that use sport to strengthen communities. 279. StreetGames (Department for Culture, Media and Sport, the Football Foundation and Sport England) to use sport to reduce anti-social behaviour, whilst also promoting healthy lifestyles.
<b>EVIDENCE</b>
280. Parts of Watermoor are in the top 10% most deprived wards in the County for income, employment skills, and health (Maiden). 281. Parts of Chesterton are in the top 25% most deprived wards in the County for income, employment skills, and education (Maiden). 282. Parts of Beeches are in the top 25% most deprived wards in the County for income, employment skills, education and housing. 283. There is no play equipment in Chesterton where there are around 900 children under the age of 14 (Maiden). 284. There are limited play opportunities in Beeches where there are around 900 children under the age of 14 (Maiden). 285. Parts of Beeches are over 400m from an area of open space (Healthcheck SC5 S2). 286. There was a strong theme in consultation with both children and adults that more play areas and activities for young people were required. 287. The Cotswold Leisure Centre is limited in its offer to young people for unrestricted/informal access to the pool and gym area and most activities are very costly for low income families making it inaccessible to many children in Cirencester. 288. Consultation showed that young children are intimidated and afraid of teenagers generally. Teenagers are often seen using children's play areas because there is nothing for them to do. 289. Consultation showed a strong wish from teenagers that they needed and wanted more activities. 290. The Impact Youth Centre run by the Youth Service is not being used by all sectors of the community. 291. Church-based activities are very successful but are oversubscribed. 292. Low income families with children often do not have access to cars. They cannot travel around Cirencester easily and cannot go to other towns (personal communication with Opportunity Group).
<b>STRATEGIC LINKS</b>
293. Every Child Matters/Extended services. 294. Gloucestershire's Children and Young People's Plan, 2006-2009.
<b>LINKS TO OTHER PARTS OF THE PLAN</b>
295. Schools at the Heart of the Community: a strategy for sport and fitness should be progressed by the cluster group and included in the business plan. 296. Safe Routes to School: travel between schools and activities should be included in the

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updated School Travel Plans.

297. Cirencester Open Air Swimming Pool: Cirencester Open Air Swimming Pool could be a potential partner in the cluster group and location for activities.

298. Sustainable Transport: Travel between extended services should be possible on foot or cycle. The possibility of introducing public transport routes between recreation sites should be explored.

<b>PROJECT NAME</b>
<b>FUN PLACES</b>
<b>PROJECT DESCRIPTION</b>
299. Create places in Cirencester that are fun for children of all ages.
<b>PROJECT OBJECTIVES</b>
300. To create play and recreational places for children of all ages and abilities that are easily accessible to all Cirencester and to make better use of existing facilities. <ul style="list-style-type: none"> <li>a. Very small and local play facilities that children can use without parental supervision</li> <li>b. Fenced and safe play areas for young children</li> <li>c. Adventure playgrounds and outdoor facilities for older children</li> <li>d. Safe and clean places for young people to meet and hang out.</li> </ul>
301. That children and young people are actively involved in the design of new provision.
<b>SUCCESS INDICATORS</b>
302. Number of facilities provided.
303. Rates of juvenile crime.
<b>KEY TASKS</b>
304. Review current provision, identify gaps, and develop a plan for further provision to form part of the Cirencester Extended services cluster business plan.
305. The Town Council to seek to develop further sporting opportunities in the Kingshill area and to make provision on other sites, where necessary.
306. Consider ways of making safe routes to school fun and interesting so that more children wish to walk and cycle.
307. Identify and pursue funding sources.
<b>308. PRIORITY</b>
309.
<b>KEY MILESTONES</b>
310. Business Plan produced.
311. Planning application for Kingshill submitted.
<b>BENEFITS</b>
312. Increase self-confidence and feels good.
313. Reduce levels of anti-social behaviour.
314. Break down barriers between schools to help children feel part of a single community.
315. Provide opportunities to increase inclusion of all children.
<b>RISKS</b>
316. Not enough funding to sustain activities in the long term.
317. Young people not engaged in the programmes available.
318. Not enough community and voluntary support to keep it going.
319. Lack of awareness leading to low participation.
320. Current providers not willing to work together.
<b>PARTNERS</b>
321. Cirencester Extended services cluster partnership
<b>322. POTENTIAL FUNDING SOURCES</b>
323. Town Council as land owner possibly to fund new play equipment.
324. New Initiative Grant (Gloucestershire Community Foundation) funding up to £1,000 for charitable organisations for feasibility studies.
<b>EVIDENCE</b>

325. Parts of Watermoor are in the top 10% most deprived wards in the County for income, employment skills, and health (Maiden).
326. Parts of Chesterton are in the top 25% most deprived wards in the County for income, employment skills, and education (Maiden).
327. Parts of Beeches are in the top 25% most deprived wards in the County for income, employment skills, education and housing.
328. There is no play equipment in Chesterton where there are around 900 children under the age of 14 (Maiden).
329. There are limited play opportunities in Beeches where there are around 900 children under the age of 14 (Maiden).
330. Parts of Beeches are over 400m from an area of open space (Healthcheck SC5 S2).
331. There was a strong theme in consultation with both children and adults that more play areas and activities for young people were required.
332. The Cotswold Leisure Centre is limited in its offer to young people for unrestricted/informal access to the pool and gym area and most activities are very costly for low income families making it inaccessible to many children in Cirencester.
333. Consultation showed that young children are intimidated and afraid of teenagers generally. Teenagers are often seen using children's play areas because there is nothing for them to do.
334. Consultation showed a strong wish from teenagers that they needed and wanted more activities.
335. The Impact Youth Centre run by the Youth Service is not being used by all sectors of the community.
336. Church-based activities are very successful but are oversubscribed.
337. Low income families with children often do not have access to cars. They cannot travel around Cirencester easily and cannot go to other towns (personal communication with Opportunity Group).

