



**TAP** TENBURY AREA PARTNERSHIP  
Working to build a better future!

**Burford and Tenbury Wells  
Community Plan**

## Introduction

Welcome to the revised Community Plan for Burford and Tenbury Wells wards. This Plan presents the results of an information gathering exercise, designed to discover what the people of Burford and Tenbury think about the area in which they live. We trust that this celebrates the good things you have highlighted in the area as well as identifying areas that need to be developed over the next few years.

It is encouraging to see that there is a general positive feeling about life in Burford and Tenbury Wells: '**good community spirit, good local shops and was a lovely place to live with beautiful surrounding areas**' Overwhelming comments like this were received throughout the consultation process. It was also comforting to see that the issues presented were largely anticipated and that it is imperative that we make sure these items are on everyone's agenda for action!

Tenbury Area Partnership (TAP) was set up in 2004 to prepare a town and parish plan to ensure Burford & Tenbury Wells were an integral part of strategic decisions at district and county levels (the original plan was published in April 2004).

TAP is an unincorporated association that includes representatives from County, District, Town & Parish Councils as well as community bodies such as the Chamber of Trade, Tourist Information and local schools.

The aim of the partnership is to encourage collaborative working and coordination between public, voluntary and business organisations, accessing funding and developing strategies for civic and community projects ensuring they reflect local need and advising public bodies on further action.

In spring 2011 it was felt that the original plan was in need of a review, so the Partnership set about overseeing this task.

An action plan will accompany this document, providing a means to influence local planners and service providers. The plan will also provide essential evidence to submit appropriate grant applications to external funders such as Big Lottery, which if successful would provide significant additional funds to bring long term projects to fruition.

Signed by Chairs of:

Dated 28<sup>th</sup> April 2012

Tenbury Town Council

Burford Parish Council

Tenbury Area Partnership

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## Acknowledgements

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## The Way Forward

The publication of the plan is not the end of the process, it is merely the beginning! We are fully aware that there are areas that still need further consultation such as health and wellbeing, and TAP will ensure this and other developing strategies will be discussed regularly at local, district and county level.

The Action Plan (available on county, district and local council websites) identifies what needs to be done in the future, both in the short and long term. Although it will be mainly up to the County, District and local Councils to ensure most of the actions are implemented, it is unlikely that these will be achieved without the active involvement of the community.

It was very evident throughout the consultation period that the overwhelming concern communicated to TAP members was “**action needed more than words**”. It is therefore up to the community and the individuals who form it, to make it happen. This could be through direct support, such as organising events and activities, or indirectly by reminding the Councillors of what needs to be done.

The Action Plan is a working document and will be monitored regularly by TAP to ensure progress is made. It must be acknowledged that not all will happen immediately, some may be changed. It will be the responsibility of Shropshire, Worcestershire Councils, Malvern Hills District and Burford & Tenbury local councils to maintain the momentum assisted by TAP and other groups and individuals within the community.

This Action Plan will be kept up to date on all council websites as well as Chamber of Trade and Tourist Information sites for public access.

This Plan will also be used as a reference document to access suitable funds for projects that are linked to these priorities, as well as providing the foundation for the development of a neighbourhood plan across Burford & Tenbury.

These plans are derived from the Government's Localism Act which aims to reform the planning system to give local people new rights to shape the development of the communities in which they live. The Act proposes a new type of Community led initiative known as a Neighbourhood Plan which sets out policies on the development and use of land in a parish or a “neighbourhood area”.

This will ensure the residents of Burford & Tenbury continue to have a community to be proud of!



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## Location and History

**Tenbury Wells** is a small ancient market town situated in the very north west of Worcestershire on the A456, close to the borders of Herefordshire and Shropshire. It is separated from south Shropshire by the fast flowing River Teme, which begins its journey in mid Wales. The river forms the administrative boundary between Worcestershire and Shropshire, thus although Burford is very closely linked with Tenbury in terms of social, cultural and business ties, it actually lies within Shropshire.

