

Bruton Community Partnership

3 Year Action Plan (October 2014)

Introduction

The action plan identifies the key aims and objectives for the town of Bruton and how local groups and residents will meet them. The Bruton Community partnership has drawn on local intelligence from partners and from the results of a public consultation session from March 2014. Bruton Community Partnership aims to continue gathering local information throughout the year and centrally at an annual forum each year.

What is Bruton Community Partnership?

Bruton Community Partnership brings together individuals, elected representatives and local organisations to work towards improving the quality of life in Bruton. A steering group has been formed to monitor the progression of the Action Plan through regular meetings.

The Partnership aims to work with local organisations and individuals to develop the action plan through either direct delivery from the steering group or by identifying the 'best placed partner' to lead on a project. The partnership will then offer help, signposting and possible financial support to maintain a co-ordinated approach, stopping possible duplication and develop positive effective partnership working.

Our vision

'We are working towards a Bruton that is a thriving town, proud of its heritage yet welcoming change, and is a confident, cultured and united community for all its people'

How to get involved?

If you would like to get involved in one of the projects or would like to sit on the Bruton Community Partnership steering group please contact Gordon Fry on 07976 415292 or g.fry@westendgaragebruton.com or visit: www.brutoncommunity.org



Aims & Objects

Aim 1: Protect & improve our environment

Bruton is a small ancient town in South Somerset situated in the Brue Valley. Although there have been many changes, the town retains its charm and character and is steeped in history.

The landscape of the Bruton locality is attractive rolling farmland hosting today's two main industries of farming and education. There are four schools in Bruton: King's School, founded in 1519, Bruton School for Girls, Sexey's School and a Primary School.

Many footpaths weave their way through Bruton and the surrounding countryside, including the Leyland Trail and Macmillan Way, and many walkers use Bruton as a centre. The town has several award-winning restaurants and hostels and good bed and breakfast facilities hosted within a mix of traditional buildings located near our beautiful riverside walk and the green space of Jubilee Park.

The key environmental issues identified in the research and consultation falls under four themes:

Promoting the area

Issues

- More information needed for visitors
- Co-ordinated tourism promotions needed
- New website need

Actions

- Improve information & signage for rail users arriving in Bruton.
- Develop a dynamic website for Bruton
- MTIG Town app development
- Tourism forum for Bruton

Improving the local environment

Issues

- Poor signage
- Low car park provision
- Maintenance needed for riverside walk
- Dog fouling remains an issue

Actions

- Signage audit within the town
- Riverside walk enhancement project
- Co-ordinate volunteer clean up and litter pick days along key routes in the town.

Reducing the carbon Footprint

Issues

- Need to become a plastic bag free town
- need for a local sustainable energy source for Bruton
- Too much car use in Bruton

Actions

- Branded bag for life bag for Bruton
- work with partners to encourage the use of community transportation
- Develop a community renewable energy source

Protecting our countryside & heritage

Issues

- Over grown footpaths
- More volunteers needed to help preserve our countryside & heritage

Actions

- Develop a programme to deter litter & dog mess within the countryside
- Develop an adopt a footpath scheme to help maintain the footpaths
- Bruton trust volunteer recruitment campaign

Aim 2: Support the local economy

Bruton provides a hub for the parish, its surrounding rural area and is particularly used for accessing education, the doctor's surgery, back up shopping and the post office. However there is competition for work and services in nearby large town such as Castle Cary, Wincanton and Frome.

The effects of changes in the economy are often felt harder in rural areas, such as the impact of rising fuel prices. Rural isolation leads to problems in accessing services.

The key economic issues identified in the research and consultation falls under the headings of education & training, business, industry & employment, broadband and shopping.

Education & Training

Issues

Need to develop closer links between our local organisations and the schools

More communication needed on the positive impact the schools have on the town.

Actions

Work with schools to develop school travel plans (walk to school week project)

Partnership co-ordinated school heads meeting

Help promote & communicate the positive impact the schools have on the town

Business, Industry & employment

Issues

Lack of awareness of employment opportunities (Young people)

Increased promotional need of local businesses

Actions

Apprenticeship awareness project for Bruton

Increased business promotions on town website & MTIG Town app

Promote new small business & home based working.

Broadband

Issues

Poor broadband & TV reception

Actions

Lobby for better Broadband in the Bruton area

Shopping

Issues

No market for the town

Lack of opportunity for small business / new start ups

Need to tidy & improve out high street

Actions

Work with partners to establish a monthly artisen market.

