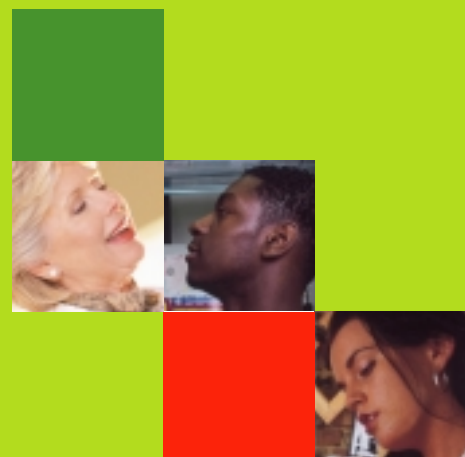


Frodsham Forward

...making life better in Frodsham, Helsby and our rural parishes

Action Plan: 2003 - 2008
Confirmed Plan - July 2003

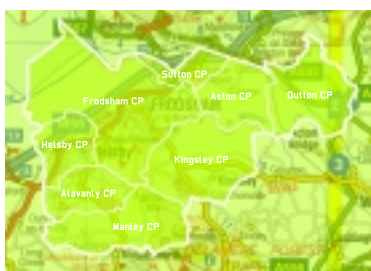




foreword

On behalf of the Frodsham Forward Steering Group we have pleasure endorsing this final version of the Market Towns Initiative Action Plan.

Our Co-ordinator Anne Boyd was given a very short time span in which to set up the initial Partnership, carry out a Health Check, consult with residents and collate a diversity of comments and information into this document. Through her skill and enthusiasm these tasks have been completed both thoroughly and quickly.



We would also like to thank everyone who has come and contributed to the various meetings that have been held, Steering Group, Working Groups or consultation sessions at 'The Shop'.

Special mention must be made of the Working Group leaders who have valiantly considered the Market Towns Healthcheck questions and produced the Vision Statements and action points, and the many regular Steering Group members who have given up their time to fine tune this version of the plan.

When reading this document please bear in mind the following points:

- Frodsham Forward has been formed to help to coordinate all the improvements that are happening in the North West Vale Royal area.
- The action plan must address strategic issues, that is, actions that will have a long term impact.
- The action plan is not set in stone, it must evolve as we learn and as circumstances change.
- Part of the plan should create an organisation to enhance Frodsham Forward into being self sustaining, continuing the process for making our area a brighter and better place to live and work.

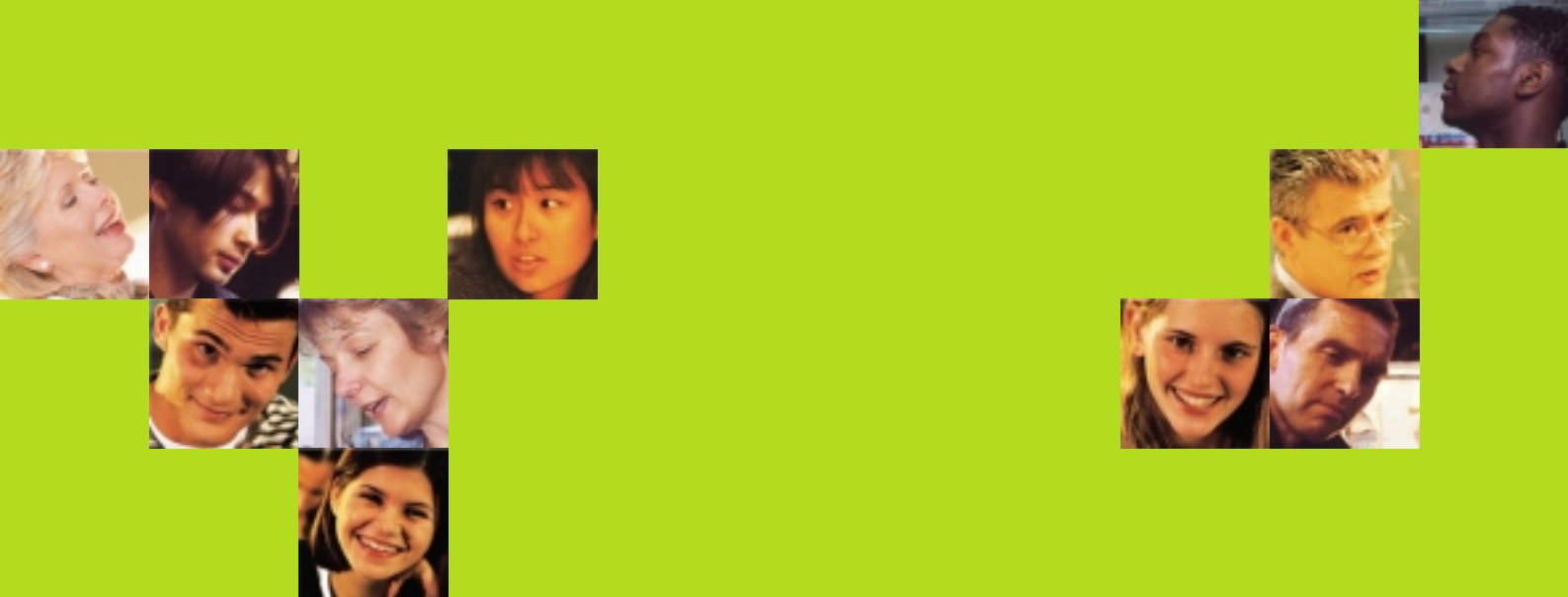
Anne Boyd and the Steering Group will be very pleased to continue to welcome input from anyone living or working in the Frodsham, Helsby, Kingsley, Dutton, Sutton, Aston, Manley or Alvanley area.

Signed

Mike Collins
Chair

Frank Thomas
Vice Chair

Frodsham Forward Steering Group



an introduction

Frodsham Forward is an exciting initiative led by Vale Royal Borough Council, to identify and support solutions to the needs of Frodsham and its surrounding rural parishes.

During the past few months Frodsham and its rural area have been the subject of a Market Town Healthcheck. Part funded by the Countryside Agency, the Healthcheck process is designed to help locals to recognise the qualities that rural life offers, whilst addressing issues that will enable us to improve our amenities, environment, society and ultimately, our local economy. Rural areas included in the Healthcheck include Helsby, Kingsley, Manley, Alvanley, Aston, Dutton and Sutton.

