

**Theme : Prosperity**

To achieve and maintain in the Shaftesbury area a level of local prosperity based on economic growth that is financially and environmentally sustainable

Issue	Ref	Actions	Partners	Now	Soon	Later	Funding
<b>Business</b>							
	B1	Create an environment where small and medium enterprises can flourish and facilitate growth & expansion of existing businesses		✓			
	B2	Promote the area through marketing and events, eg Business Fairs in order to attract other businesses to relocate/start up in the area and encourage inward investment		✓			
	B3	Encourage retention of and develop major local commercial sectors, food, tourism, building, construction and retail		✓			
	B4	Encourage provision of new work space, and improving the attractiveness of existing commercial and industrial areas.			✓		
	B5	Encourage local business support services & targeted training through initiatives such as the "Employers Engagement scheme			✓		
	B6	Promote opportunities for specialist advice for social enterprise and community businesses in Shaftesbury District by developing a local Business Skills network				✓	
	B7	Support the increasing trend towards home working				✓	
	B8	Support and encourage the establishment of a credit union			✓		
	B9	Encourage a wide variety of independent retail outlets in Shaftesbury town centre		✓			
	B10	Investigate impact of new supermarket on independent trading in Shaftesbury town centre			✓		
	B11	Promote forums and working parties to co-ordinate of joint efforts re economic development in the Shaftesbury area across the main business sectors			✓		
	B12	Promote a comprehensive strategy for car parking, including disabled parking, to support town centre retailers, visitors and residents in Shaftesbury		✓			

	B13	Develop a register of local business skills and training needs			✓		
	B14	Improve the marketing of rural businesses and enterprises.				✓	

#### Priority Projects 2005-06 :

- To develop a retail development strategy for Shaftesbury town centre, in accordance with the 2004 Chamber of Commerce strategy.
- To promote a comprehensive strategy for car parking, including disabled parking, to support town centre retailers, visitors and residents in Shaftesbury

Tourism				Now	Soon	Later	
	T1	Encourage adequate car parking in appropriate locations for visitors, but with regard to the visual amenity historic context of the town		✓			
	T2	Promote Shaftesbury as a “gateway” town for the Blackmore Vale, Dorset and Cranborne Chase AONBs, and nearby tourist attractions.			✓		
	T3	Encourage greater provision of quality tourist accommodation in Shaftesbury town			✓		
	T4	Support the ‘Hidden Dorset’ project				✓	
	T5	Encourage and promote local festivals in the town and surrounding villages			✓		
	T6	Improve the quality and level of local signage for tourist attractions			✓		
	T7	Promote research into the opportunities to develop farm based tourism, to support agricultural diversification and green tourism		✓			
	T8	Encourage the development of self-catering accommodation and more camping/caravan sites in the Shaftesbury area.			✓		
	T9	Improve perception of Shaftesbury as a visitor friendly town through improved facilities and marketing e.g car parking, toilets		✓			
	T10	Encourage sustainable or “Green” tourism in the countryside.			✓		

#### Priority project 2005-06:

- To support the preparation of a tourism development strategy with the Shaftesbury Tourism Association and the Shaftesbury Town Council Tourism sub-committee

Transport				Now	Soon	Later	
	Tr1	Support the Shaftesbury & Gillingham Area Transport Forum to improve rural public transport, including out of hours buses between market towns and villages		✓			
	Tr2	Support community and voluntary transport schemes (eg NORDCAT), particularly for those people on low incomes, young and older people, where identified in Parish Plans		✓			
	Tr3	Encourage car share and volunteer driver initiatives to support people on low incomes or the elderly in accessing services such as healthcare		✓			
	Tr4	Work with the Wiltshire based Wigglybus project and investigate options for increasing services for Wiltshire parishes to link to Shaftesbury			✓		
	Tr5	Lobby to reduce or remove heavy traffic through Shaftesbury by improved signage		✓			
	Tr6	Support road safety projects, such as controlling speeds, in towns and in villages where identified in parish plans			✓		
	Tr7	Lobby central government through District and County Councils to accelerate upgrading the A350.			✓		
	Tr8	Investigate options for integrated community transport to enable rural people to access training and employment in the Shaftesbury area			✓		

Agriculture				Now	Soon	Later	
	Ag1	Encourage farm diversification into other food products including organic foods		✓			
	Ag2	Support the re-use of redundant farm buildings for rural businesses		✓			
	Ag3	Promote sustainable and organic food production		✓			
	Ag4	Support the development of the Farmer's Market in Shaftesbury and farm shops		✓			
	Ag5	Promote local produce as part of "Think Global Eat Local"		✓			

Waste, Energy & Recycling				Now	Soon	Later	
	W1	Support schemes promoted by District Councils and County Councils to promote waste recycling by residents and businesses in the Shaftesbury area.		✓			
	W2	Support the development of social enterprises engaged in recycling and community composting.		✓			
	W3	Support the development and use of renewable energy projects that do not have a detrimental effect on the quality of the countryside.		✓			