Tenbury is 35 miles south west of England's second major city, Birmingham, and even closer to the border between England and Wales. The town nestles peacefully in the beautiful under-explored Teme Valley. The area is still largely unspoilt farming land and the delightful countryside of the Teme Valley is perfect for walking.

Tenbury town was recorded in the Domesday Book and the present layout of the town centre corresponds closely with its 12<sup>th</sup> Century origins. Teme Street and the adjoining Tenbury Bridge form the main thoroughfare through the town, with Church Street and Cross Street forming important subsidiary streets.



Tenbury received its status as a town in 1429 when Henry III granted Roger de Clifford a charter to hold an annual fair and a market every Tuesday. Roger divided Teme Street into Burgage plots to let to shop keepers and trades people; St Mary's Church also dates from this period. Tenbury's bridge dates back to the 14<sup>th</sup> century but heavy floods in the 18<sup>th</sup> & 19<sup>th</sup> centuries caused the river to alter its course and the bridge was extended with its now distinctive bend.



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## Information and Communications

### Glad Results of Survey:

Although this was not identified as a specific issue, the majority of responses throughout the process related in some way to this theme.

The main issues relate to limited information in all media which the public use (websites, blogs, newspapers etc). During the preparation of the Community Plan there was consistent reference to the poor dissemination of information on Community issues.

A lack of consultation on large projects and initiatives was another factor leaving respondents feeling disillusioned and left out of local decision making.

Poor marketing of events and activities was certainly highlighted and a lack of coordination only increases the frustration of both locals and visitors alike.



### Information & Communications: Priority List

**IC1:** Consider a central 'hub' for coordinated information and communication supported by regular and high quality training for volunteers

**IC2:** Encourage joined up working between neighbouring counties such as Herefordshire & Shropshire to ensure local initiatives come to fruition

**IC3:** Cross reference with BET1

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## Housing

### Glad Results of Survey:

No response.

### Analysis of Surveys:

Again there was limited response regarding housing although issues raised included the worry about new housing being built and going to outsiders before those who are born here (several commented on the affordable housing being built on Oldwood Road).

Also concern about new housing being built on Greenfield sites.



### Housing: Priority List

**H1:** The construction of affordable housing for young and local people should be a priority

**H2:** The limited number of Brownfield sites should be considered priority over Greenfield sites (avoid building on agricultural land) and design should be carefully considered to be sensitive to its location. High quality construction and energy conservation to be a priority

**H3:** Local planning authorities should put emphasis on the use of vacant properties and under utilised town centre sites



In the mid nineteenth century the town had thriving malting and tanning industries but by the early 20<sup>th</sup> century these had given way to the production of hops, fruit, cider, perry and other crops.

Tenbury had the 'Wells' added to its name in the mid 19<sup>th</sup> Century to help promote the Mineral Water Wells that had been found in the town from 1840 onwards. The mineral waters brought about the building, in 1862, of the now restored Tenbury Spa, or Pump Rooms as it is generally known.

Queen Victoria referred to Tenbury as 'my little town in the orchard' and the surrounding rural area is well known for growing hops and cider apples. Over the last few years hop production has been in serious decline although many new cider orchards have been planted immediately to the south of the town. Arable and pastoral agriculture is also important. Tenbury's role as a market town has changed to reflect the changes in agricultural production locally and the cattle market site, immediately adjacent to the Teme Bridge has been vacant for some years.

### Setting and Character



Much of the mediaeval street pattern in the town survives and there are many buildings which are both attractive and of historical significance.

This distinctive and architectural character led to designation of the Tenbury Wells Conservation Area in 1969 by Malvern Hills District Council.

Three main streets are at the core of the town:

**Church Street** - was the first main thoroughfare in the town connecting to the river crossing. It retains its narrow meandering mediaeval layout with residential buildings fronting directly onto the street and forms the quiet heart of the town. The Church of St Mary with its well treed churchyard stands at the northern end of the street



**Teme Street** - the re-routing of the bridge put Teme Street at the commercial heart of the town. The buildings along the street follow the divisions of the medieval burgrave plots but the buildings themselves reflect the piecemeal replacement of medieval structures with grand townhouses in the 18th and 19th centuries. The tight building layout becomes more irregular towards the north end of the street with a number of gap sites which detract from the otherwise coherent streetscape. The Regal cinema stands at the centre of the street.



