



CHIPPING CAMPDEN AREA PARTNERSHIP
The Old Police Station, High Street, Chipping Campden, Glos .GL556HB

Please take the time to read it and provide your comments and suggestions via the website.

The Way Forward

The Chipping Campden Area Partnership was formed in 2004 to write a community plan for our town identifying priorities for the future.

“The Way Forward” is now nearing completion.

The Action Plan will be published in its final form once you, the members of the local community, have had the opportunity to comment. We want to ensure that the final action plan reflects the needs of the whole community.

Introduction

In November 2000, the Government published a Rural White Paper entitled ‘The Future of the Countryside’, introducing measures aimed at securing a strong future for rural communities. The main objective was to provide ideas and help with access to funding and, with assistance from a number of different agencies, to address the changing face of the countryside and its communities.

Chipping Campden became involved in 2004, following a series of meetings to discuss whether a community plan was needed. In November 2004, the Chipping Campden Area Partnership (CCAP) was formed with the objectives of carrying out research and seeking the views of the community in order to document the current situation.

The resulting plan draws on the enormous amount of information gathered. It is a distillation of several years of working through the prescribed Healthcheck process using detailed worksheets and community consultation to identify future needs and priorities. The action plan has been written in the context of the Gloucestershire Local Area Agreement and the Cotswold District Strategic plan, aimed at improving the quality of life in this area.

Promoting Campden

Chipping Campden depends on tourism to keep its businesses alive. However, a balance must be struck as the general consensus is that Chipping Campden wishes to remain a working town rather than one which caters exclusively for the needs of visitors. Any tourism promotion must be sustainable and sympathetic to the outstanding heritage of the town and to its residents.

SUGGESTIONS FOR ACTION

- Develop a ‘Promote Campden’ plan, a properly-resourced marketing plan for business, retail and tourism - taking account of existing initiatives such as ‘Creative Campden’, Dover’s Olympics 2012- and including a visitor survey
- Create role of Town Manager
- Secure funding for the Information Centre including looking at utilising the Information Centre more as a central resource for the town
- Audit disabled facilities throughout the town and promote the needs of disabled/older people in relation to access
- Encourage residents and visitors to ‘shop locally’ to make maximum use of local shops and other businesses.

Culture & Heritage

Campden is a historically important town with a larger than average number of listed buildings. The new Court Barn Museum well documents the 'Arts and Crafts' heritage of the town from the early 20th century. However, there is no general museum to show the development of Campden from its early importance as a 'wool' town to the present day. The Cotswold Olympicks, dating from 1612, are very much part of the tradition of the town and will celebrate their 400th anniversary in 2012 (coinciding with the London 2012 Olympic Games). The town has a successful annual Music Festival and a large proportion of the population has an interest in the arts. Despite this, facilities for cultural or other events involving more than 100 people are very poor.

SUGGESTIONS FOR ACTION

- Investigate the viability of the provision and location of a town museum/heritage centre.
- Investigate the viability of the provision and location of a multi-purpose hall with seating for 200+ for community events such as plays, concerts, lectures, etc.
- Support the 'Campden Olympicks 2012' initiative
- Re-instate the position of Town Crier.

Local Environment

Apart from traffic, which is dealt with elsewhere, the main issues causing concern are flooding and the need to protect the environment.

The flooding of a large area of the town in July 2007 has led to the formation of a Flood Resilience Group. Work has been done to improve road drainage and to improve the flow of the Cam.

As in other parts of the country many people are concerned about the need to protect the environment and cut down on carbon emissions.

SUGGESTIONS FOR ACTION

- Monitor the regular cleaning and checking of drains
- Promote bio-diversity through planting trees and woodlands, particularly on sloping fields
- Promote car-share schemes
- Support 'plastic-bag-free' Campden
- Support Eco-schools campaign.

Education & Training

Education facilities for children are good in Chipping Campden and a wider range of vocational courses is being developed for them.

Adult Education has declined in recent years since funding for courses by the government/local authority was withdrawn.