Training & Skills				Now	Soon	Later	
	TS1	Develop skills and knowledge base by providing access to learning at all levels and at utilising local venues		✓			
	TS2	Undertake a skills audit and needs assessment and develop a local/community learning plan				✓	
	TS3	Develop a town centre site for community learning				✓	
	TS4	Support the establishment of a community college for North Dorset to support/encourage lifelong learning by residents and businesses		✓			
	TS5	Work to develop local venues for training in rural areas			✓		

#### Priority projects 2005-06:

- To undertake a survey of business training needs based on the retail and industrial sectors and SMEs
- Promote the Employers Engagement scheme to provide financial assistance to employers who release staff for training or skills development, particularly local SMEs
- To explore with the Learning and Skills Council, the feasibility of establishing a centre for Business Skills and Training for North Dorset and the surrounding areas.

Education & Employment				Now	Soon	Later	
	Ed1	Encourage and support mutually beneficial collaboration between schools and the wider community		✓			
	Ed2	Promote new businesses that will retain will attract and retain local qualified young people		✓			
	Ed3	Promote the development of an accreditation scheme for basic skills for young people leaving school with out basic qualifications			✓		

**Priority project 2005-06:**

- To establish a programme of 'real-life' projects with local schools, including I.T., direct research and project development or volunteering, to support community initiatives and 'Citizenship' in the National Curriculum

## Theme : Quality of Life

To achieve and maintain the best in environmental practice in the Shaftesbury area and to create a society that is safe and healthy and where people live in good quality housing they can afford

Issue	Ref	Action	Partners	Now	Soon	Later	Funding
Safety							
	Sa1	Work with community safety partnerships in the area to encourage community involvement in community safety schemes such as Neighbourhood Watch and Rural Watch.			✓		

Health				Now	Soon	Later	
	He1	Develop and promote a network of healthy walks in the town and in the villages			✓		
	He2	Support initiatives of the primary care trusts to improve and integrate healthcare services, particularly in the rural areas of the Shaftesbury area.		✓			
	He3	Support initiatives, particularly with young people and those on low incomes to promote healthy eating projects.			✓		

Recreation and Leisure				Now	Soon	Later	
	R1	Support efforts to improve provision for sport and encourage participation, including provision of outdoor sports equipment			✓		
	R2	Promote an increase in the provision and quality of land available for sport			✓		
	R3	Support the improvements to Shaftesbury swimming pool		✓			

### Priority project 2005-06:

- To support the resourcing and implementation of the redevelopment of the Barton Hill recreation area, including the Community Swimming Pool and in the longer term, support for the Band Hall improvements

Food				Now	Soon	Later	
	F1	Support strategies to reduce food miles		✓			
	F2	Support the campaign to have Shaftesbury designated as a 'Fairtrade Town'		✓			

Services				Now	Soon	Later	
	Se1	Promote and encourage projects which reduce rural isolation or social exclusion particularly in rural areas e.g. cultural events, recreational activities.		✓			
	Se2	Support initiatives that provide opportunities for employment or recreational for people with long term physical and mental health problems to help them to participate in the life of their communities.		✓			
	Se3	Support schemes that work to retain or provide new village services, e.g. rural post offices, pubs and village halls, particularly where they are identified in Parish Plans		✓			

Housing				Now	Soon	Later	
	H1	Encourage housing developers to provide more affordable housing units within new developments		✓			
	H2	Support initiatives to provide affordable housing in the area - including low cost rented/shared equity and sheltered accommodation for the elderly and local people		✓			
	H3	Support appropriate infilling and small residential developments that help to sustain village services and retain the character of the local area			✓		
	H4	Support the work of the North Dorset Rural Housing Enabler				✓	
	H5	Work with public sector organisations at a strategic level to ensure all future developments involve the integration of land use planning and transport			✓		
	H6	Encourage sustainable design, and the use of "green" building techniques and materials		✓			
	H7	Promote the development of 'ladder' accommodation to let local first time buyers in to the property market and remain in the area.			✓		

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**Priority project 2005-06:**

- To establish a Shaftesbury Area Housing Forum, to investigate options for new affordable housing, e.g. Community Land Trusts, and lobby for the refurbishment or renovation of empty or defective properties

Environm't				Now	Soon	Later	
	En1	Investigate locations for a green burial site				✓	

Arts				Now	Soon	Later	
	Art1	Develop an Arts forum			✓		
	Art2	Investigate the options for a new Arts Centre to serve the Shaftesbury area			✓		

## Theme : Community

To create a caring society that values and celebrates the contribution made by all who live and work in the Shaftesbury area, enabling all to participate actively in community life

Issue	Ref	Action	Partners	Now	Soon	Later	Funding
Equality							
	Eq1	Encourage and support volunteering by establishing a "Volunteer Register" and training opportunities			✓		
	Eq2	Promote and support community integration and citizenship with schools, organisations and groups providing advice within the community.		✓			