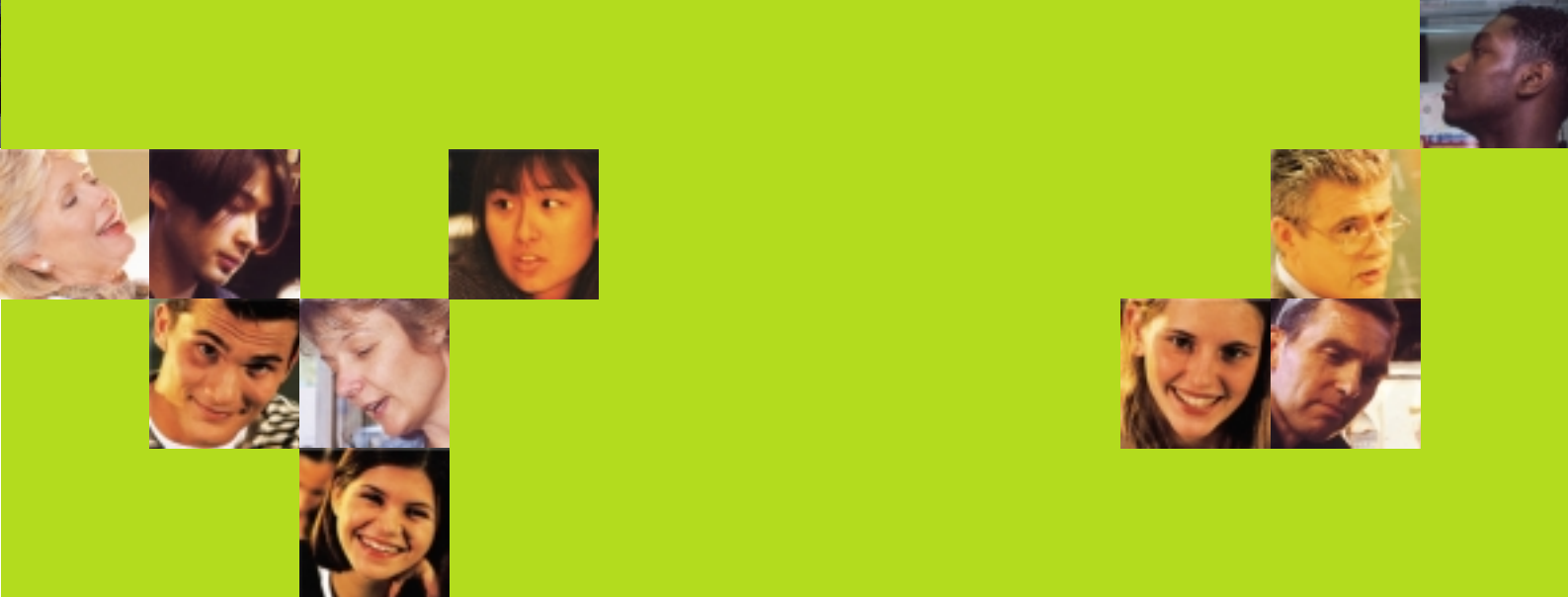
Support from Vale Royal Borough Council has allowed us to provide an accessible base on Frodsham's High Street, which, since December has seen more than 630 visitors drop in to share their views.

Since mid-December Anne Boyd (Frodsham Forward Co-ordinator) has been encouraging local residents, traders, students, employers or employees to share thoughts and ideas about how they would like to see the area improved. Topics

have included health, skills, employment, careers and more. Responses have been received via post, fax, email, text, website or personal visits to our high street premises. The deadline for contributions was 21st February 2003 although the community are encouraged to continue to add to our developing plan. All those who have contributed are included as members of the Frodsham Forward Partnership, which enables them to continue to comment, support and advise on developing plans.

A steering group made up of local residents, businesses and supporting agencies has worked extremely hard to consider your responses and have subsequently produced the attached plan. This is our final draft following a consultation on our second draft between May and July 2003. It will be reviewed every six months to enable us to incorporate future projects and to enable us to react to arising public needs.

This plan does not aim to address all issues that Frodsham, Helsby and our rural areas face. Its contents however will have a very real impact on our community and will allow us to begin to shape our future. Four thematic groups have been established to drive forward the delivery of the plan.



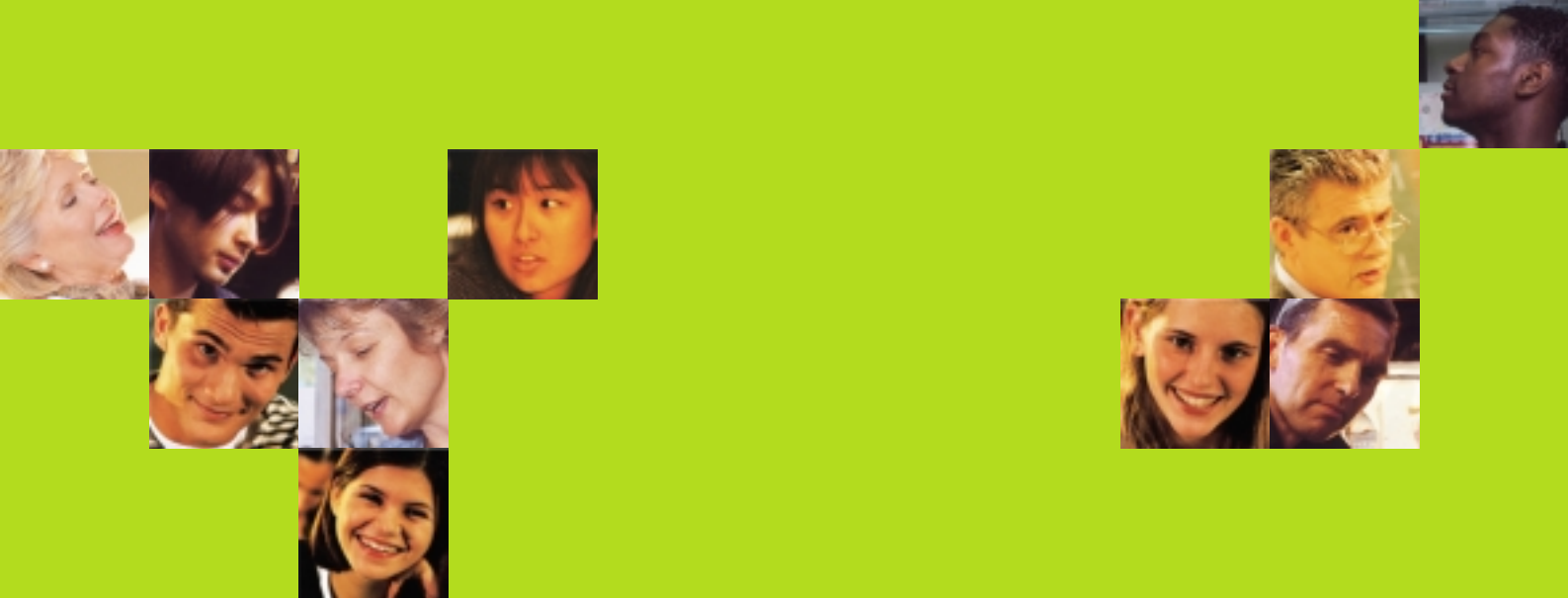
our vision

These groups are lead and supported by volunteers who will work alongside agencies and authorities to ensure our vision becomes reality (see page 6). This structure will enable us to focus resources to effectively attract investment from the North West Development Agency, the Countryside Agency and Cheshire's Rural Recovery scheme. With 4 core themes; Economy, Environment, Social & Community and Transport & Accessibility, our aims reflect the priorities highlighted in Vale Royal Community Plan; to create a diverse economy, a vibrant community and a cleaner and more attractive living environment.