A high street enhancement scheme

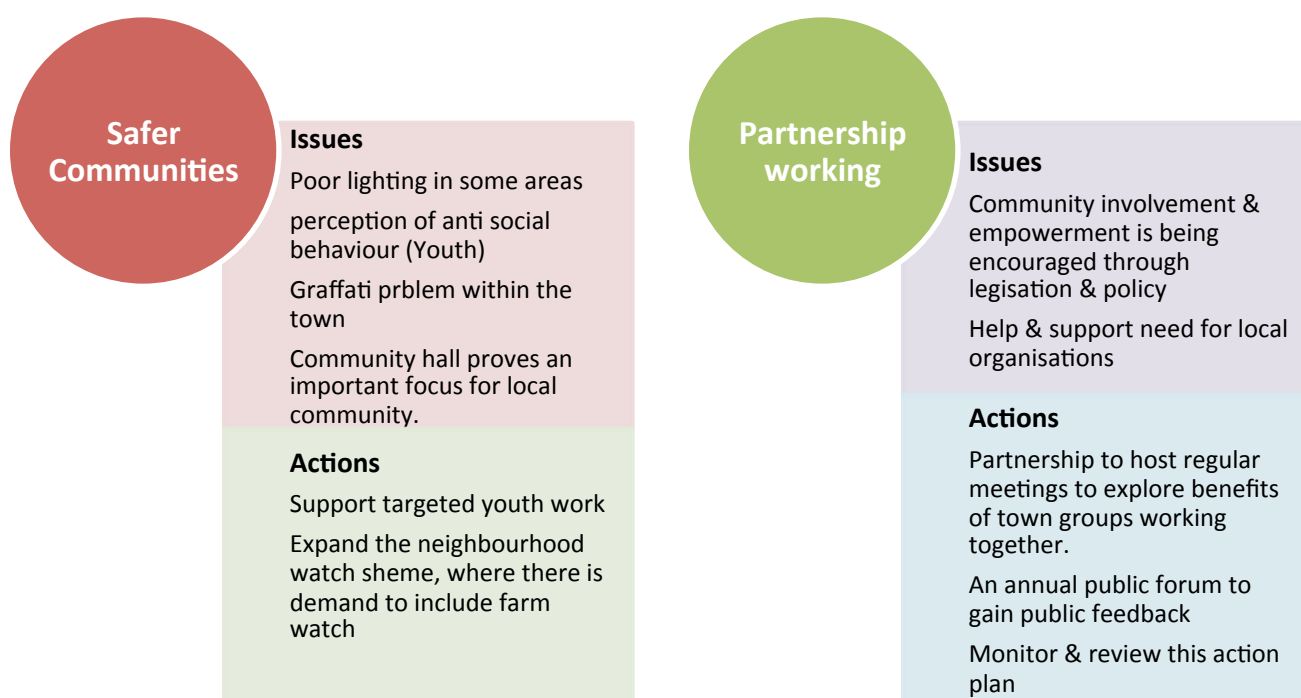
Promote shopping opportunities within the town