Access				Now	Soon	Later	
	A1	Encourage affordable access to all community facilities			✓		

Democracy				Now	Soon	Later	
	De1	Encourage and support strong community involvement in planning		✓			
	De2	The Partnership will support the objectives in the Wiltshire Community Plans of Mere & District, Five Rivers and Nadder Valley 2004 - 2009.		✓			
	De3	The Partnership will seek membership of the South Wilts Strategic Alliance and endorsement of the Shaftesbury District Community Strategic Plan as part of the strategy for the Salisbury District.		✓			
	De4	Actively promote parish and other community-based plans in the Shaftesbury area.		✓			

Village and Town life				Now	Soon	Later	
	VT1	Support villages in the Shaftesbury area to sustain village community facilities and services			✓		
	VT2	Investigate options for a multi-purpose community building in Shaftesbury that would accommodate a range of social, cultural, economic and leisure activities.		✓			
		Encourage the use of the Mobile					

	VT3	Libraries for parishes and as information points for services and advice.			✓		
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**Priority project 2005-06:**

- Promote the preparation and implementation of Parish Plans throughout the Shaftesbury Area

Young people				Now	Soon	Later	
	Y1	Explore and develop a community website, using the skills of young people		✓			
	Y2	Support the provision of play and recreation areas for children and young people in villages		✓			
	Y3	Promote a range of after-school and holiday activities for children focussed on youth clubs and youth activity centres		✓			
	Y4	Support the plans of the Skateboard Alliance to improve the skateboard park in Barton Hill		✓			
	Y5	Support the facilities for young people and confidential advice and guidance provided at Toby's		✓			
	Y6	Investigate the feasibility of a Youth Activity centre in Shaftesbury youth club			✓		
	Y7	Support the provision of specialised leisure facilities for teenagers and young adults, including the possible provision of 'hang out' shelters for older youth		✓			
	Y8	Support the provision of new pre-school facilities			✓		
	Y9	Support the establishment of "safe" accommodation for homeless, "at risk" or vulnerable young people.		✓			

**Priority project 2005-06:**

- To support the refurbishment of Toby's, the young people's centre and the facilities and services provided for vulnerable or 'at risk' young people

Older people				Now	Soon	Later	
	OP1	Support initiatives to improve provision of day care and services for the elderly and vulnerable groups		✓			
	OP2	We will work with the Primary Care Trusts to improve the integration of healthcare support, to ensure that older		✓			

		people are able to maintain their independence in their own homes on return from hospital					
	OP3	Promote the interests of older people in the area by supporting the development of the North Dorset Older People's Forum - NorDOP		✓			

**Priority project 2005-06:**

- **Support the development of the North Dorset Older People's Forum**

**Theme : Character**

To promote and protect the past, embrace and celebrate the present, and anticipate and welcome the future.

Issue	Ref	Action	Partners	Now	Soon	Later	Funding
Country-side							
	C1	Promote road improvements that create attractive landscape features as gateways to towns and villages			✓		
	C2	Support the preparation of footpath maps and the promotion of circular walks linking town and countryside			✓		
	C3	Encourage appropriate and improved car parking near important open spaces to encourage countryside access, including disabled access			✓		

Open space				Now	Soon	Later	
	OS1	Support opportunities to bring key open spaces into community ownership			✓		
	OS2	Campaign to protect existing open spaces and playing fields from residential development where possible		✓			
	OS3	Support the NDDC audit of open space and undertake a local survey of open space in the Shaftesbury area to give a comprehensive local audit			✓		
	OS4	Investigate options for sites for new allotments in Shaftesbury			✓		
	OS5	Encourage the creation and maintenance of high quality green spaces and parks within new developments in towns and villages.		✓			

**Priority projects 2005-06:**

- To support the establishment of the Donkey Field Community Orchard, Enmore Green with funding from “Liveability”
- To undertake a full audit of open space provision in the Shaftesbury area.

Heritage				Now	Soon	Later	
	Her1	Seek ways to influence future town plans to protect local heritage sites			✓		
	Her2	Support schemes that reduce unnecessary traffic in Shaftesbury that is detrimental to the historic fabric, through diversionary signs and education			✓		

	Her3	Encourage schemes which enable wheelchair accessible footpaths and cycleways to heritage sites in the town			✓		
	Her4	Undertake a full townscape and landscape assessment of Shaftesbury		✓			
	Her5	Support schemes to enhance and increase awareness of heritage sites and their settings, including those using 'virtual' technology			✓		
	Her6	Support the initiative on shop fronts in Shaftesbury promoted by the Shaftesbury Civic Society and Chamber of Commerce			✓		

**Priority project 2005-06:**

- To support the work of the current Town Centre Enhancement working party, and to undertake a full townscape appraisal as a means to developing further enhancement schemes for the town that will support economic development and conservation