**Market Street and Cross Street** - Market Street is a continuation of Teme Street with commercial and business premises to both sides. It terminates in Market Square which focuses on the very distinctive and attractive Round Market.

The junction of Church Street and Market Street is a busy traffic junction with the town's main supermarket standing to the west of the junction.

To the south Cross Street continues with a number of commercial and retail premises but competition for trade becomes more difficult away from the retail heart of the town on Teme Street. Increasingly residential development takes over as the main form of occupation.



## Public Transport

Glad Results of Survey: None received

*"Infrequent services to bigger towns, so makes it difficult to have a job here"*

### Analysis of Surveys:

It was generally felt that transport links should be improved, especially the links between Hereford & Worcester. This should include a bus service if possible to Ludlow.

**NB.** *Community Transport Helpline and Tenbury Transport Group are working with Worcestershire County Council to develop and enhance the services they offer in response to local needs. They currently run a car scheme, a wheelchair accessible car and a minibus which is available to residents in the area and can provide pre-booked transport for those who have no other means of making a journey. As part of the development of these services, a volunteer recruitment drive and publicity campaign is being undertaken and it is the intention that further vehicles may be made available to provide a greater range of transport. Over the coming months more work will be done involving local groups and organisations as well as the town council to ensure that the improved Community Transport service is providing what local people want to use.*



### County, District and Local Councils: Priority List

**PT1:** *Improve public transport links to local towns and cities.*

**PT2:** *Enhance community transport schemes including potential subsidy of £95,000 for new public transport provision linked to Tesco planning application*

## County, District and Local Councils

### Glad Results of Survey:

Overwhelming support was recorded for the local schools and playgroups.

### Analysis of Surveys:

Of the responses received the majority would like to see more Police and Community Safety officers on the street.

There was also a general feeling that more communication was needed from all layers of local government and action required from the local councils relating to the implementation and delivery of the community plan. The decision making process should be made more transparent, particularly at a local level.

**To be more strategic** was a phrase commonly used!

It was felt that Burford & Tenbury suffer from isolation from the district and county councils.

Once again there was a need for better planning of cross border initiatives to support both communities and to involve the youth in decision making. Major developments in Burford have a significant impact on Public Services in Tenbury Wells that are already under resourced. Consideration should be given to the pooling of resources between the relevant authorities to the benefit of both communities.

### County, District and Local Councils: Priority List

**LA1:** Ensure the local police force is sustained to maintain community safety

**LA2:** The need for more proactive involvement from elected members to deliver the aims of approved plans and plan further ahead to take advantage of funding opportunities

**LA3:** Encourage young people to get involved in local decision making to keep abreast of current and future initiatives. Provide opportunities for young people to join local councils

**LA4:** Involve local residents in consultation regarding major issues and the future of the area where appropriate.



## Burford

The name Burford is probably from the old English Burg-ford meaning the land by the fortified place. Burg usually referred to a Roman, Iron-age or earlier fort. In 1066 Burford was held by a Norman lord who had settled in England before the Norman conquest. At this time Burford was a sizeable settlement within Shropshire and was considerably larger than it is now. It lay within the Overs Hundred area and consisted of many members including Greete, Whitton, Tilsop, Boraston, Watmore, Stoke which are now separate parishes.

Between the river and the main A456 road is a mound, which is thought to be the motte of a Norman castle constructed to control the river crossing.

Burford House which is a nationally known garden with cafe and garden centre, stands on the site of an Anglo-Saxon castle. Close to Burford House is the red sandstone church of St Mary. It has some Norman masonry but was largely restored in 1889. It is known for its monuments, which include one to Princess Elizabeth, daughter of John O'Gaunt, who died in 1426.