To find out more about joining one of our thematic groups contact Anne on 07909 801779 or visit www.frodshamforward.org.uk

"We want to see Frodsham, Helsby and our rural parishes become a high profile, accessible area, home to a diverse economy that supports a vibrant, skilled community. We want future generations to play a valuable part in securing our heritage and creating a clean, safe environment for all to enjoy."

This document can be made available in alternative languages, large print or Braille at your request.



our principles

- To improve access for all
- To work more effectively with neighbouring authorities
- To ensure meaningful engagement with the whole community
- To communicate effectively
- To work in partnership
- To ensure adherence to equal opportunities
- To undertake work that has due regard to safe practices.
- To encourage partners and stakeholders to operate more efficiently and effectively in response to our needs.
- To undertake work that balances economic, social and environmental development in order to create a sustainable community
- To instil community cohesion
- To adhere to Best Value Principles

key objectives

Key objectives to enable us to achieve our vision:

- To enhance the quality of life by improving amenities (or access to) for all members of Frodsham, Helsby and our rural communities
- To improve communication both internally and externally, and access to information, advice and guidance for businesses and individuals within our communities.
- To create a clean, safe and accessible environment that complements our built and natural heritage.
- To develop a brand/image and subsequent tourism strategy for Frodsham, Helsby and rural areas.
- To develop a diverse economy which, by optimising the use of existing employment sites, attracts good quality retail, industrial, commercial and professional businesses with national and global markets.
- To create a learning environment that provides a skills base to serve the local, national and global economy.

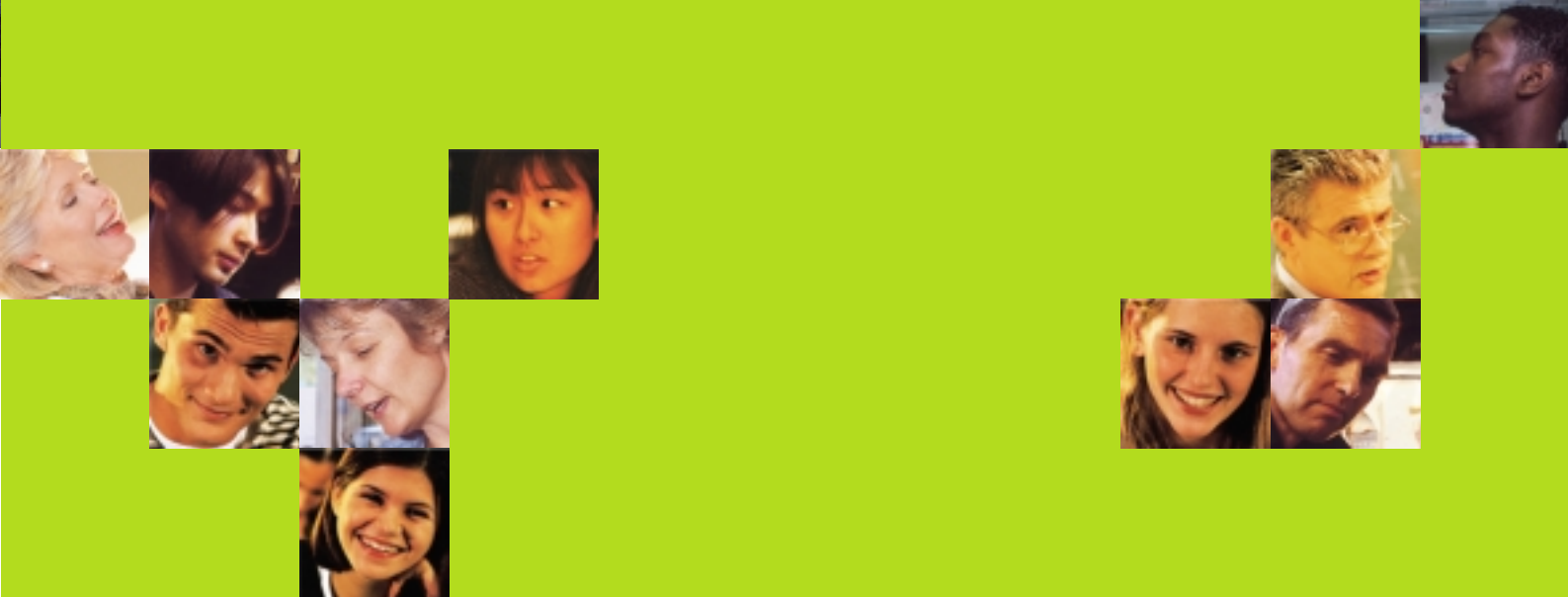


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For the purposes of this document timescales for delivery have been referred to as 'Short, Medium and Long term'.

For your information:

'Short Term' refers to projects expected to start within 1 year of the confirmed action plan.

'Medium Term' refers to projects expected to start within 1–3 years of the confirmed action plan.

'Long Term' refers to projects expected to start 3 – 5 years+ of the confirmed action plan.

Action references:

A01 – Amenities

CO1 – Communication

E01 – Environment

T01 – Tourism

B01 – Business

L01 – Learning

Potential Funding acronyms:

VRBC – Vale Royal Borough Council

NWDA – North West Development Agency

CCC – Cheshire County Council

CVS – Council for Voluntary Services

CWVSF – Cheshire & Warrington Voluntary Sector Forum

LSC – Learning + Skills Council

U3A – University of the 3rd Age

TOC – Train Operating Company

Halton BC – Halton Borough Council

NCRUG/N C Rail Users Group – North Cheshire Rail Users Group

CAB – Citizens Advice Bureau

Cheshire LTA – Cheshire Lawn Tennis Association

Vale Royal Borough Council (EDU) – Vale Royal Borough Council Economic Development Unit

ACORP – Association of Community Rail Partnerships.