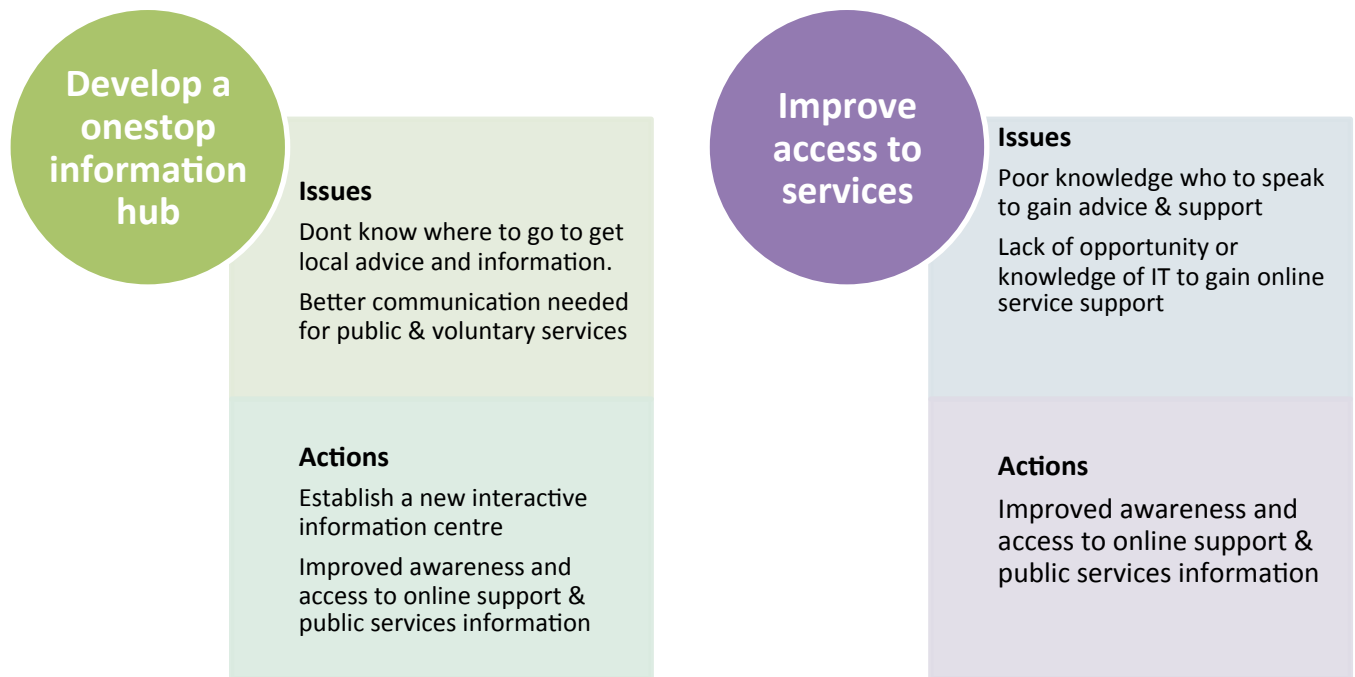
Aim 3: Promote safer & stronger Communities

Statistics on crime and anti-social behaviour are low or very low for the town and surrounding rural area. Local community priorities from the consultation identified issues such as speeding traffic, poor lighting and anti-social behaviour as reasons for a need to address community safety in Bruton.

Village halls of other parish facilities such as library's and community offices used to play more of an important role within communities, especially in rural social life but this has changed, often leaving halls and spaces underused. They can still act as important hubs for villages, perhaps in the delivery of local services, and there is enthusiasm locally for their continued and increased usage.

The value of community involvement and local democracy is recognised in the 'Big Society' and opportunities for local empowerment are offered through the localism bill. We hope that this plan will help engender local interest and support the community partnership and town council to deliver local activities.





Aim 4: Access to health & Leisure

Life expectancy for men and women in Bruton is one of the highest figures in Somerset.

Bruton network of footpaths and bridleways is a real attraction to the town for tourism and recreation. Alongside the walks recreational activities, Bruton has a strong involvement in local sport with its own cricket, football and netball teams as well as a large number of recreational sports clubs and casual activity sessions. The social activities in the town are well attended with an ever growing list of hobby groups, educational workshops, clubs and societies located across the parish.

The community survey shows that local people consider the provision of activities for young people and support for older people to be important issues. More information is needed on what is currently available for young people and where there are gaps.

Access to healthy lifestyle services

Issues

More awareness needed for what & where healthy lifestyle activities & clubs are.

Health is linked to economic factors

Actions

Access to health walks programme

Develop a partnership community growing project

Schemes to increase participation in healthy activities

Access to Walking & cycling

Issues

Low cycle provision & parking

Some paths / walk ways are untidy, overgrown or unsafe to use

Better promotion needed of current walking routes.

Actions

New walks app

Increased number of walk & cycle routes

Tidy up & make safe the current footpaths.

Develop sport & social opportunities in the town

Issues

Sport facility enhancements needed (football club)

Lack of knowledge of what is available in the town

More facilities needed.

Actions

Master plan for Jubilee Park

Feasibility study into new multi use building at Jubilee Park

Clubs & activities directory needed

More activities for young people

Issues

Need for more volunteers to work with youth club

Need for more youth & play facilities in the town

Need for evening activities for young people - what's on?