### STRATEGIC LINKS

338. Every Child Matters/Extended services
339. Gloucestershire's Children and Young People's Plan, 2006-2009
340. Cotswold Crime and Disorder Reduction Partnership

### LINKS TO OTHER PARTS OF THE PLAN

341. Schools at the Heart of the Community: a strategy for fun places should be progressed by the cluster group and included in the business plan.
342. Safe Routes to School: travel between schools and activities should be included in the updated School Travel Plans and fun places should be provided along key routes to encourage children to walk and cycle.
343. Safer Community: new areas for children's activities should be safe. Consultation with children necessary in design.
344. Cirencester Open Air Swimming Pool: Cirencester Open Air Swimming Pool could be a potential partner in the cluster group and location for activities.
345. Sustainable Transport: Travel between extended services should be possible on foot or cycle. The possibility of introducing public transport routes between recreation sites should be explored.

<b>PROJECT NAME</b>
<b>SAFE ROUTES TO SCHOOL</b>
<b>PROJECT DESCRIPTION</b>
346. Ensure that children have safe routes to school and around their neighbourhoods to enable them to be mobile and independent.
<b>PROJECT OBJECTIVES</b>
347. Update all school travel plans in the Cirencester schools cluster working to the extended services agenda. 348. Work with the community to ensure that main routes are clean, attractive and safe. 349. Include all routes that children might use under the Schools at the Heart of the Community Project.
<b>SUCCESS INDICATORS</b>
350. Number of children who travel to school by foot, bicycle or other non-motorised mode of transport. 351. Number of road accidents involving children pedestrians. 352. Number of improvements made as a result of School Travel Plans.
<b>KEY TASKS</b>
353. Obtain agreement for all schools to participate. 354. Work through the Cirencester Extended services cluster partnership to harmonise and update all school travel plans. 355. Undertake a "Planning for Real" exercise for participating schools as part of the data gathering phase of the project.
<b>PRIORITY</b>
356.
<b>KEY MILESTONES</b>
357. Planning for Real event. 358. Adoption of revised school travel plans.
<b>BENEFITS</b>
359. Reduce car usage, and thus car-related pollution and congestion and energy usage. 360. Reduce obesity and promote healthy lifestyle. 361. Help children and parents learn about travel behaviour and choices.
<b>RISKS</b>
362. Not all schools will wish to update their travel plans at the same time. 363. Parental resistance. 364. Lack of funding to implement recommendations.
<b>PARTNERS</b>
365. Cirencester Extended services cluster partnership 366. Highways Authority 367. Sustrans
<b>POTENTIAL FUNDING SOURCES</b>
368. LAA/Local Transport Plan funding 369. Sustrans
<b>EVIDENCE</b>
370. Consultation with primary aged children showed that they felt intimidated by motorised traffic. 371. One quarter of all accidents in the town centre between vehicles and pedestrians from 2002-2006 involved children (Hyder, page 62).

372. The New Children's Centre at Chesterton Primary is not accounted for in the existing School Travel Plan.

373. Some School Travel Plans are now out of date and are due to be reviewed.

### **STRATEGIC LINKS**

374. Gloucestershire County Council Local Transport Plan

### **LINKS TO OTHER PARTS OF THE PLAN**

375. Safer community: Ensure that Town Council does all possible to encourage children to walk and cycle to school.

376. Sustainable Transport: Ensure that the Town Council does all possible to encourage children to walk and cycle to school.

377. Schools at the heart of the community: Travel between Extended services cluster partnership activities and facilities should be possible on foot or cycle. The possibility of introducing public transport routes between extended services should be explored.

378. Sport and fitness: travel between schools and activities should be included in the updated School Travel Plans.

379. Safe Routes to School: travel between schools and activities should be included in the updated School Travel Plans and fun places should be provided along key routes to encourage children to walk and cycle.

380. Heritage Strategy: Safe Routes to School should be properly way marked.

<b>PROJECT NAME</b>
<b>CIRENCESTER YOUTH TOWN COUNCIL</b>
<b>PROJECT DESCRIPTION</b>
381. Create opportunities to allow children and young people to become involved in their community and to help shape its future, building on the existing network of school councils.
<b>PROJECT OBJECTIVES</b>
382. Establish a Youth Town Council for Cirencester to advise decision makers on what young people need and want.
<b>SUCCESS INDICATORS</b>
383. Number of participants. 384. Number of activities/programmes created.
<b>KEY TASKS</b>
385. Establish Youth Town Council.
<b>PRIORITY</b>
386.
<b>KEY MILESTONES</b>
387. Youth Town Council established.
<b>BENEFITS</b>
388. Services are designed and provided by the users. 389. Young people learn self-sufficiency and civic skills. 390. Community cohesion. 391. Sense of empowerment of the participants.
<b>RISKS</b>
392. Suggestions and recommendations will not be delivered by decision makers and service providers, discrediting the scheme.
<b>PARTNERS</b>
393. Town Council 394. District Council 395. Cirencester Extended services cluster partnership
<b>EVIDENCE</b>
396. South Cerney Youth Council works well and the scheme could easily be extended to Cirencester. 397. Most schools in the cluster have active School Councils so the concept and practice could easily be extended.
<b>POTENTIAL FUNDING SOURCES</b>
398. Cotswold District Council 399. Cirencester Town Council
<b>STRATEGIC LINKS</b>
400. Rural White Paper seeks to have all people living in rural areas to be fully involved in developing their community and shaping decisions that affect them. 401. Government Office for the South West objectives for social inclusion and well being/Safer and Stronger Communities seeks to empower local people to have greater choice and influence over local decision-making and a greater role in public service delivery.
<b>LINKS TO OTHER PARTS OF THE PLAN</b>
402. Schools at the Heart of the Community: Youth Town Council could advice and deliver

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aspects of the business plan.

