

# Wallingford Town 'Healthcheck' Action Plan

**Created from:**

Wallingford Business Partnership Short/Medium Term Projects 2007/8  
Town Council Action Plan 2003/4 updated  
Lockwood Town Centre Report  
Civic Trust Report  
SODC Market Town Strategy  
Environment Worksheets  
Transport & Access Worksheets  
Economy Worksheets  
Social & Community Worksheets  
Wallingford Partnership Ltd Consultation, Autumn 2008

**MARKETING & PROMOTING THE TOWN**

Ref	Project	Source	Description	Partners	Funding needed where known	Funding sources	Timescale	Priority
A1	Events co-ordination	S6	A project to assess the range of existing, planned and potential 'events' in the town and to recommend how these might best be developed, supported and coordinated , considering the possibility of employing part time staff. The 'events' would include those such as St George's Day, Fashion Shows and Medieval Christmas	SODC, WTC, OCC Wallingford Business Partnership  Wallingford Partnership Ltd				
A2	Events Diary Wallingford Experience Partnership Website	WBP	Annual publication, website updates  Complete & update website	WTC Tourism and Publicity Committee, Wallingford Partnership Ltd	£1000  £750 + ongoing			
A3	Themed Events/weekend packages (Agatha Christie etc.)	WBP	Research and work with key partners to develop events and packages to encourage more visitors to stay longer	SODC, WTC Tourism and Publicity Committee, Historical Society, Tourist Board, Local Hotels, Restaurants				

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A4	One off events <i>(linked to supporting local businesses)</i>		Individual events ( to be co-ordinated) including: 10k run Bunkfest Fashion Shows Specialist Markets	Business Partnership. Local groups WTC Tourism and Publicity Committee				
A5	Riverside Leisure	S5 EN1	Improve the riverside swimming facilities, provide a refreshments kiosk and consider how additional moorings may be provided	SODC, WTC, Thames Water Conservancy, Environment Agency				
A6	Market Place Entertainment	WBP	Saturdays music/arts	Jazz group, schools Wallingford Partnership Ltd				

**IMPROVEMENT OF THE TOWN CENTRE ENVIRONMENT**

	<b>Project</b>	<b>Source</b>	<b>Description</b>	<b>Partners</b>	<b>Funding needed</b>	<b>Funding sources</b>	<b>Timescale</b>	<b>Priority</b>
B1	Exploiting the town's rich history	CT EN1 SODC EC7       WBP	A range of projects: Improving access to the Saxon ramparts Museum Extension Guided Walks and self-guided walks ( pavement markers) Arts & cultural events in castle gardens Historic Trail including revealing hidden streets and buildings Develop leaflets/information/interpretation points for a historic trail of the town Considering the development of the Lamb Arcade as a heritage centre	SODC, WTC, OCC Historical Society, Tourist Board, English Heritage Wallingford Partnership Ltd Hidden Britain WTC Tourism and Publicity Committee		SODC, SEEDA Bid	1-3 years	
B2	Street Scene	WBP	Improve the street-scape by working with retailers to improve shop frontages			SODC		

	Project	Source	Description	Partners	Funding needed	Funding sources	Timescale	Priority
B3	Pride in Town	CT SODC   S3	Image& identity design strategy Conservation skills Facelift / main street prog Shopfront improvements Address litter and graffiti nuisance	SODC WTC Shop owners Wallingford Partnership Ltd		SODC  SODC  Local police	1-3 years	
B4	Provide Drinking fountain/ Public Conveniences			SODC Wallingford Partnership Ltd				
B5	Creating higher quality place	Lock wood	Pride in Wallingford Streetworks & re-paving Design quality area	English heritage SODC OCC Wallingford Partnership Ltd		SEEDA Bid		
B6	Creating a consumer friendly town centre	Lock wood SODC T3  T3	Draw up proposals to improve the town centre environment taking account at the need to improve air quality and widen pavements. The relocation of bus stops may be involved	OCC SODC WBP WTC  Wallingford Partnership Ltd		SEEDA Bid		

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B7	Introduce a 20mph limit in the town centre	Consultation	Introduce a 20mph limit within the anglo-saxon town boundary	OCC				

