

# **Eccleshall – The Next Ten Years and Beyond**

## **Community Deal**

*Vision – for Eccleshall to be a place to live, work and thrive in the twenty first century*

### **Live**

1. The High Street is at the centre of the community physically (- it is where all the roads meet) and figuratively, so its success is central to how the community operates and feels about itself. The vibrancy and success of the whole town centre is critical to the town's self-perception.

**Objective 1** - Eccleshall is a historic market town with a vibrant High Street with a diverse and exciting retailer base of artisan and craft shops, supplemented by a thriving evening economy offering a range of dining experiences.

A town centre where :-

- Shop occupancy is high / 100%
- The retail trade thrives as somewhere locally / regionally to visit
- There is a variety of experiences available to customers – including



### **Food – ‘the Ludlow’ of Staffordshire**

- An award winning Master Butchers
- A Craft Bakers
- A Cookery School
- Home made artisan foods celebrating taste and creativity
- A monthly Farmers Market
- Individual food offerings

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### Entertainment

- Traditional British Fayre
- Various international cuisine including Indian and Chinese
- Dining experiences as well as takeaway options
- complementary coffee and cake shops

### Attractions

- Bi-annual Victorian Street Market and week of celebratory events
- Annual 'eFest' of musical events across a variety of locations
- Annual agricultural and horse show – the Ecclestone Show
- Regular one-off events – 'ghost walks', online historical highlights tour, walking guide
- Quality sporting events to take part in or watch – including football, cricket, rugby, fishing, etc.
- Regular events which are publicised outside of the local area – to attract as wide a following as possible – for example live music and film nights
- A wide range of active clubs and organisations offering diversity, interest or support



- Town-wide Wi-Fi enabled area allowing visitors to be online throughout their time in Ecclestone
- Retailers offering exemplary customer service who continuously invest in their staff and business
- Food establishments have all achieved the same level of Food Hygiene standards – based on the best and achieving a "5" score across the board

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- Visitors can easily park including being able to take their purchases back home with them – both day and night
- New retailers are encouraged to start-up with low risk in suitably sized premises so that they can succeed quickly and develop into tomorrow’s bedrock retailers
- The ambiance of the area is relaxed, beautiful and well maintained
- There is improved mobile phone coverage
- There is a clearly developed local visitor offering, which appeals to a wide cross-section of people bringing new people into the town as well as encouraging those who are regular visitors to come back again and again



**In short – a place where people want to come to and spend time in, which is quintessentially English, made up of strong independent businesses**

### **Plans and Proposals - Live**

1. Support Destination Eccleshall to
  - a. Develop a broad-based visitor economy for Eccleshall
  - b. Market Eccleshall as a place (or a destination) rather than just individual businesses
  - c. Standardise customer service on the level of the best
  - d. Encourage the locally sourcing of food, wherever possible
  - e. Encourage the achievement of the highest level of food hygiene standards
  - f. Engage with the farming community and support them in integrating their activities with the broader Destination Eccleshall, e.g. Speed Shearing, annual Fireworks Display, etc.
2. Create a Wi-Fi enabled area across the whole of the town
3. Develop a car parking strategy to allow 100 cars to be parked close to and within easy access of the High Street, whilst maintaining the existing car parking provision – including the existing provision at the Police Station, by acquiring it if possible
4. Capitalise on the passing traffic, by developing strategies where people are encouraged to ‘stop and stay’ for as long as possible
5. Raise the awareness of Eccleshall as a place to visit for excellent customer service, independent restaurants with fine cuisine and great choice
6. Use historic and tourist assets – like walking tours of listed buildings and historical treasures – to bring more visitors to Eccleshall. Extending the reach of the area as a tourist place full of historical artefacts with links to historical events and family history
7. Review the monthly Farmers Market and how it can better be used to drive footfall and visitor numbers
8. Target entering the Great British High Street Awards in 2020 in the “Rising Stars” category
9. Review and develop a broad range of accommodation offers for people to spend more time locally, linked to themes to bring people in to Eccleshall.