403. Cirencester Festival: The Youth Council could support and advise on the festival.

<b>PROJECT NAME</b>
<b>CIRENCESTER OPEN AIR SWIMMING POOL</b>
<b>PROJECT DESCRIPTION</b>
404. Seek funding to upgrade and restore the Cirencester Open Air Swimming Pool so that it can continue to provide a recreational opportunity.
<b>PROJECT OBJECTIVES</b>
405. Restore the Cirencester Open Air Swimming Pool so that it can run efficiently and cost effectively and continue to provide a public recreational opportunity for Cirencester.
<b>SUCCESS INDICATORS</b>
406. The Open Air Swimming Pool remains operational and open for the full season. 407. Visitor numbers.
<b>KEY TASKS</b>
408. Submit a pre-application questionnaire to the National Lottery. 409. Submit an application to the National Lottery.
<b>PRIORITY</b>
410.
<b>KEY MILESTONES</b>
411. Pre-application questionnaire submitted. 412. Application submitted.
<b>BENEFITS</b>
413. Reduce obesity and promote a healthy lifestyle. 414. Provides an informal and affordable activity for young people. 415. Restoration of the second oldest Lido in the country.
<b>RISKS</b>
416. Funding not available. 417. Unforeseen circumstances force the Open Air Swimming Pool to close.
<b>PARTNERS</b>
418. Cirencester Open Air Swimming Pool 419. Town Council
<b>POTENTIAL FUNDING SOURCES</b>
420. Heritage Lottery Fund: project planning grant - support projects that relate to national, regional or local heritage, £5,000 - £50,000 where at least 10% match funding has been found. 421. Private fundraising.
<b>EVIDENCE</b>
422. Private fundraising is not yielding enough to keep pool in working order. 423. Closures last Summer due to broken equipment.
<b>STRATEGIC LINKS</b>
424. Regional Spatial Strategy for the South West 2006-2026 Development Policy B which seeks to make market towns the focal points for the provision of locally significant development. TO1 seeks to realise the potential of heritage assets as the basis for sustainable tourism. 425. Cotswold District Council Local Development Plan and Cirencester Town Centre Supplementary Planning Document.
<b>LINKS TO OTHER PARTS OF THE PLAN</b>
426. Schools at the heart of the community: Cirencester Open Air Swimming Pool could be a potential partner in the cluster group.

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427. Fun Places: Cirencester Open Air Swimming Pool could be a potential partner in the cluster group and location for activities.
428. Sport and Fitness: Cirencester Open Air Swimming Pool could be a potential location for activities for young people.
429. Heritage Strategy: The Heritage Strategy should acknowledge the historical and social interest of the Cirencester Open Air Swimming Pool.

<b>PROJECT NAME</b>
<b>HERITAGE STRATEGY</b>
<b>PROJECT DESCRIPTION</b>
430. Undertake a review of all aspects of Cirencester’s heritage and existing strategic documents and to develop a strategy and action plan to enable better interpretation and participation by all sectors of the local population and visitors to Cirencester.
<b>PROJECT OBJECTIVES</b>
<p>431. Review all aspects of Cirencester’s unique heritage and strategies that have already been produced and develop a strategy and action plan to enable better understanding and promotion of:</p> <ul style="list-style-type: none"> <li>v. Historic heritage <ul style="list-style-type: none"> <li>i. History and archaeology</li> <li>ii. Historic built environment</li> </ul> </li> <li>b. Oral history</li> <li>c. Townscape <ul style="list-style-type: none"> <li>i. Fountains and public art</li> <li>ii. Signage and interpretation</li> <li>iii. Seating, benches and street furniture</li> <li>iv. Tree and other planting to enhance the public realm</li> <li>v. Promote and improve the Abbey Grounds and other publicly owned open spaces.</li> </ul> </li> </ul> <p>432. Encourage greater participation in, and promotion and understanding of, heritage matters in Cirencester and help create a sense of ownership in the community.</p> <p>433. Establish a trust and/or fund to raise money and deliver the strategy.</p> <p>434. Create a stakeholder group to advise the trust, and to enable delivery.</p>
<b>SUCCESS INDICATORS</b>
<p>435. Number of heritage strategy projects completed.</p> <p>436. Number or art or fountain features added to townscape.</p> <p>437. Number of redundant signs removed.</p> <p>438. Number of appropriate new signs introduced.</p> <p>439. Number of seats provided.</p> <p>440. Number of trees and plants planted.</p>
<b>KEY TASKS</b>
<p>441. Identify scope of heritage strategy project.</p> <p>442. Planning for Real exercise linked to Safe Routes to School.</p> <p>443. Obtain funding to produce a strategy by using consultants.</p> <p>444. Engage consultants.</p> <p>445. Undertake study and consultation.</p> <p>446. Town Council to adopt and implement the strategy.</p> <p>447. Establish a fundraising and fund holding organisation, perhaps in the form of a trust, to implement the recommendations of the strategy.</p>
<b>PRIORITY</b>
448.
<b>KEY MILESTONES</b>
<p>449. Scoping completed.</p> <p>450. Project funding obtained.</p> <p>451. Consultants report received.</p>