SUGGESTIONS FOR ACTION

- Investigate possible expanded community use of facilities at the primary and secondary schools out of school hours with a view to promoting adult education.

Sport & Leisure

There are many opportunities to participate in sport and leisure activities in the town. The Recreation Ground is in need of updating and refurbishment, following consultation with the community a group has been set up to raise the money to make this happen.

SUGGESTIONS FOR ACTION

- Improve play spaces
- Upgrade and refurbish the Recreation Ground to cater for all ages
- Maintain/increase current sports activities at leisure centre, bowling club, cricket, floorball, etc.
- Update walks booklet
- Develop health walks.

Health & Public Safety

A higher proportion of residents have good general health compared to the rest of the county and life expectancy continues to rise. There is a variety of local groups providing health promotion activities, community and end-of-life care, and the volunteer drivers offer a valued transport service. Health and care services are increasingly centralised, making difficulties for villages. A 'First Responder' scheme is in place, to assist ambulance response services which were not meeting target times. There is concern in the town about the high incidence of respiratory problems amongst residents. A site is being sought for a new surgery which would provide additional facilities and parking. Campden has its own Police Community Support Officer and the actual incidence of crime is minimal. Neighbourhood Watch Schemes run in most areas. Concern has been expressed about the inconsistent level of street lighting.

SUGGESTIONS FOR ACTION

- Press for an air quality test in Campden
- Support the provision of a new surgery
- Support the development of localised community health and care services
- Review the provision of street lights.

Housing

There is a locally identified need for affordable housing and Cotswold District Council will only approve housing developers' plans if they include a proportion of affordable homes. There are few sites within the Development Area that are suitable for building a number of houses and most 'new build' development is large single houses. Development depends on the availability of land and the developers' financial interest. The Housing Register, for rented and shared ownership housing, is now managed county-wide and there is no preferential treatment for families with local connections, except where designated with new-build social housing.

SUGGESTIONS FOR ACTION

- Support Cotswold District Council's position on including affordable housing in development plans
- Ensure that the public are fully informed about planning issues and that full consultation takes place about development plans.

Signage

Research has shown that there are a number of problems in relation to signage. It is important that any signage scheme is discreet and sympathetic to the historic nature of the town centre.

SUGGESTIONS FOR ACTION

Commission a costed signage review for the town and surrounding area to look at signage for traffic to and around the town and for pedestrians/walkers within the town. This should include:

- Removing obsolete or non-essential signs
- Directing visitors to the town from nearby main roads and to important landmarks within the town (that might otherwise be missed)
- Directing non-essential or prohibited traffic along the correct routes or away from the town centre
- Identifying and providing signage to parking areas.

Roads & Transport

The town is located on the edge of the northern Cotswolds and is well-situated for access to major routes although access is via narrow roads, unsuitable for large vehicles. Chipping Campden was not built for modern traffic and suffers problems with parking and traffic flow.

There are bus services to/from the larger towns and villages in the area but there are timetable shortfalls and not all community needs are met. The Worcester/Paddington railway passes to the east of the town but the nearest stations are in Honeybourne (6 miles) or Moreton-in-Marsh (9 miles).

SUGGESTIONS FOR ACTION

Public transport:

- Lobby to improve bus services, particularly during peak commuter times, Sundays and evenings
- Lobby to re-open the town railway station (by supporting the Cotswold Line Users Group).

Traffic flow:

- Liaise with appropriate authorities to introduce measures to reduce excessive speed on the approach roads to the town (Aston Road, Station Road, Park Road)
- Liaise with appropriate authorities to introduce measures to enforce restrictions on parking and on lorries/coaches in central area.

My comments and suggestions are:

Please return to: Chipping Campden Area Partnership, The Old Police Station, High Street, Chipping Campden GL55 6JW. Or drop it into our postbox at the Old Police Station.

The Chipping Campden Area Partnership gratefully acknowledges advice and funding given by the Gloucestershire Market Towns Forum, Chipping Campden Town Council and the Rural Initiative Fund.