HERS – Heritage Economic Regeneration Scheme

LA21 – Local Agenda 21

E/P & N BC – Ellesmere Port & Neston Borough Council

VR Arts – Vale Royal Arts

Dis Rights Commission – Disability Rights Commission

PROW team – Public Rights of Way Team

TUC Learning Services – Trade Union Congress Learning Services

EYDCP – Early Years Development Childcare Partnership

FCA – Frodsham Community Association

WIB – Women in Business

WVHT – Weaver Vale Housing Trust

Local Strategic Partnership
Vale Royal Borough Council
North West Development Agency
Countryside Agency
Frodsham Forward Partnership
General Public/Town/Parish Councils

STEERING GROUP

ECONOMY – ROB CROWTHER

ENVIRONMENT – GRAHAM BONDI

COMMUNITY – JOHN BEECH

TRANSPORT – PHILLIP BRIGGS

Mike Worthington – BAHC
 Greville Kelly – Groundwork
 Frodsham High School
 Angela Mason – Holiday Inn
 Ward Roberts – local business
 Ian Philips - resident

Stuart Gardiner – RWNS
 Martin Englund – Badger Group
 Andy Harmer – local business
 Peter Heberlet – Groundwork
 Anne Bates – Weaver Valley Initiative

Ian Jones – Army Cadets
 Shirley Byrd – FCA
 Cllr Alan McKie – Helsby PC/VRBC
 John Beech – resident/FCA
 James Coates – Princes Trust
 Ioan Said – resident
 Peter Heberlet – Groundwork
 Cllr. Brian Lloyd – VRBC/FTC

Cllr Frank Thomas – RTP/NCRUG
 Janet Briggs – ACORP/NCRUG
 Denise Woodcock – FBA
 Neil Collie – Groundwork
 Marion Greer - resident

C02 C04 T01 T02
B01 **B03** B04 B05
 L01 A05

E03 E04 E06 E07
 E08 **E09** E10 E11
 E13

A01 A02 **A03** **A04**
 A06 A07 A08 C03
 C05 **E12** **A11** **A12**
 L02

A09 A10 C01 E01
 E02 T03 **E05** **A13**

Action Plan

➤ **To enhance the quality of life by improving amenities (or access to) for all members of Frodsham, Helsby and our rural communities**

Ref.	Links to other actions	Activity	Potential Funding sources	When?	Cost	Risks	Success Indicators	Strategic Links
A01	A07 T02 A10	Audit/review of refurbishment requirements (including disabled access) of Community Centres, Churches and Church halls, Village Halls and community venues.	Lottery Funding Rural recovery town/parish cncls FCA Cheshire Disability Federation Social Services Countryside Agcy Eng Heritage Cheshire Churches Historic Trust	SHORT/MEDIUM TERM	Consultation Research Architects Refurbishment Training	Lack of funds	<ul style="list-style-type: none"> Maintaining and improving a community facility Ownership of community as a whole in dev & refurb centre Facilities more attractive to be used by whole community 	<ul style="list-style-type: none"> Welfare to Wprk VR Community Plan Cheshire Community Strategy Church Authorities
A02	A10 C03	Retain and develop community facility at BICC site (social club) to provide sports/recreational/ clubs and facilities for young people and the wider community	Helsby P/Council Helsby sports clubs & assoc. VRBC Millennium Awards Brookhouse	SHORT TERM		Lack of funds	<ul style="list-style-type: none"> Retention of community facility Continued and enhanced sports and leisure facilities in Helsby area 	<ul style="list-style-type: none"> Cultural Strategy BICC Development Brief Cheshire Rural recovery plan
A03	A10 C02	Support Prime UK to locate an appropriate site for the relocation of the Rock Surgery	Prime UK Frodsham Town Council VRBC NWDA Rural recovery	SHORT/MEDIUM TERM	Dependant on location	Lack of appropriate site Planning consent	<ul style="list-style-type: none"> Provide improved access to health services Increase in number of visitors taking up health services Reduction in home visits Safeguarding jobs Potential new jobs 	<ul style="list-style-type: none"> Cheshire Community Strategy Cheshire Rural recovery plan VR Community Plan Cheshire & Merseyside Health Strategy Reg. Econ.Strategy
A04	TO1 B01 A12	Supporting the development and delivery of an action plan for Castle Park	Castle Park Trust FTC VRBC GAP Funding: Heritage Aid Groundwork Heritage Lottery Rural Enterprise Rural recovery Countryside Agcy Cheshire Landscape Trust WVHT	MEDIUM/LONG TERM		Lack of funds Continued maintenance Planning consent Restrictions by charity commission	<ul style="list-style-type: none"> Maintaining and improving a community facility Increase in number of visitors to Castle Park and Frodsham Developing facilities where young and old can meet and do sporting & leisure activities together 	<ul style="list-style-type: none"> Cheshire Rural recovery plan VR Community Plan

Ref.	Links to other actions	Activity	Potential Funding sources	When?	Cost	Risks	Success Indicators	Strategic Links
A05	E12	Develop living areas above Main street/High Street and Church street shops to provide affordable accommodation	VRBC Frod. Town Cncl Local shop owners Weaver Vale Housing Trust NWDA HERS	MEDIUM/LONG TERM	Redevelopment costs	Lack of Interest From property Owners	<ul style="list-style-type: none"> more balanced community where young people/families can access affordable dwellings Crime reduction Community Safety Safeguarding jobs locally 	<ul style="list-style-type: none"> Local Plan Regional Economic Strategy Weaver Vale Hous Strategy VR Community Pla Community Safety Strategy
A06	A10 T01 A08	Establish Castle Park as a cultural centre by providing: <ul style="list-style-type: none"> ➤ cinema in the park ➤ Art in the Park ➤ Theatre in the park ➤ Festival in the Park 	VRBC Frodsham Town Council CCC/VRBC Arts Rotary Club	SHORT/MEDIUM TERM	Hire and co-ordination costs	Planning consent	<ul style="list-style-type: none"> An event that would bring the whole community together, including families. Increase in number of visitors 	<ul style="list-style-type: none"> Cultural Strategy VR Tourism Strategy NWDA Tourism vision
A07	A01 L01 L02 B04	Explore Community Enterprise opportunities by <ul style="list-style-type: none"> Capacity building of existing community groups including support & training 	Church Council Frodsham Town Council Countryside Agcy CWVSF VR CVS NWDA Rural recovery Rural Enterprise	SHORT/MEDIUM TERM	Refurbishment costs and equipment	Planning Consent Lack of funding Lack of Community Involvement	<ul style="list-style-type: none"> Upskilling local community Opportunities for employment locally 	<ul style="list-style-type: none"> Regional Economic Strategy VR Community Pla Cheshire Commun Strategy
A08	A06 C03 E12	Project: Undertake a mapping exercise to identify current services/facilities and activities there are available for young people, complemented by in-depth consultation to identify their needs and wants. To include: 'Common room' facility for 14-18yr olds Fri/sat/sun Improved 'shelter' Youth Council/Voices/Youth MEP Webpage linked to frodsham web Improved facilities for Scouts, Brownies and youth groups. Youth Theatre Project BMX Bike Track/motorcross Cinema	VRBC Parish/Town Councils Youth Club Local Schools NWDA Crimebeat Local network fund Kids Club Network CWPCT	SHORT / MEDIUM TERM	Designs & ideas with young people Staffing & supervision Training for local people in youth work.	Lack of funding Lack of response/ Commitment From young people	<ul style="list-style-type: none"> Informed baseline data on needs of young people Improved communication/information about existing facilities Action plan to identify future projects/facilities for development Reduction in fear of crime/anti social behaviour Improved youth provision and access 	<ul style="list-style-type: none"> VR Cultural Strate VR Community Pl Cheshire Community Strate