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452. Strategy adopted by Town Council. 453. Supplementary planning document adopted by Cotswold District Council. 454. Establishment of trust or fund.
<b>BENEFITS</b>
455. Create a blueprint of how to maximise our heritage in terms of participation, protection and enhancement, promotion, enjoyment and understanding. 456. Help local people have a better spatial understanding of their local heritage. 457. Add social/anthropological “living history” to our understanding of Cirencester and preserve our more recent history for future generations. 458. Assistance for people of more limited mobility. 459. Improve the attractiveness and functionality of current public infrastructure provision. 460. Reduce street clutter and improve the overall appearance of the town. 461. Improve navigation.
<b>RISKS</b>
462. Consultation and Strategy fatigue: people will lose interest because this project does not lead directly to immediate provision. 463. Funding not available for strategy or implementation. 464. Poor consultants.
<b>PARTNERS</b>
465. Cirencester Town Council 466. Civic Society 467. Action Cirencester 468. Cotswold District Council 469. Gloucestershire County Council 470. English Heritage 471. English Historic Towns Forum 472. Centre for Architecture and the Built Environment 473. Royal patrons 474. Bathurst Estate
<b>POTENTIAL FUNDING SOURCES</b>
475. Heritage Lottery Project Planning Grant to support projects that relate to the national, regional or local heritage. £5,000 to £50,000 is available where at least 10% match funding can be found.
<b>EVIDENCE</b>
476. Consultation showed that local people value highly their local heritage but do not feel that they are as aware of what is on offer as they should be. It is also felt that visitors are not able to fully appreciate Cirencester because of poor exposure and interpretation of heritage assets. 477. Tourism is a growing economic sector in the South West (see Strategic Links below). 478. District Council Local Plan, Supplementary Planning Document and Conservation Area Management Statements do not provide adequate protection or guidance regarding issues of signage, interpretation, planting. 479. Developer contributions will not be sufficient to achieve this project’s objectives so other resources must be identified. 480. There are no oral history records of Cirencester. 481. Street clutter is a problem in Cirencester but the District’s resources are not sufficient to address the problem alone.
<b>STRATEGIC LINKS</b>
482. Rural Economic Strategy for Gloucestershire 2007-2015 (Revised 2006), Objective 1: Leisure and Tourism 483. Draft Regional Spatial Strategy for the South West 2006-2026, TC1: the range and quality

of central area facilities will be maintained and enhanced to meet future needs. TO1: promote tourism by improving the quality and diversity of existing facilities and accommodation, realising the potential of environmental, cultural and heritage assets as the basis for sustainable tourism. TO2: safeguarding and investing in tourism destinations.

484. Cotswolds Area of Outstanding Natural Beauty Management Plan, Cotswold AONB partnership, support for tourism.

### LINKS TO OTHER PARTS OF THE PLAN

485. Cirencester Local: "Cirencester Local" logo on relevant signage and both to be prepared in complementary styles. New seating provided to be marked with "Cirencester Local" logo.
486. Sustainable Transport: sustainable transport routes and linkages should be easy to understand.
487. Safe Routes to Schools: Safe Routes to School should be properly way marked.
488. Cirencester Open Air Swimming Pool: The Heritage Strategy should acknowledge the historical and social interest of the Cirencester Open Air Swimming Pool.
489. Amphitheatre: The Heritage Strategy should acknowledge the historical and social interest of the Amphitheatre.
490. Market Place: The Heritage Strategy should acknowledge the historical and social interest of the Market Place.

<b>PROJECT NAME</b>
<b>AMPHITHEATRE</b>
<b>PROJECT DESCRIPTION</b>
491. Introduce new access and acoustic infrastructure to the site to improve public access to/from the town centre, and enable the Amphitheatre to be used again for regular public events.
<b>PROJECT OBJECTIVES</b>
<p>492. Improve access to and infrastructure at the amphitheatre to enable it's re-use as a venue for outdoor public events:</p> <ul style="list-style-type: none"> <li>a. Loading access for performers from the hospital access road (temporary road surface and parking/loading area)</li> <li>b. Acoustic screening of the ring road</li> <li>c. Footbridge from the EHS Brann site to re-instate the original Roman road onto the site</li> <li>d. Improvements to parking at the Scout Hut</li> <li>e. Improved signage throughout the town to enable visitors to locate the site</li> <li>f. Restoration of the obelisk near Cotswold Avenue</li> <li>g. Interpretation on the site and in the town: <ul style="list-style-type: none"> <li>i. Topograph on raised area near Cotswold Avenue showing the site and the town</li> <li>ii. Interpretive material on the site to illustrate how the site was used in Roman and Medieval times</li> <li>iii. Inclusion of interpretive material about the Amphitheatre in the town.</li> </ul> </li> </ul> <p>493. Scrub clearance and rabbit management to put the site into order, and then to use revenues raised through events to maintain this state.</p> <p>494. Hold a series of regular themed events on the site that enable better participation and understanding of the site's unique heritage value.</p> <p>495. Create a Trust to raise funds and manage the site and the events programme, working in partnership with English Heritage and the Town Council.</p>
<b>SUCCESS INDICATORS</b>
<p>496. Visitor numbers</p> <p>497. Number of events held</p> <p>498. Income</p>
<b>KEY TASKS</b>
<p>499. Produce a draft interpretation strategy for the site to feed into funding proposals and heritage strategy.</p> <p>500. Undertake a design competition for a bridge across the ring road with a high profile panel. Results to form basis of funding bids.</p> <p>501. Town Council to complete programmed improvements to Scout Hut and Obelisk.</p> <p>502. Use the planned Heritage Open Day in September 2008 event on the site to gauge the site's potential for this project's objectives and to gather evidence.</p> <p>503. Seek funding.</p> <p>504. Agree access issues with Cirencester Hospital.</p> <p>505. Undertake an acoustic test.</p> <p>506. Undertake biodiversity and ecological studies as necessary.</p> <p>507. Undertake scrub clearance and litter pick on site.</p> <p>508. Approach Arts Council as a potential partner and funding source.</p> <p>509. Explore merits of establishing a Trust.</p>