**IMPROVING LOCAL SERVICES**

	<b>Project</b>	<b>Source</b>	<b>Description</b>	<b>Partners</b>	<b>Funding needed</b>	<b>Funding sources</b>	<b>Timescale</b>	<b>Priority</b>
C1	Specific Health Services <i>(Lobbying Action)</i>	S3	Lobby to retain maternity and minor injuries unit  Monitor trial period, respond according to findings	WTC/ PCT				
C2	Meeting Housing Need <i>(Lobbying Action)</i>	S2 EC1	Lobby for an increase in affordable housing for first time buyers and supported housing along with floating support. But ensure the town has a balance of housing choice for all sections of the market including families and key workers	SODC	N/A			
C3	Community Legal Services	S7	Assess the need for full service provision by solicitors	CAB				
C4	Youth Work  Youth Council	WTC/ S5	Improve Youth Club at Clapcot Way  Learning from local experience and good practice consider establishing a Youth Council	OCC  WTC SODC	£730000 + Children's Centre funding			

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C5	Community safety ( <i>Lobbying Action</i> )	WTC S3	Reduce vandalism, fear of crime ASB  Reconsider staggered licensing hours  Provide greater police presence on the streets to address the fear of crime	SODC TVP WTC				



**SUPPORTING LOCAL BUSINESSES**

	<b>Project</b>	<b>Source</b>	<b>Description</b>	<b>Partners</b>	<b>Funding needed</b>	<b>Funding sources</b>	<b>Timescale</b>	<b>Priority</b>
D1	<b>Co-ordination of activities to support the towns retail sector ( link to events Co-ordination)</b>	EC1	Confidence in the retail sector is low. The Board should consider working with the Business Partnership and Local authorities to develop a strategy to address this, which may include recruiting a Town Centre Manager	SODC, WTC, OCC, Wallingford Business Partnership OCTN				
D2	Creating a more competitive place	Lock wood	Co ordinate advertising & promotion	Traders				
D3	Markets	WTC	Support farmers market & events	WBP WTC traders Wallingford Partnership Ltd				
D4	Fashion shows	WBP	2 a year	14+shops				
D5	Independents day	WBP	Celebration independent shops	Shop proprietors				
D6	Medieval Christmas Festival	WBP	Follow on from 2006 event	Wallingford Partnership Ltd				
D7	Opening hours	WBP	Harmonise opening hours	Traders				

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D8	Broadband for local businesses	EC2	Promote the advantages of broadband for local businesses and provide training. Investigate WiFi link in the town Centre	Wallingford Partnership Ltd				
D9	Business Support	EC2	Take steps to improve the profile of Business Link locally	Business Link				
D10	Survey	WBP	Social /economic employees of large business	Oxford Brookes		SODC		
D11	Howard de Walden project	WBP	Letting issues, improvements to shop fronts	Landlords HDW estates Business Partnership				
D12	Training needs	EC4 EC2	Take steps to ensure the needs of local employers are met, especially in relation to numeracy, literacy, engineering skills, IT skills and health & safety awareness. Run courses with OCTN	OCTN, Training & Skills Council, local providers				
D13	Wallingford School	WBP	Shopping guide display boards placements	School				

**TRANSPORT & ACCESS**

	<b>Project</b>	<b>Source</b>	<b>Description</b>	<b>Partners</b>	<b>Funding needed</b>	<b>Funding sources</b>	<b>Timescale</b>	<b>Priority</b>
E1	Parking	CT	2 hour free pay on exit reconfigure protocol on worker provision	SODC WTC WBP/ traders		See above		
E2	Dial-a-ride (Lobbying action)	T2	Investigate why SODC did not sign up to this service along with other districts. Assess the demand	SODC				
E3	Air quality	EN1 T3	Management of air quality. Monitor and take remedial steps.	SODC, WTC, OCC, Wallingford Partnership Ltd				
E4	Cycleways and footpaths	EN1	Improve access to and the state of existing cycleways and footpaths	Wallingford Partnership Ltd OCC				
E5	Access from smaller hinterland villages	T2	Assess the need/scope to provide linked services to main routes					
E6	Rail connections	EN1 T1	Improvement of rail connections					
E7	Links to hospitals	T1	Improve direct links to hospitals through public and voluntary services					

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E8	Links to London	T1	Rationalise parking at the Coach link to the M40. Improve rail/train links					
E9	Improve signage to and around the town		Improve signs directing visitors to the town, and those within the town	OCC SODC WTC, WTC Tourism and Publicity Committee				

**PARTNERSHIP**

	<b>Project</b>	<b>Source</b>	<b>Description</b>	<b>Partners</b>	<b>Funding needed</b>	<b>Funding sources</b>	<b>Timescale</b>	<b>Priority</b>
F1	Managing the future	CT	Town centre management Funding, appointment, Consultation, Boards, Business plan. Develop job description for Partnership Project Co-ordinator	WTC, SODC, Wallingford Partnership Ltd				