Ref.	Links to other actions	Activity	Potential Funding sources	When?	Cost	Risks	Success Indicators	Strategic Links
A09	A10 T01 C01	Lobby to provide improved transport and access to services for local residents. To include: <ul style="list-style-type: none"> Enhancing existing Chester/Manchester rail line with Sunday stops and additional capacity for special events Extend Frodsham Rider service to link to Helsby Supermarket/development & Lady Heyes Support Halton, Merseyside & Cheshire in their campaign to re-open the Halton curve rail link. Better integration with Merseyrail TOC Increase in service on Helsby to Ellesmere Pt rail 	Wales & Borders TOC Helsby Parish Council VRBC Developers Cheshire County Council Halton BC NC Rail Users Group Frodsham Town Council Rural Transport Partnership Northern Franchise TOC	MEDIUM /LONG TERM	N/A	Lack of response/ Commitment from decision makers	<ul style="list-style-type: none"> Increase in number of public transport users Reduction in traffic congestion/pollution Access to events/activities Access to local employment opportunities Reduction in unemployment locally Increase in number of visitors Improved access to employment and educational opportunities in Winsford, Halton and Merseyside Safeguarding jobs 	<ul style="list-style-type: none"> VR Tourism Strategy NWDA Tourism visit for NW Local Transport Plan Cheshire Community Strategy
A10	A01 A02 A03 A06 A09 A11 A13	Provide access/link to clubs and networks outside immediate area for those with special needs/disabilities	CVS VRBC/CCC Cheshire Disability Federation Frodsham/Helsby Town Council Rural recovery Rural Transport Partnership	SHORT/MEDIUM TERM	Transport costs Research	Lack of funds	<ul style="list-style-type: none"> Improved access for people with disabilities/special needs Links with other communities 	<ul style="list-style-type: none"> Welfare to work Success for All VR Community Plan Cheshire Community Strategy Cheshire Rural recovery plan
A11	A10	Health project to focus support in some areas of original NW Frodsham Ward, providing access to health advice and support services	CWPCT VRBC	SHORT/MEDIUM TERM	£5K BUDGET	Additional funds to develop and continue the project	<ul style="list-style-type: none"> Improved access for people with disabilities/special needs Improved awareness of health advice and support available Increased take up of health orientated support schemes 	<ul style="list-style-type: none"> Cheshire Community Strategy Cheshire & Merseyside Health Strategy VR Community Plan

Ref.	Links to other actions	Activity	Potential Funding sources	When?	Cost	Risks	Success Indicators	Strategic Links
A12	A04 A06	Support the development and delivery of an action plan to secure the future of Castle Park Arts Centre	Art Centre Committee VRBC CCC Arts Council Business Link	SHORT/MEDIUM TERM	Resources	Lack of funds	<ul style="list-style-type: none"> Maintaining and developing a community facility Increase in learning opportunities Cultural awareness within community 	<ul style="list-style-type: none"> VR Community Plan VR Cultural Strategy
A13	A10	'Swimming bus' travelling directly to Northwich/Chester/Runcorn pools,	CCC Rural Transport Partnership Countryside Agency Cheshire Community Council VRBC Town/Parish Councils.	MEDIUM TERM	Operational costs	Lack of funds	<ul style="list-style-type: none"> Improved access to facilities for young people/elderly or those with disabilities Improvements in the health of the community 	<ul style="list-style-type: none"> Cheshire Community Strategy VR Community Plan Local Transport Plan Cheshire & Merseyside Health Strategy

Action Plan

- To improve communication both internally and externally, and access to information, advice and guidance for businesses and individuals within our communities.

Ref.	Links to other actions	Activity	Potential Funding	When?	Cost	Risks	Success Indicators	Strategic Links
C01	A09 E01 B03	Production and distribution of comprehensive travel guide that contains 'underground' type map highlighting public transport links to employment and educational sites. (including Halton/Chester area)	Cheshire County Council Transport Co-ordination VRBC Train Operating Services NWDA Rural Transport Partnership	SHORT/MEDIUM TERM	Collation/design and print Research	Lack of funds	<ul style="list-style-type: none"> Increase in number of residents using public transport Greater awareness of public transport links Ultimately improved public transport services/facilities Toll to promote dial-a-ride/taxi facilities available to more rural areas Can be used to promote national travel line service 	<ul style="list-style-type: none"> Local Transport Plan Cheshire Community Strategy VR Community Plan Cheshire Rural recovery plan Regional Economic Strategy

Ref.	Links to other actions	Activity	Potential Funding	When?	Cost	Risks	Success Indicators	Strategic Links
C02	A03	One Stop Shop/Inter-agency office to provide advice, support and guidance to businesses and learners (existing and potential) with advice and information for community members (Health/CAB etc)	Vale Royal Borough Council Cheshire County Council Business Link/Connexions/CAB and other partners NWDA Weaver Vale Housing Trust CWPCT	MEDIUM TERM	Redevelopment of existing premises New build? overheads	Lack of funds Lack of partner support	<ul style="list-style-type: none"> Focal point for rural businesses. Increase in no. of businesses accessing Business Link /Chamber services Provide access to support services and networks Greatly improved access to Career advice/CAB/Job Centre Plus etc VRBC presence 	<ul style="list-style-type: none"> Cheshire Community Strategy VR Community Plan Regional Economic Strategy VR LSP Cheshire Rural recovery plan
C03	A02 A08 B04 L01 E12 E07	School/Business/Community group Partnership to provide local specialist support/information that ties in with curriculum To include: <ul style="list-style-type: none"> Tennis Club and Cricket Club school partnerships Community Radio station. Young Enterprise Roadshows 	Local Schools FTC Helsby Parish Council FCA Healthy Schools Partnership Cheshire LTA Tennis Clubs Sport England Millennium Awards New Opportunity for PE/Sport Princes Trust Young Enterprise	SHORT TERM	Research Co-ordination Developing curriculum packs	Lack of community involvement Lack of response from schools	<ul style="list-style-type: none"> Community links/friendships developing Greater appreciation and understanding of community activities. Access to local knowledge/history and information Reduction in fear of crime 	<ul style="list-style-type: none"> Cheshire Community Strategy VR Community Plan Regional Economic Strategy Cheshire Rural recovery plan LSC – 'Success for All' VR Cultural Strategy
C04	E01 E03 E05 E09 E12 T01 T02 B01 B03 B04	Creation of a Business Partnership that would manage/co-ordinate: <ul style="list-style-type: none"> Scheme to provide separate parking facilities for traders to free up bays for visitors Reward scheme for shopping in town/at quiet times 'Shop Frodsham' Campaign Information packs for new business Website /Newsletter Town Centre mgmt 	Local businesses Chamber of Trade Chamber of Commerce Business After Hours Business Link VRBC Helsby Parish Council Frodsham Town Council NWDA Rural Enterprise Enabling ebusiness	SHORT TERM	Resource/co-ordinator Marketing costs Research Website Newsletter	Lack of funding Lack of business involvement / participation	<ul style="list-style-type: none"> Greater communication = more efficiency Greater awareness of support available to local business Increase in no.of businesses accessing Business Link/partner services Increase in investment Increase in no.of visitors/hits to individual retail websites Safeguarding jobs Potential jobs 	<ul style="list-style-type: none"> Regional Economic Strategy Cheshire Rural recovery plan VR Community Plan VR Tourism Strategy