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510. Work directly with Safer Community project to reduce crime and vandalism on the site.
<b>PRIORITY</b>
511.
<b>KEY MILESTONES</b>
512. Delivery of individual infrastructure projects.
<b>BENEFITS</b>
513. Attract visitors to Cirencester. 514. Make the most of a unique asset. 515. Add to the cultural diversity of the town by creating a new venue. 516. Improve pedestrian permeability by overcoming a major barrier between the town centre and Chesterton. 517. Assist English Heritage to make more of this “problem” site.
<b>RISKS</b>
518. Bridge cannot be built. 519. Vandalism and poor site conditions. 520. No events can be secured. 521. Events do not generate sufficient revenue to be self-sustaining. 522. No funding to progress. 523. Objection from English Heritage.
<b>PARTNERS</b>
524. Town Council 525. District Council 526. County Council 527. Cirencester Hospital 528. English Heritage 529. Bathurst Estate 530. Civic Society
<b>POTENTIAL FUNDING SOURCES</b>
531. Heritage Lottery Project Planning Grant to support projects that relate to the national, regional or local heritage. £5,000 to £50,000 is available where at least 10% match funding can be found. 532. Developer Contributions (£ 106). 533. No funding has been identified for the bridge. 534. Arts Council.
<b>EVIDENCE</b>
535. English Heritage consider this to be a “problem” site because of poor access, poor signage, vandalism, scrub and rabbits, poor attendance, lack of convenient parking and severance from the main part of town (personal communication Ancient Monument Inspector). 536. Consultation showed that local people would like to make more of the Amphitheatre (Healthcheck C5 C3 and 2007).
<b>STRATEGIC LINKS</b>
537. Rural Economic Strategy for Gloucestershire 2007-2015 (Revised 2006), Objective 1: Leisure and Tourism 538. Draft Regional Spatial Strategy for the South West 2006-2026, TC1: the range and quality of central area facilities will be maintained and enhanced to meet future needs. 539. Natural Partners: arts in the protected landscape, Arts Council.
<b>LINKS TO OTHER PARTS OF THE PLAN</b>
540. Safer Community: tackle vandalism at the Amphitheatre. 541. Heritage Strategy: The Heritage Strategy should acknowledge the historical and social interest of the Amphitheatre.

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542. Town Centre Management: consider role of Town Centre Manager in organising events on, and managing the Amphitheatre.

<b>PROJECT NAME</b>
<b>CIRENCESTER FESTIVAL</b>
<b>PROJECT DESCRIPTION</b>
543. Hold a regular themed festival in Cirencester, bringing together existing events and activities in a coordinated manner.
<b>PROJECT OBJECTIVES</b>
544. Put together a programme of one or more regular high quality themed festivals for the residents of Cirencester. 545. Attract visitors to Cirencester. 546. Work with existing event providers to coordinate activities in order to improve exposure and marketing opportunities. 547. Maximise use of existing venues in Cirencester, particularly the Parish Church and Amphitheatre. 548. Include the whole community in the provision and enjoyment of arts and entertainment. 549. Obtain regular sources of sponsorship and support to keep the programme running year on year. 550. Provide a showcase for local artists.
<b>SUCCESS INDICATORS</b>
551. Number of events held. 552. Number of participants/attendees. 553. Number of years of consecutive running. 554. Number of venues included.
<b>KEY TASKS</b>
555. Undertake consultation to determine whether a Cirencester Festival is supported. 556. Benchmark against other similar towns in the UK to learn how they achieved successful outcomes. 557. Put a management structure in place. 558. Analyse what is already on offer and seek to identify trends and themes. 559. Identify role/relationship for Town Centre Manager. 560. Identify suitable venues. 561. Prepare Business Plan. 562. Implement.
<b>PRIORITY</b>
563.
<b>KEY MILESTONES</b>
564. Consultation complete 565. Business Plan prepared 566. First festival held
<b>BENEFITS</b>
567. Support the local economy by attracting visitors to Cirencester. 568. Help raise the profile of Cirencester regionally and nationally. 569. Provide activities for local people. 570. Promote community cohesion. 571. Help enforce the Parish Church's position as central to the town.
<b>RISKS</b>
572. Lack of interest/support.. 573. Poor weather.

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- 574. Competition from other towns.
- 575. Not able to identify a strong brand niche.
- 576. Existing providers not willing to work in partnership.
- 577. Lack of suitable venues.

### **PARTNERS**

- 578. Town Council
- 579. District Council
- 580. Royal Agricultural College
- 581. Wilts and Glocs Standard
- 582. Chamber of Commerce
- 583. Radio Gloucestershire
- 584. Funders
- 585. Bathurst Estate
- 586. Private Venues
- 587. Churches
- 588. Arts Council
- 589. Brewery Arts

### **POTENTIAL FUNDING SOURCES**

- 590. Local fundraising.
- 591. Arts Council.
- 592. Strategic Grant (Gloucestershire Community Foundation) for strategic projects that help the community up to £4,000.

### **EVIDENCE**

- 593. Other towns have successfully used festivals as regenerative and developmental catalysts.
- 594. Tourism is a growing economic sector in the South West (see strategic links below).

### **STRATEGIC LINKS**

- 595. Rural Economic Strategy for Gloucestershire 2007-2015 (Revised 2006), Objective 1: Leisure and Tourism.
- 596. Draft Regional Spatial Strategy for the South West 2006-2026, C1: increased participation in cultural activity.