## **Key Delivery Partners**

- Destination Eccleshall
- Eccleshall Parish Council
- Eccleshall's Voluntary Sector groups
- Church groups
- Stafford Borough Council
- The Ecclians
- Eccleshall Community Centre
- Visit Staffordshire



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## **Objective 2 - a historic market town where businesses and individuals have the opportunity to thrive**

A town where :-

- New business start-ups are encouraged to come to Eccleshall and work innovatively and to collaborate to create an area recognised for its innovation centre
- New skills and experiences are offered to everyone, to help develop a thriving economic area and there is an openness to working together and to individual development through life-long learning
- Individuals are properly supported as they make their own choices in their own lives
- There is sufficient accommodation of all types and tenures – particularly to cover some of the demand for self-build housing and ensuring sufficient Help to Buy Housing
- Services can meet local needs - including the school, GPs, public transport, highways networks, etc.

**In short – a place where residents can develop to their maximum potential and are supported throughout their journey through life**



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## **Plans and Proposals – Work**

1. Acquire and re-develop the Police Station building into an Innovation Hub for incubator businesses to work together collaboratively and enable their businesses to develop
2. Offer skills-based training and support to develop each individual and business to the maximum, increasing productivity and Staffordshire Gross Value Added (GVA) through the new Incubator Hub and through the Community Library – for example peer mentoring, courses on social media, Google Garage, etc.
3. Identify small areas of infill land or under-utilised land within the boundary of the town for use as self-build housing plots
4. Extend the level of Help to Buy housing to meet demand, on all new build housing estates
5. Ensure that all new build housing meets the latest ‘homes for life’ standard and has all services (including superfast broadband) brought to ‘the front door’
6. Identify and allocate a site where a new GPs Surgery could be built to meet the needs of the enlarged population in Eccleshall, with the site ring fenced pending the plan to deliver it
7. Support the addition of the new classroom at Bishop Lonsdale Church of England Academy School
8. Ensure Eccleshall is seen as an attractive place for businesses to locate to, whilst encouraging a high level of occupancy at the local Raleigh Hall Industrial Estate

## **And how will we do this :-**

By setting-up a Community Interest Company (CiC) to support the business delivery in Eccleshall and to drive the ongoing marketing of the area

## **Key Delivery Partners**

- Bishop Lonsdale Church of England Academy
- Destination Eccleshall
- Eccleshall Community Managed Library
- Eccleshall Parish Council
- Eccleshall’s Voluntary Sector groups
- Stafford Borough Council
- Staffordshire County Council
- The Crown Surgery
- The Ecclians
- Eccleshall Community Centre

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**Objective 3 – a historic market town offering a wide variety of leisure pursuits for all the family in the local area to benefit from**

A town where :-

- There are vibrant local formal sports clubs – including cricket, football, rugby and tennis – with strong adult, youth, male and female provision and facilities that can enable everyone of any ability to develop to the maximum
- There is a range of other sporting activities either in (or close) to Eccleshall or within easy reach
- Sharing facilities or infrastructure is encouraged – with sporting hubs being created and minority sports can easily be set up off the back of existing facilities
- There are walks through and around the local countryside, linking the various parts of the town and local countryside together, with points of interest identified
- People are encouraged and enabled to walk to work and school, wherever possible
- Cycle tracks link areas, wherever possible
- Bus services link into the nearby neighbouring towns to east, west, north and south and link into housing and work
- Multi-generational activities are encouraged
- There are play areas that engage the interest and energies of children, providing stimulating play and exercise with mental as well as physical challenges