It is the most southerly part of Shropshire and is very closely linked to Tenbury Wells providing the location of the community hospital which dates back to the original cottage hospital of 1869, fire station and the sites of the areas largest employers: Kerry and Esterform. There are two main industrial areas including a business park and also a training centre for engineering excellence linked to North Shropshire College.



It has a well used modern village hall, a popular play ground and recreation field, cricket pitch and social club and an "Outstanding" rated primary school. It also provides the home for the annual Tenbury Countryside show.

Burford Parish is a community hub within the Shropshire County development plan.



## Background Data - Tenbury Wells

According to the 2001 Census Tenbury town has a population of 2983, 28.9% are of pensionable age compared to 26.5% across the Malvern Hills District.

- 4.7% of households are occupied by lone parents with dependent children.
- 15.1% of the population are aged 0-15 years.
- Almost 21% of residents have a limiting long term illness.

The Output Area Classification (OAC) distills key results from the Census for the whole of the UK to indicate the character of local areas. It profiles populations, structures other data, and helps target resources.

Six Output Areas in Tenbury are ranked in the worst 5% nationally for **geographical barriers to services** (Oxford Consultants for Social Inclusion "OCSI", 2009). One Output Area is ranked in the worst 10% nationally, and one further Output Area is ranked in the worst 20% nationally.

- 16.5% of households in Tenbury live in accommodation that is social rented compared to 13.8% across Malvern Hills.
- 12% of households in Tenbury live in private rented accommodation, compared to 8.6% for Malvern Hills (Census, 2001).

One Output Area in Tenbury is in the worst 20% nationally in terms of education, skills and training deprivation (OCSI, 2009). This Output Area is in the worst 20% nationally for both the skills sub-domain and the children/young people education sub-domain.

- 31.8% of the resident population of Tenbury aged 16-74 do not have any academic, vocational or professional qualifications (Census, 2001), this is 2nd highest percentage after Pickersleigh Ward, Malvern. This compares to 24.9% for Malvern Hills and 28.9% for England.
- 1.7% of the population in Tenbury are in receipt of Job seekers allowance (Office for National Statistics Feb 2012 ).

Education is provided by two primary schools in Tenbury and Burford, and a high school in Tenbury, up to GCSE level. Students wishing to continue their studies to 'A' Level have to travel to Ludlow, Hereford or Worcester. Adult students and those wishing to take an evening class have to travel to Ludlow or Worcester. There are facilities in the neighbourhood learning centre (Aspire Centre, Burford), for some computer and training related to engineering and Entry to Work. The local library also offers limited computer classes, mainly to the part-time or retired population.

18% of households own no form of transport. 43% of households own one car or van, with 28% owning two.

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## Community, Public Buildings & Services

### Glad Results of Survey:

Over 75% of responses related to the 4 major public buildings - the Community Hospital, the Library, the Regal and Tenbury swimming pool. Other public buildings such as the police station, fire station and post office were also mentioned. Those who responded to this priority also stated that Tenbury's Street Cleaner was friendly and good and the weekly bin collection in Tenbury was also a good service.



Those who responded to this priority also stated that Tenbury's Street Cleaner was friendly and good and the weekly bin collection in Tenbury was also a good service.

**"Lots to do from sports to fishing to cinema to theatre."**

### Mad/Sad Results of Survey:

The top priority was to improve the recycling facilities on the Palmers Meadow car park ensuring these were cleaner, better range of facilities and preferably moved to a better location. It was also suggested that Burford needed to have a separate recycling facility to minimise traffic congestion on Saturday mornings.

Other comments related to opening times (Pool closed too often, Regal not open enough and Post Office closed at lunch time) and safeguarding the services such as the Town Library, Tenbury Hospital and the Post Office. Moving the existing dentist and doctors to the Business Park was also mentioned.