### **LINKS TO OTHER PARTS OF THE PLAN**

- 597. Cirencester Local: Brand festival under Cirencester Local.
- 598. Schools at the heart of the community: possible links between extended services and the Cirencester Festival should be explored by the cluster group.
- 599. Cirencester Youth Town Council: The Youth Council could support and advise upon the festival.

<b>PROJECT NAME</b>
<b>MARKET PLACE</b>
<b>PROJECT DESCRIPTION</b>
600. Improve paving, urban environment, seating, and pedestrian access to the Market Place by introducing a pedestrianisation or shared space scheme with traffic calming and traffic management.
<b>PROJECT OBJECTIVES</b>
601. To provide a more attractive setting for the Parish Church. 602. To provide a more satisfactory and safe location for the Charter and farmers markets. 603. To create a more attractive focal point for the centre of Cirencester. 604. To provide attractive civic space in the centre of Cirencester. 605. To play a part in the overall management of traffic within the town centre and to encourage greater use of sustainable transport such as walking and cycling.
<b>SUCCESS INDICATORS</b>
606. Improved appearance and functionality of the market place.
<b>KEY TASKS</b>
607. Phase I: Inception <ul style="list-style-type: none"> <li>a. Set up project team of key stakeholders</li> <li>b. Agree objectives with Parish Church</li> <li>c. Identify a range of options upon which to consult and prepare drawing and consultation material.</li> <li>d. Seek clarification on Highways Authority support and available funding.</li> <li>e. Consult</li> <li>f. Agree final option</li> <li>g. Build-out test</li> <li>h. Review of test and recommendations.</li> </ul> 608. Phase II: Business Plan with priorities and action plan. 609. Phase III: Implementation.
<b>PRIORITY</b>
610.
<b>KEY MILESTONES</b>
611. Options prepared. 612. Consultation completed. 613. Phase I Final recommendations. 614. Business Plan adopted by Town Council.
<b>BENEFITS</b>
615. The Market Place is the tradition centre of the town and it is in need of improvement. 616. A more attractive setting for the newly refurbished Parish Church will be provided. 617. The Charter and Farmers markets will have a more attractive and suitable space to enable them to improve and expand. 618. The functionality of the Market Place will be improved. 619. Residents and visitors will benefit from improved pedestrian safety.
<b>RISKS</b>
620. "Market Place Fatigue" where public loses interest in this project because of many years of failed attempts to get it implemented. 621. Agreement cannot be reached on which option to take forward or there is lack of support for change.

## Action Plan

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622. Funding not forthcoming 623. Lack of commitment by key partners
<b>PARTNERS</b>
624. Town Council. 625. Parish Church. 626. District Council. 627. Highways Authority.
<b>POTENTIAL FUNDING SOURCES</b>
628. Gloucestershire County Council Local Transport Plan/LAA. 629. Town Council. 630. Developer Contributions (Section 106). 631. Private fundraising.
<b>EVIDENCE</b>
632. Consultation showed a high level of support for this project. 633. Cotswold District Council Local Plan and Cirencester Town Centre Supplementary Planning Document seek the redevelopment of the market place. 634. The Cirencester Traffic and Environment Plan sought the redevelopment of the Market Place. 635.
<b>STRATEGIC LINKS</b>
636. The Parish Church is currently being renovated including the front porch. 637. Rural Economic Strategy for Gloucestershire 2007-2015 (Revised 2006), Objective 1: Leisure and Tourism. 638. Draft Regional Spatial Strategy for the South West 2006-2026, TC1: the range and quality of central area facilities will be maintained and enhanced to meet future needs. 639. Cotswold District Council Local Development Plan and Cirencester Town Centre Supplementary Planning Document.
<b>LINKS TO OTHER PARTS OF THE PLAN</b>
640. Safer Community: take measures to ensure that night time use of the Market Place is safe. 641. Heritage Strategy: The Heritage Strategy should acknowledge the historical and social interest of the Market Place.

<b>PROJECT NAME</b>
<b>CITY BANK</b>
<b>PROJECT DESCRIPTION</b>
642. Improve the functionality, amenity, safety, attractiveness, archaeology, environment and biodiversity of City Bank.
<b>PROJECT OBJECTIVES</b>
643. Create a partnership between the Town, District and County Councils, and other stakeholders and landowners to deliver the management strategy set out in the Cirencester Town Centre Supplementary Planning Document.
644. Encourage greater use of City Bank for recreation.
<b>SUCCESS INDICATORS</b>
645. Number of improvements made.
646. Number of crimes reported.
<b>KEY TASKS</b>
647. Form a City Bank partnership.
648. Secure funding and resources to implement the Management Plan.
649. Implement the Management Plan.
<b>PRIORITY</b>
650.
<b>KEY MILESTONES</b>
651. Partnership formed.
652. Funding and resources secured.
653. Implementation started.
<b>BENEFITS</b>
654. Create a quite breathing space in Cirencester with a different character and experience of other local parks.
655. Provide better interpretation of the Roman Wall.
656. Make more of an under-used resource.
657. Enhance management and maintenance.
658. Improve public safety.
659. Enhance permeability.
<b>RISKS</b>
660. Key stakeholders will not agree to work together.
661. Funding and resources cannot be secured.
<b>PARTNERS</b>
662. Town Council
663. District Council
664. County Council
665. Other landowners
<b>POTENTIAL FUNDING SOURCES</b>
666. Landowners
667. Breathing Places: up to £10,000 (Big Lottery Fund/BBC) revenue funding to get local people involved in their breathing place and capital funding to create new Breathing Places. Deadline to apply has been missed and it is not clear if there will be a further phase.
<b>EVIDENCE</b>
668. Consultation showed a good level of support for improving this area (Healthcheck SC5

C3).