Ref.	Links to other actions	Activity	Potential Funding	When?	Cost	Risks	Success Indicators	Strategic Links
C05	C03 AO2 B04 L01 E12 E07	Community Cohesion Project to consider innovative ways of bringing town and rural communities together	Millennium Awards Countryside Agy Local Schools Town/Parish Councils FCA VRBC	SHORT/MEDIUM TERM	Resource/co-ordinator Event costs	Lack of community involvement. Lack of response from rural/town residents	<ul style="list-style-type: none"> Create a friendly, co-operative, whole community that respects the qualities that each part has to offer. More 'joined-up' thinking and working. 	<ul style="list-style-type: none"> VR Community Plan VR Cultural Strategy

Action Plan

- To create a clean, safe and accessible environment that complements our built and natural heritage.

Ref.	Links to other actions	Activity	Potential Funding	When?	Cost	Risks	Success Indicators	Strategic Links
E01	C01 C04 T02 E02	<p>Feasibility study into highway improvements, access issues and additional facilities for disabled visitors. Study to consider the following areas:</p> <ul style="list-style-type: none"> Disabled parking/access at Station/main ctr & Eddisbury Sq. Increase in access as Bridleways Timing of traffic lights on Church St. Safe marking of footpaths that cross over side roads Crossing at Church street Permits/long-stay parking for traders. Short-stay parking in centre of town Seasonal coach parking facilities Links to main centres from rural villages for employment/educational opportunities Installation of bollards/railings to discourage illegal parking Brown sign on M56 Appropriate routes to develop cycle paths between towns and surrounding villages Pedestrian crossing on Townfield Ln Relocation of household waste site Exit of Bears Paw Car Park Traffic Lights/crossing at Fluin Lane 	VRBC Frodsham Town Council Consultants CCC Highways Rural Transport Partnership CCC Transport Co-ordination VRBC Environmental Services Groundwork NWDA Parish Transport Grants Rural Transport Partnership	SHORT TERM	£10,000	<p>Money in budget for feasibility</p> <p>Raised expectations</p>	<ul style="list-style-type: none"> Plan and assessment of disabled parking facilities within Frodsham & Helsby to ensure we meet minimum national standards Clear, informed baseline information from which to develop improvements in access and safety 	<ul style="list-style-type: none"> Local Transport Plan Regional Economic Strategy Cheshire Rural recovery plan

Ref.	Links to other actions	Activity	Potential Funding	When?	Cost	Risks	Success Indicators	Strategic Links
E02	E01	Development of Travel Plans to encourage alternative methods of travel. To include: <ul style="list-style-type: none"> Walking bus to schools Car-sharing Schemes Travel plans for local businesses Promotion of cycle and public transport routes 	Schools/parents Town/Parish Councils CCC VRBC- Sustainable T/port Grants Healthy schools Rural Transport Partnership Groundwork Dept.of T/port	SHORT/MEDIUM TERM	Co-ordination	Lack of school / parent participation	<ul style="list-style-type: none"> Safer routes to school Reduction in traffic congestion/pollution Reduction in number of related accidents/incidents 	<ul style="list-style-type: none"> Local Transport Plan Cheshire Community Strategy VR Community Plan Cheshire Rural recovery plan
E03	C04	Improving and maintaining Market town character/regeneration by: <ul style="list-style-type: none"> Refurbishing town centre areas and shop fronts Producing a village design statement 	HERS CCC VRBC FTC Cheshire Landscape Trust Community NWDA Heritage Lottery	SHORT TERM	Grants Planning & design Refurbishment costs	Planning permission Lack of funds Lack of business participation	<ul style="list-style-type: none"> Provide guidelines for shop front design to ensure they complement surrounding historic buildings Restrict developments that will detract from market town character/ supplementary planning guidance. 	<ul style="list-style-type: none"> Cheshire Community Strategy VR Tourism Strategy Cheshire Rural recovery plan Local Plan
E04		Improve the Gateways into Frodsham/Helsby by: <ul style="list-style-type: none"> Managing the efficient refurbishment of swing bridge without losing facility. Extend Golden Mile of Daffodils through to Runcorn Improve the appearance of the stone bridge by adding lights and plants/floral arrangements Improving shelters/facilities for those using public transport 	VRBC Rural parishes British waterways CCC-Transport Co-ordination	SHORT/MEDIUM TERM	Refurbishment costs	Lack of funds Lack of support from British Waterways	<ul style="list-style-type: none"> Increase in number of visitors Raising the profile of Frodsham Improvements to local environment 	<ul style="list-style-type: none"> Local Transport Plan VR Community Plan Cheshire Rural recovery plan
E05	C04	Station Schemes to consider: <ul style="list-style-type: none"> Becoming 'Gateway Stations' Redevelopment of station houses Refurbishment of the stations to include security, waiting facilities etc Redevelopment of goods shed Station environment –parking/access Relocation and improvements to signage (welcome/tourist info/taxis/timetable) Extend parking at Helsby Station 	Spacia VRBC HERS / CCC NC Rail user gp TOC / ACORP Network Rail NWDA Heritage Lottery Rural Trans ptrs Railway Heritage	MEDIUM/LONG TERM	Redevelopment / Refurbishment costs	Planning permission Lack of funds Lack of partner support	<ul style="list-style-type: none"> Improvement to major gateways Improved access to transport facilities Greater number of rail users Increase in number of visitors Raising the profile of Frodsham / Helsby 	<ul style="list-style-type: none"> Local Transport Plan Regional Economic Strategy VR Community Plan Cheshire Rural recovery plan Local Plan