### Public Buildings and Services: Priority List

**CBS1:** Consider relocation of existing amenity facility from Palmers Meadow car park to a more appropriate site to include a wider range of re-cycling facilities. NB – Discussions have been held with Tenbury Town Council, Malvern Hills District and Worcestershire County Council about the possibility of moving the facilities to the Business Park

**CBS2:** Re-introduce cardboard recycling facilities for Burford residents

**CBS3:** Ensure the town library opening hours and other services are maintained

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## Traffic, Roads and Parking

### Glad Results of Survey:

There were only a few responses in the glad part of the survey relating to this topic - all valued free parking and the ability to park easily in the town.

### Mad/Sad Results of Survey:

Unsurprisingly there was a much stronger response to the mad/sad section. Concern related to the following:

- over half of the comments related to parking particularly poor and illegal parking, the lack of coach parking to encourage visitors, and the lack of parking generally - particularly free parking
- 25% of responses related to HGVs and large vehicles coming through the town over the bridge and traffic congestion
- speeding in the town and along the A456 through Burford was the other major issue raised
- a few comments related to other items - vehicle noise and the condition of the roads,
- new pedestrian crossing on Market Street



### Traffic, Roads and Parking: Priority List

**TRP1:** Work with councils to achieve additional parking and proper management. Re-introduce the road warden scheme to ensure illegal parking is controlled

**TRP2:** Local authorities to address whether there should be a resolution to the problems of heavy traffic and speeding including an HGV time restriction for deliveries and a 30mph limit extended from Boraston Drive to Northwick House.

**TRP3:** Local authorities to address concerns over road maintenance.

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Due to its rural setting and relatively poor road access, business development has been limited in Tenbury. Economic activity is confined mostly to agriculture, light industry and some seasonal tourism.

Tenbury has around 150 VAT registered businesses (including all of the retail businesses in the town centre)

The job opportunities available are mainly for unskilled or semi-skilled labour. As a result people who wish to pursue higher paid work move out of the local area.

### Background Data - Burford

According to the Census 2001, Burford Parish has a population of 1108, of which 24.6% are of pensionable age compared to 23.6% across Shropshire.

- 5.8% of households are occupied by lone parents with dependent children
- 23.4% of the population are aged 0-15 (Noticeably higher than Tenbury Wells)
- 15.3% of residents have a limiting long term illness.
- 14.3% of households in Burford live in accommodation that is social rented compared to 3.8% across Shropshire
- 7.6% of households in Burford live in private rented accommodation, compared to 9.1% for Shropshire (ONS, 2011)

Burford accommodates a higher concentration of light industries, amongst which are some of the largest employers in South Shropshire. In 2002 Burford Parish had 70 VAT registered businesses with 1-49 employees and 5 VAT registered businesses with 50-249 employees (not including agriculture).

- 37.5% of Burford population aged 16-74 have no qualifications. (Census 2001).

Of the 497 people aged between 16 and 74, who are economically active; 281 are male and 216 are female. The main industry is manufacturing which employs 25.6% of the working population. Retail, wholesale trade and repair of motor vehicles comes in second at 21.8%, with construction at 10%.

39.5% of households own one car or van, with 35.3% owning two. 59.2% use their car to drive to work, with 20.2% working from home. Only 1.2% use any means of public transport.

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## Methodology

Tenbury & Burford Community Plan has been produced through a number of activities.

1. **1500 surveys** were sent to all households within Burford & Tenbury asking residents what made them **'Mad, Sad & Glad'** about the area they lived in and what three things they would like to see improved in the future. Stalls were also manned by TAP representatives at local events (Teme Valley Food Fair, Burford Fete, Party in the Park, Tenbury Countryside Show & Applefest).

The findings from the 230 surveys that were returned (15% return rate) was collated into a simple report highlighting the key areas that had been identified. Key issues included:

- **More parking**
- **Need to refurbish and/or rebuild Teme Bridge and widen for cars/ provide additional footbridge**
- **Need to redevelop/utilise cattle market site**
- **The river side should be a focal point and improved for walking and access**
- **Need to improve the appearance of the town**

All responses were then collated into one of the following three themes:

- **The Built & Natural Environment**
- **Business, Economic & Tourism**
- **Public Services & Community**

2. **Burford & Tenbury Joint Community Toolkit Event** – This community consultation event; a first for all the communities in a cross-border area, was held in November 2011 organised jointly by Shropshire County, Worcestershire County and Malvern Hills District Councils.