669. Consultation with teenagers at Kingshill School and young children at Cirencester Infants showed that they feared crime at this site and on their route to school and into town.

670. There is no other means of implementing the policies and proposals in the Cotswold District Council Local Plan and Supplementary Planning Document (Appendix C: City Bank Management Plan) for this site.

### **STRATEGIC LINKS**

671. Cotswold District Council Local Development Plan and Cirencester Town Centre Supplementary Planning Document.

### **LINKS TO OTHER PARTS OF THE PLAN**

672. Safer Community: ensure that City Bank is safe for all users at all times according to management plan.

<b>PROJECT NAME</b>
<b>TOWN CENTRE MANAGEMENT</b>
<b>PROJECT DESCRIPTION</b>
673. Introduce a formal mechanism for managing the town centre and Love Lane industrial estate.
<b>PROJECT OBJECTIVES</b>
<p>674. Develop greater recognition that Cirencester is an exceptional market town that is determined to enhance all aspects of business and community values.</p> <p>675. Create and implement a comprehensive prioritised town centre improvement plan for the benefit of local businesses.</p> <p>676. Create a new post of Town Centre Manager (TCM). The post holder should be:</p> <ul style="list-style-type: none"> <li>a. Able to communicate at all levels of the business community</li> <li>b. Understand how business operates</li> <li>c. Able to create a comprehensive improvement plan and oversee its implementation, avoiding creating a feeling of “initiative fatigue” amongst local businesses.</li> <li>d. Able to sell “Cirencester PLC” to businesses and potential funders.</li> </ul> <p>677. Consider whether Cirencester is suited to the Business Improvement District model, and if so, to establish a Cirencester Business Improvement District.</p> <p>678. Bring more customers to local businesses.</p> <p>679. Maintain a diversity of retailers and services.</p> <p>680. Encourage easy access to support services for local businesses.</p> <p>681. Act as a conduit for information and programmes between local businesses and all tiers of local government.</p> <p>682. Improve Cirencester’s image in terms of appearance, litter, service standards.</p> <p>683. Market Cirencester nationally and internationally to encourage more tourism and investment.</p> <p>684. Improve the facilities for, and quality of, Cirencester’s markets.</p> <p>685. Manage Cirencester Festivals, including the Advent Market.</p> <p>686. Put into place a business development programme along the lines of “First Shop Local Shop” in Forest of Dean district.</p>
<b>SUCCESS INDICATORS</b>
<p>687. Turnover</p> <p>688. Vacancy</p> <p>689. Footfall</p>
<b>KEY TASKS</b>
<p>690. Consider holding a major event to highlight Cirencester.</p> <p>691. Phase I: Initiation Phase</p> <ul style="list-style-type: none"> <li>a. Obtain seed-corn funding to prepare the case for <ul style="list-style-type: none"> <li>i. Town Centre Manager post</li> <li>ii. “Cirencester Local” project</li> <li>iii. Exploration of Business Improvement District</li> </ul> </li> <li>b. Establish a Phase II steering group.</li> </ul> <p>692. Phase II: Scoping</p> <ul style="list-style-type: none"> <li>a. Investigate likely level of support from business community</li> <li>b. Investigate likely costs and benefits for business community</li> <li>c. Identify all likely funding sources</li> <li>d. Undertake a study of economic viability and vitality.</li> </ul>

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693. Phase III: Consultation and objectives <ul style="list-style-type: none"><li>a. Agree objectives with stakeholders</li><li>b. Agree a set of local resources and features that the programmes will maximise and support.</li><li>c. Identify targeted benefits for local businesses</li><li>d. Understand how many businesses might take part and how they would be willing to contribute</li><li>e. Consider whether targeted skills support would be beneficial, for instance from skillsmart.</li><li>f. Scope of role or roles to implement 1.a.i-iii, above.</li></ul>
694. Phase IV: Business Plan <ul style="list-style-type: none"><li>a. Prepare</li><li>b. Adopted by key stakeholders.</li></ul>
695. Phase V: Implementation.
<b>PRIORITY</b>
696.
<b>KEY MILESTONES</b>
697. Completion of each phase.
<b>BENEFITS</b>
698. TC management can help make more local businesses thrive. 699. Community benefits will flow from thriving local businesses. 700. Make more of the geographical location of Cirencester which is a point of easy access to many parts of the Country. 701. Greater cohesion between local businesses. 702. Will help keep Cirencester retail sector competitive against competing towns, out of town centres, and the internet. 703. Can help coordinate events that are currently managed by volunteers.
<b>RISKS</b>
704. Lack of support from the business community 705. Lack of funding for post and programme 706. Doesn't meet client expectations
<b>PARTNERS</b>
707. Town Council 708. Business Community 709. Chamber of Commerce 710. Gloucestershire First 711. Destination Management Organisation 712. Business Link 713. Parklife
<b>POTENTIAL FUNDING SOURCES</b>
714. Parklife 715. Business Improvement District 716. Cirencester Local 717. Gloucestershire First 718. Business Link
<b>EVIDENCE</b>
719. Cotswold District Council does not undertake any economic development activity ("watching brief" only) so this must be done locally. 720. Chamber of Commerce and other business sources have indicated a strong desire during consultation and in the press for town centre management. 721. It has proven difficult to rely upon volunteers to organise community-wide events such

as the Advent Market and other festivals.

722. Shopkeepers expressed frustration during consultation that they were not being served effectively by local government providers because they did not know how to engage.