Actions

Work with partners to develop youth & play activities / facilities in Bruton

More activities for youth

Increase promotion of current activities for youth

Bruton Community Partnership Action Plan

Complete	Progressing: on target	Progressing: Risk of missing target	Not started
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Action	First steps	Partners	Priority	Time scale
Aim 1: Protect & improve our environment				
Objective: Promote the area				
Promote the town of Bruton, its attractions, businesses, local food & shopping through the internet, town app & printed materials.	Get advice & support from partners and local stakeholders. Research potential funding, sponsorship & advertisers Consider best options for publicising on the internet. Develop a marketing strategy.	Town council (TC) / Bruton partnership/ Chamber of commerce /	High	1 yr
Develop a new dynamic town web site for local residents and visitors.		Members of the partnership & residents	High	1 yr
Develop promotional support for the town through the MTIG town app		TC / Bruton partnership/ Chamber of commerce / SSDC	High	1 yr
Set up a tourism forum for Bruton	Establish a tourism forum to see how local businesses and groups can work more effectively to enhance tourism to the town.	Bruton Partnership / Chambers	Med	2 yrs
Objective: Improving the local environment				
Produce a 'signs' audit for the town	Establish knowledge of what signs we have, where and what we need through an audit report.	SSDC / Bruton partnership / TC/ SCC	High	1 yr
Help support local community clean-up & litter pick schemes within the town	Work with volunteers and individuals to look into different way of community engagement towards helping to clean up Bruton	TC/ Bruton Partnership	Med	1yr
Riverside walk enhancement project	Enhancement project to the central walk through Bruton Town centre known as the Riverside walk. The development will include new branded signs, new furniture, better accessible footpath, planting & signage.	SSDC / TC / Bruton Partnership	High	1 yr

Objective: Reducing the carbon footprint				
A Bruton branded bag for life	Establishing an environmentally friendly bag for Bruton.	Greener Bruton	High	1 yr
work with partners to encourage the use of community transportation	Feasibility works towards the concept of joint car share schemes in Bruton	Greener Bruton	Med	3 yr
Develop a community renewable energy source	Draw up plans and develop a feasibility report into the concept of a Gasification Plant in Bruton	Greener Bruton	Med	3 yr
Objective: Protecting our countryside & heritage				
Develop a programme to deter litter & dog mess within the countryside	Work with partners to design a programme that deters littering and messing in Bruton & the surrounding countryside.	Bruton Trust / Bruton Partnership / SSDC	Med	2 yr
Develop an adopt a footpath scheme to help maintain the footpaths	Work with partners to find out what opportunities there are around volunteer support for looking after footpaths. Where possible establish a scheme for Bruton & promote.	SSDC / Bruton Partnership / TC	Med	1 yr
Bruton trust volunteer recruitment campaign	Work with Bruton Trust & partners to promote and recruit more volunteers to support the continuous good work Bruton Trust do in the town.	Bruton Trust / Bruton Partnership	Med	2 yr

Action	First steps	Partners	Priority	Time scale
Aim 2: Support the local community				
Objective: Education & Training				
Work with schools to develop school travel plans (Walk to school week project)	Work with schools to see where the partnership can support with regards to travel to school transportation arrangements. Develop best practise schemes to improve safety and lower traffic usage around the school (& promote)	Bruton Partnership	Med	2 yr
Partnership co-ordinated school heads meeting	Gordon to have regular meetings with School head to see where partnership working can be established to the benefit of the all parties.	Bruton Partnership (Gordon)	High	1 yr

Help promote & communicate the positive impact the schools have on the town.	Partnership commitment to promoting the positive impact the schools have on the town.	Bruton Partnership / TC	Med	1 yr
Objective: Broadband				
Lobby for better Broadband in the Bruton area	Work as a partnership to bring better Broadband facilities to Bruton	Bruton Partnership / TC / SSDC / Chambers	High	3 yr
Objective: Business, Industry & Employment				
Develop an apprenticeship awareness programme for Bruton	Work with partners and local businesses to highlight the opportunities for young people to get involved in local apprenticeship scheme and work placements.	Bruton Partnership	Med	2 yr
Increase business promotions on the town website and MTIG town app	Work with the MTIG app intern (SSDC) and the new web co-ordinator to promote local businesses within the town.	Bruton Partnership / Chambers/ SSDC / TC	High	1 yr
Promote new small business & home based working.	Develop marketing materials to promote small businesses operating in Bruton as well as highlighting business unit availability in the town.	Bruton Partnership / TC / SSDC/ Chambers	Med	1 yr
Objective: Shopping				
Work with partners to establish a monthly artisan market	Work with partners and local businesses to establish a local market for the town.	Bruton Partnership / SSDC / TC / Chambers	Med	2 yr
Develop a high street enhancement scheme	Design and implement a high street enhancement scheme. Sign post to local businesses where support is available.	SSDC / TC	High	2 yr
Promote shopping opportunities within the town	Develop marketing promotional material focussed on the towns shopping opportunities. Work with Chambers to develop events and promotional programmes to increase footfall & spend on the streets of Bruton.	SSDC / TC / Bruton Partnership / Chambers	High	1 yr