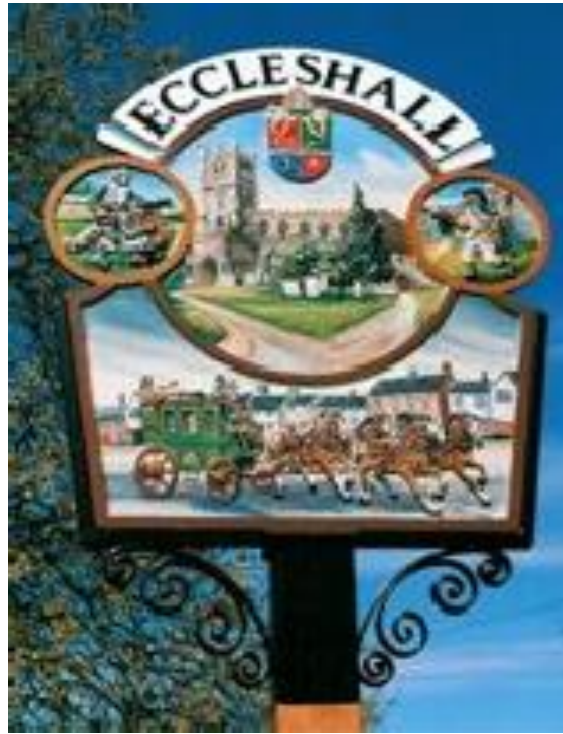


- There is an abundance of choice of clubs and events to spend enjoyable leisure time and be entertained

**In short – a place where residents are proud to live in Eccleshall and of what it has to offer people of all ages**

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### **Plans and Proposals - Thrive**

1. Develop innovative ways to encourage greater walking to school for Primary School children
2. Support delivery of longstanding aspirations for an outdoor bowling green – preferably by creating ‘a sports hub’ between the Cricket and Tennis Clubs
3. Create a country park where some of Eccleshall’s well used walking routes can be joined up to allow more people to use them
4. Improve signage in and around Eccleshall to make signage clearer and help signpost people to some of the various things that Eccleshall has to offer
5. Encourage greater support within the community for those most likely to be lonely and isolated through any changes in circumstances, for example through a health diagnosis or loss of a partner – e.g. dementia, bereavement, etc.
6. Improve visibility of all local groups and organisations to encourage widest possible participation, both for attending and volunteering
7. Support the development of community transport solutions, including car sharing, voluntary car schemes, co-ordinated bus timetabling to improve the ease of getting to and from work – i.e. the 8am bus to Stafford, a bus that gets to and from the industrial estate to enable greater work options
8. Identify an area for a teenager play facility, involving either a BMX track, with jumps and challenges or a skateboard area





### **Key Delivery Partners**

- Destination Eccleshall
- Eccleshall's Brownies, Guides, Cubs and Scouts
- Eccleshall Community Transport
- Eccleshall Cricket Club
- Eccleshall's Indoor Bowls Club
- Eccleshall Parish Council
- Eccleshall Tennis Club
- Eccleshall's Voluntary Sector groups
- Eccleshall YoYo – youth Club
- Stafford Borough Council
- Staffordshire County Council
- The Ecclians
- Eccleshall Community Centre



## Appendix 1

### Existing Sports and Leisure and Play Facilities in Eccleshall

Cricket Club	Football Club	Rugby Club	Tennis Club	3G Artificial Surface
1 x Cricket Ground with three wickets including an artificial wicket 70 seater modern club house Practice Nets Electronic scoreboard Covers Car parking for 50	1 x Full size senior pitch with floodlights 50 seater club house 1 x training pitch Car parking for 75  5 x Junior (Under 16s to Under 6s) grass pitches Club House Car parking for 80	2 x Full size pitches including one with floodlights 1 x Junior pitch Car parking for 100	2 x Asphalt courts Car parking for 50	2/3 size – 60 x 40m artificial 3G surface with floodlights

The Community Centre on Shaws Lane also provides facilities for various sports including badminton and Indoor Bowls



Play Areas in Eccleshall include :-

Beech Road	Bovis	Bovis Multi Use Games Area	Taylor Wimpey
Small poorly used site, which is not large enough to become a teenagers area for skateboarding or as a BMX track	Brand new – opens in July 2019	Brand new – opens in July 2019	Brand new – opens in Autumn 2019

In addition there are children's facilities at Fletchers Garden Centre including a Mini Golf area, play area, animal zoo and light railway.

**ECCLESHALL  
LIGHT RAILWAY**      **RUNS 11am to 4pm  
OPEN WEEKENDS &  
SCHOOL HOLIDAYS**



Weather permitting - please phone the station master!

- There is a range of safe young people's activities, including :-
  - Brownies / Girl Guides
  - Cubs / Scouts
  - Youth Club / YoYo
  - Duke of Edinburgh's Award Scheme, including Bronze and Silver Awards Gold Award undertaken through affiliate at Walton High School