723. Town centre management has proven highly successful as a means of regenerating other towns.

### **STRATEGIC LINKS**

724. Gloucestershire Economic Strategy 2003-2014

725. Rural Economic Strategy for Gloucestershire 2007-2015 (Revised 2006), Objective 1: support for business

### **LINKS TO OTHER PARTS OF THE PLAN**

726. Cirencester Local: TCM to facilitate Cirencester Local.

727. Sustainable Transport: loading times for businesses should be coordinated, where necessary to promote cycling and walking. Promote public transport. Organise audits

728. Amphitheatre: consider role of Town Centre Manager in organising events on, and managing the Amphitheatre.

## WEBSITES/ORGANISATIONS THAT PROVIDE ADVICE FOR THOSE SEEKING FUNDING

1. [www.dsc.org.uk](http://www.dsc.org.uk) The **Directory of Social Change**, set up in 1975, aims to be an internationally recognised independent source of information and support to voluntary and community sectors worldwide. We enable the community and voluntary sectors to achieve their aims through being an independent voice, providing training and information. This is an organisation that offers training on how to effectively raise funds from all sources. Courses around £150 for very small organisations per day.
2. **Trustfunding.org.uk** is a website that lists charitable funds that might be applied to.
3. [www.companygiving.org.uk](http://www.companygiving.org.uk) Welcome to [www.companygiving.org.uk](http://www.companygiving.org.uk) - a comprehensive database of company support available to voluntary and community organisations. This database contains all those companies in The Guide to UK Company Giving, as well as newly discovered large givers. Over 500 companies are featured on this site, giving over £290 million in cash donations and more in other forms of community support.
4. **Governmentfunding.org.uk** *This site is a portal to grants for the voluntary and community sector from the following funders:*
  - Cabinet Office
  - Department for Business, Enterprise & Regulatory Reform (BERR)
  - Department for Children, Schools and Families
  - Department for Communities and Local Government
  - Department for Environment, Food and Rural Affairs
  - Department for International Development
  - Department for Transport
  - Department of Health
  - Foreign and Commonwealth Office
  - HM Revenue & Customs
  - Home Office
  - Ministry of Defence
  - Ministry of Justice
  - Government Offices for the Regions
5. <http://www.charity-commission.gov.uk> The Charities Commission regulates how charities operate in the UK. This website gives detailed guidance about whether and if it would be appropriate to set up a charity and how to register. Groups with an income of less than £5000 do not need to register as a charity.
6. **'Grassroots Grants'** £130 million available from 2008-2011 to strengthen the community sector. It will be divided into two parts: an £80 million small grants fund for community organisations; and a groundbreaking £50 million endowments programme to enable local foundations to generate additional donations from the private sector on a matched basis and invest them in endowments, thereby building their capacity to provide long-term funding for frontline community organisations.

7. **UKBIDs** are committed to supporting robust and successful Business Improvement Districts (BIDs) in the United Kingdom. UKBIDs incorporate the National BIDs Advisory Service and are delivered by ATCM - the Association of Town Centre Management, who led the government-supported National BIDs Pilot that introduced BIDs to England and Wales. Today we work actively with new and established BIDs across the country, and with strategic organisations such as the Regional Development Agencies. We lead the national BID Network Exchange and are delivering the country's first BIDs Academy, as well as undertaking research, training events and seminars.
8. **Association of Town Centre Managers** is dedicated to helping town and city centres realise their natural roles both as prosperous locations for business and investment, and as focal points for vibrant, inclusive communities. In line with these objectives the ATCM website hopes to provide you with the latest news and information on town centre management issues with a whole range of services available on the public site and the rest a privilege to the membership. Why not explore the site – you will see that we provide a range of services with daily news updates information on events and conferences, e-bulletin and Town Centre Management job vacancies.
9. [www.skillsmart.co.uk](http://www.skillsmart.co.uk) is part of the national skills academy. It can be tailored to the skillset in a particular town or employer. The website contains a wealth of materials and supporting documentation.

### **10. Energy Savings Trust: Support for Householders**

You can get free, impartial and expert advice about making your home more energy efficient from your local Energy Saving Trust Advice Centre. As they are experts in energy efficiency, they will be able to advise you on which energy saving measures is most suitable for your home.

EST's experts have a good knowledge of your area and understand the local housing stock, for example, they can help you find out whether or not your house has cavity walls  
Can advise you on any grants and offers that may be available to help towards the costs of installing measures

Know your local installation market and so can recommend suitably qualified trades people  
To contact your local Energy Saving Trust advice centre call 0800 512 012

The Energy Saving Trust also produces information for householders on renewable energy technologies. Go to: [www.energysavingtrust.org.uk/generate\\_your\\_own\\_energy](http://www.energysavingtrust.org.uk/generate_your_own_energy) to find out more.

### **11. Energy Savings Trust: Support for Community Groups**

Community Action for Energy (CAfE) is a programme from the Energy Saving Trust that is designed to promote and facilitate local community-based energy projects. CAfE is a network of people who share a common interest in community energy projects and ideas. Membership of the network is free and by joining you can keep up to date with news on community-based energy initiatives, as well as hearing about funding opportunities, training sessions and other news from the network. For further information call the helpline on 08701 261 444 or visit [www.energysavingtrust.org.uk/cafe/](http://www.energysavingtrust.org.uk/cafe/)

### **12. Phase 2 of the BERR's Low Carbon Buildings Programme (LCBP).**

<http://www.lowcarbonbuildings.org.uk/home/>BERR published the Microgeneration Strategy (link to microgen strategy) for the promotion of microgeneration in March 2006. BERR are implementing the raft of financial and non-financial support measures it outlines, including providing grants for the installation of microgeneration technologies through the Low Carbon Buildings Programme.