Ref.	Links to other actions	Activity	Potential Funding	When?	Cost	Risks	Success Indicators	Strategic Links
E06	E10 E13	Study of waste products tipped (content/amount and frequency) on Bradley Lane/Marshes and Commonsides tip	Environment Agency Cheshire Cty Cnl VRBC E/P & N BC	SHORT/MEDIUM TERM	Research	Lack of funds Lack of partner support	<ul style="list-style-type: none"> Greater understanding of level of pollution. More/renewed recreational use. Fewer complaints 	<ul style="list-style-type: none"> Nw Sustainability Strategy VR Community Plan Cheshire Community Strategy
E07	E08 C03 E13	'Green' Campaign to promote awareness of simple ways to reduce waste/conserves energy.	Partnership of shops/residents/schools/authorities incl. LA21 Groundwork Green action grants Transforming communities	SHORT TERM	Resource to co-ordinate.	Lack of resource	<ul style="list-style-type: none"> Less litter Improved environment Citizenship/bringing community together Raises profile of area/enhances reputation to attract visitors/businesses. 	<ul style="list-style-type: none"> Nw Sustainability Strategy VR Community Plan Cheshire Community Strategy
E08	E07	Kerbside recycling scheme to consider <ul style="list-style-type: none"> dual purpose bins-plastics/glass Paper collections 	VRBC Cheshire County Council Transforming communities	MEDIUM /LONGTERM	Equipment collections	Part of existing plans	<ul style="list-style-type: none"> Waste minimisation More recycling Less landfill 	<ul style="list-style-type: none"> Nw Sustainability Strategy VR Community Plan Chesh. Comm. stg
E09	C04 E10 E13	Waterfront regeneration to complement plans for regional park. To include: <ul style="list-style-type: none"> Mooring/Marina facility that could link with Anderton boat lift/Northwich waterfront regeneration/ Chester Boat Festival Re-opening of Frodsham Lock Development of community orchard Combined use footpaths /Bridleway/Cycle paths along river (Whitegate Way/Weaver Cycleway models) 	British Waterways Weaver Valley Initiative VRBC Riv.Weaver Nav Greenways gp PROW team Comm.gps NWDA Cheshire Wildlife Trust Heritage Lottery Environment Agency F&H Rotary Club Cheshire Landscape Trust	LONG TERM	Major redevelopment £300k + Feasibility £40k approx	Lack of funds Planning consent	<ul style="list-style-type: none"> increase in number of visitors/tourists Raises profile of Frodsham Better disabled access Increased number of bridleways Visitor Attraction Local job opportunities Safeguarding jobs Links to Regional Park 	<ul style="list-style-type: none"> Regional Economic Strategy VR Community Plan Cheshire Rural recovery plan Action for biodiversity in N England Local Plan

Ref.	Links to other actions	Activity	Potential Funding	When?	Cost	Risks	Success Indicators	Strategic Links
E10	E06 E09 E11 E13	Commission a Parish/District Character Landscape Assessment to consider: <ul style="list-style-type: none"> planting of additional hedgerow trees training local people to maintain and improve natural landscape 	CCC Cheshire Landscape Trust VRBC Frod.Town Cncl Nat.Tree Cnl. Green spaces/sustainable communities Farm woodland premium sch.	SHORT/MEDIUM TERM	Consultancy/research costs	Ongoing maintenance Lack of funds	<ul style="list-style-type: none"> Provides an independent baseline assessment of where we are now, areas of concern and potential development. Links to tourism – safeguarding and creating jobs 	<ul style="list-style-type: none"> VR Community Plan Action for biodiversity in N England VR Tourism Strategy Regional Economic Strate
E11	E10	Reduce noise pollution by: <ul style="list-style-type: none"> Planting of trees along M56 Lobbying for quieter road surfaces Erecting fencing and other anti-noise barriers 	Tree Group Mersey Forest Cheshire Landscape Trust FTC VRBC CCC- Highways Dept of T/Port Landowners Farm woodland premium sch. NWDA	MEDIUM/LONG TERM	Tree Group can support planting. simply planning and supply of materials	Planning supply	<ul style="list-style-type: none"> Significant reduction in noise pollution 	<ul style="list-style-type: none"> Cheshire Community Strategy VR Community Plan Regional Economic Strate NW Cheshire Forest Strategy
E12	A05 A08 C03 C04	Creation & development of Frodsham & Helsby Community Safety Action Group who will be responsible for identifying, preventing and addressing crime and anti-social behaviour. Potential projects may include: <ul style="list-style-type: none"> Enhanced Homewatch/Parkwatch DJ Training at the View Education on substance misuse for young people Flexible twilight/outreach scheme for young people 	Vale Royal Borough Council – Community Safety Community Safety Wardens Community Action Team Police Crimebeat WVHT Healthy Schools CWPCT & DISC	SHORT TERM	Resource Research Specific projects arising from action plan	Lack of community participation Lack of partner support Lack of funds to implement projects	<ul style="list-style-type: none"> Local, more effective implementation of plans Better informed strategies Local ownership/prioritisation of issues Improvement in communication and co-ordination Reduction in occurrences of crime Reduction in occurrences of anti-social behaviour 	<ul style="list-style-type: none"> Cheshire Community Strategy VR Community Plan Community Safe Strategy
E13	E09 E10	Creation and ongoing development of a management plan that identifies and protects existing and potential habitats for wildlife.	Cheshire Wildlife Trust Environment Agy Cheshire Landscape Trust	MEDIUM TERM	Resources Consultancy support	Lack of funding	<ul style="list-style-type: none"> Full understanding of current wildlife residing in area . Opportunity to protect habitats that may be under threat 	<ul style="list-style-type: none"> Action for biodiversity in N England Sustainability North West

Action Plan

- To develop a brand/image and subsequent tourism strategy for Frodsham, Helsby and rural areas.

Ref.	Links to other actions	Activity	Potential Funding	When?	Cost	Risks	Success Indicators	Strategic Links
T01	A04 A06 A09 C04 T02 T03	Create a tourism plan that includes: <ul style="list-style-type: none"> Exploring the development of existing links with Kelsterbach to include all aspects of the community (and businesses) Providing a touch-screen Tourist Information Point at a central location (highlighting places of historical interest) Marking the start of the sandstone trail Producing a promotional leaflet/programme of events to attract visitors (highlighting areas of historical/environmental interest) A brand/descriptor of Frodsham & Helsby Creation of an annual Continental style Christmas Festival 	Frodsham Town Council Helsby & rural Parish Councils VRBC Cheshire County Council Inter-reg Business Partnership VRBC Tourism VR Arts Rural Enterprise Scheme NWDA Frodsham Waymark Project Cheshire Landscape Trust Made in Cheshire	SHORT/MEDIUM TERM	Resource Research Planning Event/Marketing Costs - £20K	Lack of funds	<ul style="list-style-type: none"> Sharing good practice with European partners Developing local culture Improves local awareness of cultures/language Increase in no. of visitors Raises town profile Increase in average £ spent in town Increase in turnover for local traders Safeguarding jobs Potential jobs 	<ul style="list-style-type: none"> Cheshire Commur Strategy VR Community Pl Regional Economic Strategy Cheshire Rural recovery plan VR Tourism Strate NW Tourism Visic for NW VR Cultural Strategy VRBC Corporate Plan Inter-reg
T02	T01 T03 CO4 E01	To undertake access audits with local businesses to ensure facilities are appropriate for those with disabilities – ref: 'Tourism for All'	Dis Rights Commision Cheshire Cty Council Social services	SHORT/MEDIUM TERM	research	Lack of funds	<ul style="list-style-type: none"> Baseline data with plans for improvement 	<ul style="list-style-type: none"> Cheshire Commur Strategy VR Tourism Strate
T03	T01 T02	Rediscover Salt Trail/Packhorse Route (Link to 'Rediscovering lost ways' scheme' – PROW)	PROW team River Weaver Navigation Soc. History Society Ramblers Assc. Heritage lottery	LONG TERM	research	Lack of funds planning	<ul style="list-style-type: none"> Historical value – discovering and celebrating our local heritage Visitor attraction 	<ul style="list-style-type: none"> Cheshire Commur Strategy VR Tourism Strate

Action Plan

- To develop a diverse economy which, by optimising the use of existing employment sites, attracts good quality retail, industrial, commercial and professional businesses with national and global markets.