The aim of the event was to consult local people of all ages on what it means to grow up and live in the area, and how people would like to see things improved to help the sustainability of the community for the future.

The feedback from the event was encouraging as the participants aged between 11 and 65 from both Burford & Tenbury had many positive things to say about the area in which they lived and were very helpful in providing information on where improvements could be made.

## Public Realm (including parks and play areas)

### Glad Results of Survey:

By far the largest number of responses related to the value placed on the playing fields and children's play area in Tenbury (and to a lesser extent the Burford village play area and Cafe 27). The responses demonstrated the importance of preserving and enhancing the attractive character and setting of our market town. Burford Church and gardens were particularly mentioned.

### Mad/Sad Results of Survey :

Nearly 75% percent of the negative responses related to five main issues:

- the poor state of the Teme Bridge and noted its particular importance at the entrance to the town (now renovated)
- the need for improvement works to the riverside
- the state of the old cattle market site
- the drab and run down state of the public realm generally
- neglected and empty buildings

Other items of concern related to the vandalism, fouling of pavements etc.

*"Manages to keep its character despite modern pressures".*

### Built Environment: Priority List

**PR1:** The River Teme and associated riverside areas are again identified as a priority

**PR2:** The state of the disused cattle market site is also a major concern. NB - a planning application for a Tesco supermarket on the old cattle market site was approved in March 2012

**PR3:** Improvements to the public realm are a priority

**PR4:** There should be focus on the implementation of the Burgage masterplan

**PR5:** Local planning to reflect the importance of the Tenbury Wells Conservation Area

NB: English Heritage now define Tenbury as a Conservation Area "At Risk"



## Natural Environment



### Glad Results of Survey:

Over half of survey responses rated the town as a lovely place to live and commented on the beauty of the surrounding areas. Aspects that were particularly valued included the River Teme (SSSI) and riverside areas and the fact that the town still retains its charm and atmosphere.

*"Feel like I'm living in the countryside". "I'm glad to live in a beautiful area like this, don't let anything change it or spoil it". "Great place for kids to grow up".*

### Mad/Sad Results of Survey :

All of the negative responses related to the impact of flooding on the town by the 2007 floods. Comments varied from general concern over future flood threat and the lack of a flood alleviation scheme to the impact on businesses and loss of trade.



### Natural Environment: Priority List

**NE1:** The residents taking part in the survey clearly valued the rural character of the town and every effort should be made to preserve and enhance this character.

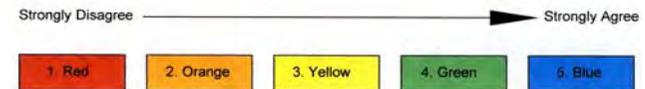
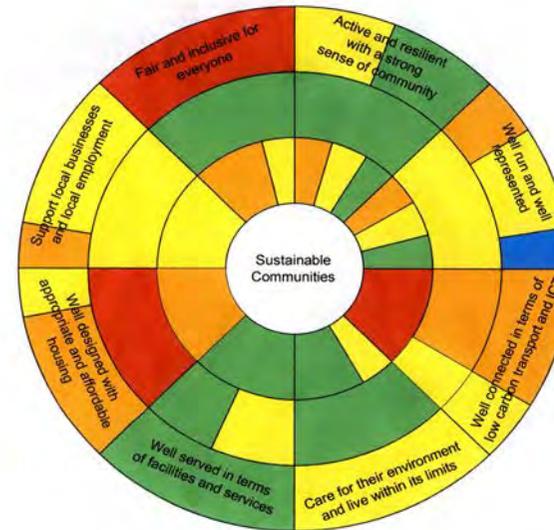
**NE2:** The River Teme and associated riverside areas are of primary importance to the residents of the town and every effort should be made to protect and improve them particularly for walking and access. (Work with Environment Agency/Natural England and local councils to develop the riverside and Kyre Brook areas for walks).