Action	First steps	Partners	Priority	Time scale
Aim 3: Promote safer & stronger communities				
Objective: Safer Communities				
Support targeted youth work	Support for Bruton's Youth club, helping to address the need of any targeted specialist support.	Youth Club / TC / Bruton Partnership	Med	3 yr
Expand the neighbourhood watch scheme. Where there is demand include Farm watch	Identify and establish a neighbourhood watch scheme & farm watch scheme in Bruton.	TC / Bruton Partnership	Med	2 yr
Objective: Partnership working				
Run an annual conversation consultation event for the town highlighting current work and gaging future areas of development.	Provide a annual event for the town that collects public consultation of future work focus areas for Bruton Community Partnership	Bruton Partnership	High	1 yr
Monitor and review the action plan once a term.	Review progression of the BCP action plan.	Bruton Partnership	High	1 yr
Host regular meetings with partners to establish joint partnership working.	Establish a constituted group – Bruton Community Partnership	Bruton Partnership	High	1 yr
Objective: Develop a 'one stop' information hub				
Work with the library to develop a public services information hub in the town.	Feasibility study into the possible inclusion of the Library into delivering a wider public service for Bruton.	TC / SSDC / Bruton Partnership	Med	3 yr
Work with Town Council to support the enhancement to the Local information Centre & Town office project	Work with the Town Council to design and refurbish a new 'fit for purpose' modern Local information Centre & Town office.	TC / SSDC / Bruton Partnership	High	2 yr
Objective: Improve access to services				
Improve awareness by establishing marketing resources to promote online access to services & local public sector information points.	Work with a local design firm to develop and establish a new brand for Bruton. This will be included on all marketing materials produced in the future.	TC / Bruton Partnership	High	1 yr
Develop a 'signs Audit' for the town.	Audit document to establish what signs we have, what are historic or not needed any more and what signs are still required. The audit can assess if any need repairing or replacing.	SSDC / TC / Bruton Partnership	Med	1 yr

Action	First steps	Partners	Priority	Time scale
Aim 4: Access to health and leisure				
Objective: Access to healthy lifestyle services				
Work with partners to establish a health walks programme	Work with partners to develop a safe accessible health walks programme in the town	TC / SSDC / Bruton Partnership	Med	1 yr
Work with partners to establish a partnership community growing project	Work with partners to increasing growing spaces within the town.	Bruton Partnership / H&W	Med	2 yr
Work with partners to establish a community 'nature's ladder' scheme providing access for residents to pick & forage for wild fruits, berries & nuts.	In conjunction with the riverside walk, look into the possibilities of developing a wild fruits and berries area within the plox area of Bruton	TC / SSDC / Bruton Partnership	High	1 yr
Deliver a scheme that increases participation in healthy activities across the town	Develop an active lifestyle directory for the town.	SSDC / Bruton Partnership	High	2 yr
Objective: Access to walking & cycling				
Develop a new walks app	Look into developing a walks app for the town (this could link to the MTIG app for Bruton)	SSDC / Bruton Partnership	Med	1 yr
Increase the number of walk and cycle routes publicised in the town	Work with the town council to develop more publication promoting walking in the parish.	TC / SSDC / Bruton Partnership	High	1 yr
Tidy up and make safe the current footpaths used.	Work with partners to look into various schemes to keep our paths open and safe to use.	TC / SSDC / Bruton Partnership	Med	2 yr
Objective: Develop sport & social opportunities in the town				
Master plan of Jubilee park	Work with the user group of jubilee park and other agencies to future proof the Jubilee Park site for the future.	TC / SSDC / Bruton Partnership & user group	High	1 yr
Feasibility study into new multi-use building at jubilee park	Work with partners and the user group to develop concept designs and feasibility documentation towards a future new fit for purpose pavilion.	TC / SSDC / Bruton Partnership & user group	High	3 yr+
Clubs and activities directory needs	Develop a clubs and activities directory for the town.	SSDC / Bruton Partnership	Med	2 yr
Objective: More activities for young people				
Work with partners to develop youth and play facilities in Bruton	Work with partners to develop new and enhance current play & youth facilities within the town (play parks,	Youth club / SSDC / TC / Bruton Partnership	High	2 yr

	MUGA's, etc)			
More activities for youth	Work with partners to find more creative ways to develop more youth participation and activities in Bruton	TC/ SSDC	Med	2 yr
Increase the promotion of current activities for youth	Develop a youth directory for the town (targeted at young people & their parents)	SSDC / TC / Bruton Partnership	High	1 yr