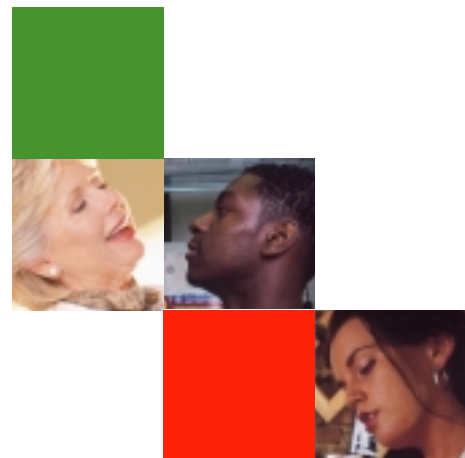
Ref.	Links to other actions	Activity	Potential Funding	When?	Cost	Risks	Success Indicators	Strategic Links
B01	A04 C04	Redevelopment of Brownfield sites to provide a greater variety of units for small business	VRBC (EDU & planning) Developers Business Link Leardirect TUC Learning Services LSC NWDA Groundwork Cheshire Wildlife Trust	MEDIUM/LONG TERM	Redevelopment costs	Lack of private investment Lack of funding Planning consent	<ul style="list-style-type: none"> • Increase in no. of business start ups/businesses remaining in area • Increase in no. of jobs available locally • Could attract strong, hi-tech businesses that can serve regional, national and international markets. • Attract investment 	<ul style="list-style-type: none"> • VR Community Plan • Regional Economic Strategy • Cheshire Rural recovery plan • Local Plan
B03	C01 C04 L01	Economic Assessment of Frodsham, Helsby & rural area to include: <ul style="list-style-type: none"> • Research into childcare needs of existing and potential employees and learners. • Comprehensive database/business directory • Assessing the strength of the rural business community • Skill study to identify skills/training needs required to ensure locals are equipped for employment opportunities (e.g for Vale Royal / Halton /Daresbury/ BICC / Omega employment opportunities) • research individual business needs in: <ul style="list-style-type: none"> ✓ Outward Marketing ✓ Inward Finances ✓ IT assessment ✓ Training 	EYDCP Cheshire County Council VRBC LSC Mid Cheshire College NWDA Enabling e-business	SHORT/MEDIUM TERM	Consultant / Research costs	Lack of funding	<ul style="list-style-type: none"> • Greater understanding of local business community • Clear picture of skills/childcare gaps • Influence the provision of training/education and childcare • Development of networks/future community groups • Baseline data to influence provision of education and training • Greater number of locals engaging in learning/training activity 	<ul style="list-style-type: none"> • VR Community Plan • Regional Economic Strategy • Cheshire Rural recovery plan • Cheshire Community Strategy

Ref.	Links to other actions	Activity	Potential Funding	When?	Cost	Risks	Success Indicators	Strategic Links
B04	C03 C04 A07	Local Produce Campaign –scheme to gain recognition for buying/using local produce. To include: <ul style="list-style-type: none"> local tasters food festivals 	CCC Frodsham Town Council Local Businesses Made in Cheshire Accred.Scheme NWDA	SHORT TERM	Link to Made in Cheshire Campaign	Lack of funding for additional projects	<ul style="list-style-type: none"> Encourage others to buy local produce Support the growth & development of local business 	<ul style="list-style-type: none"> Regional Economic Strategy Cheshire Rural recovery plan Cheshire Community Strategy Made in Cheshire
B05	BO1 BO3 CO4	Creating an annual Jobs Fair in Frodsham/Helsby	VRBC CCC Job Centre Plus Connexions Town/Parish Councils Business P/ship	SHORT/MEDIUM TERM	Resource Venue Marketing	Lack of funding Lack of take-up from local businesses	<ul style="list-style-type: none"> Addresses recruitment issues for local business More local employment Reduced traffic/congestion 	<ul style="list-style-type: none"> VR Community Plan Regional Economic Strategy Cheshire Rural recovery plan
B06		Diversification of rural/agricultural businesses	Rural Recovery NWDA DEFRA Enabling e-business	MEDIUM/LONG TERM	Premises Equipment staff	Planning consent	<ul style="list-style-type: none"> Enabling rural businesses to continue Upgraded/greater variety of skills within rural/agricultural sector More local employment 	<ul style="list-style-type: none"> Regional Economic Strategy Cheshire Rural recovery plan

Action Plan

- To create a learning environment that provides a skills base to serve the local, national and global economy.

Ref.	Links to other actions	Activity	Potential Funding	When?	Cost	Risks	Success Indicators	Strategic Links
L01	A07 C03 B03 BO2	Provide an accessible learning centre(s) that offers a wide range of learning opportunities for all aspects of the community including business. To include: <ul style="list-style-type: none"> Post-16 Education & Training Adult & Community Learning Bitesized courses e-learning Vocational Training 	Frodsham Collg. Helsby College LSC NWDA CVS TUC LearnDirect VRBC Mid Cheshire College U3A Connexions Business Link VVHT	SHORT/MEDIUM TERM	Premises Equipment staff	Lack of funding Lack of appropriate location	<ul style="list-style-type: none"> increase in number of adults in learning improvements in basic skills/NVQ Level 2 qualifications community facility 	<ul style="list-style-type: none"> VR Community Plan Regional Economic Strategy Cheshire Rural recovery plan Cheshire Community Strategy LSC – Success for LSC – WFD Strategy
L02	A07	Relocation of existing cyber café to provide greater accessibility	CVS NWDA Cheshire Learning Pship	SHORT TERM	Premises Equipment staff	-continued funding -appropriate location	<ul style="list-style-type: none"> Increase in number of new learners Increase in number of NVQ 2/3+ 	<ul style="list-style-type: none"> VR Community Plan Regional Ec.Strategy Rural recovery plan LSC – Success for A



...making life better in Frodsham, Helsby and our rural parishes



Frodsham Forward, 15 High Street, Frodsham, Cheshire WA6 7AH
Mobile **07909 801779** Telephone **01928 735967** Fax **01928 731922** Email **info@frodshamforward.org.uk**

also supported by Cheshire County Council