**NE3:** Flood protection measures are regarded as of high importance to protect local businesses and homes.

**NE4:** Encourage community groups to become involved in design and implementation of landscape improvement works where appropriate.

At the end of the event a Colour Wheel showing the findings of the event was produced by asking the participants to highlight each area of the wheel according to their strength of feeling on eight key statements. The outcome closely matched the responses from the Mad, Sad & Glad survey providing further support for the process.

The full document can be found at [www.tenburytown.org.uk](http://www.tenburytown.org.uk).



**3. At the end of December 3500 Community newsletters** were distributed to households in both Burford & Tenbury wards. The newsletter included:-

- Background information explaining what TAP was about and the links to County, District and local Councils
- Information regarding the original Parish Plan objectives and what was addressed and what wasn't
- Results of the 'Mad, Sad & Glad' survey
- Promotion of the 'Open Day, public consultation day

The newsletter gave the public an opportunity to understand more about TAP and the reason for refreshing the original Parish Plan, including an update on what had been completed. It also promoted the Open day that would be the final opportunity for people to comment on the survey findings.

**4. Open Day – Public Consultation** – A public consultation event was held at The Pump Rooms in January 2011 to display the findings of the survey and community toolkit event, providing the communities of Burford & Tenbury with the opportunity to include further comments on the key themes and to understand the next steps of the process.

Those who attended were positive about the event and broadly in agreement with the key issues presented. These are a few of the comments recorded:

*“Delegates were informative”*

*“Interesting to find out what is going on”*

*“finding things out for myself”*

*“Opportunity for residents/businesses to comment on & discuss issues”*

TAP delegates also took the opportunity to ask what had been missed. These are a few of the comments:

*“UKvillages.co.uk provides an instant framework for village/town websites – could be used to host the Tenbury/Burford events calendar that people are looking for”*

*“When groups put events on, shops need to stay open & not shut at 4pm”*

*“Late afternoon visitors often find no facilities still open for refreshments”*

*“More parking spaces to reduce on road parking”*

## Key Themes - The Public's View

The following pages bring together the major issues identified in the “Mad Sad Glad” (MSG) survey, the Burford & Tenbury Joint Community Toolkit Event & the Public Consultation Open Day.

### Business, Economy and Tourism

**Glad Results of Survey:** The overwhelming majority of responses concluded that local shops, pubs and restaurants fronted by friendly and helpful shop keepers is important to the ethos of the town. The majority of responses stated that there was a good range of events throughout the year. The Christmas lights were especially highlighted as well as support for the many varied organisations giving excellent entertainment.

**Mad/Sad Results of Survey :**The majority of responses highlighted the derelict look of empty shops and early closure of existing shops at weekends. Other issues concerning residents of both communities included:

- Lack of employment and training
- Slow Broadband reducing the opportunity for business start up
- More diverse range of shops
- No availability of shops in Burford
- Lack of facilities for visitors to get refreshments on the weekend and poor advertising and support of events

### Business, Economy and Tourism: Priority List

**BET1:** More opportunities for local employment are required. Tenbury Business Park has not seen any major investment since it was first established and is now in urgent need of a major re-think. Work with County, District, Chamber of Trade and Training providers to promote this facility to potential SME's. Review of IT infrastructure including High Speed Broadband, fibre optics and other solutions should be a key action

**BET2:** Work closely with Chamber of Trade, District and local town and parish councils to widen the variety of shops for all ages and ensure they are open when events are being held in the town

**BET3:** Utilise empty shops by inviting local artists or out of town businesses to hold exhibitions and encourage existing property owners to maintain premises to a higher standard. *NB: MHDC has now produced guidelines for alterations and improvements to shopfronts.*

**BET4:** A coordinated approach to marketing and promotion of local events and facilities such as the show site is required.