

ACTION PLAN

Taken from the Healthcheck Action Plan, September 2005

Supporting our local economy - Provide better and ongoing support for local businesses

- Establish and launch a Business Forum
- Work placements and entrepreneurship training for young people delivered with Uttlesford Community Learning Partnership and business forum once established

Create incentives for people to use the town centre

- Create a new, high quality, unified, attractive, comprehensive information resource to promote and celebrate the town

Expand the town centre management partnership

- Agree new partners and share objectives
- Develop a town centre management philosophy

Extend the economic hours of the town centre

- Improve access and quality of public spaces including the Town Hall and Market Square, working with SWTC and UDC and being aware of the Arts Centre study and the pedestrianisation study

Enjoying the town and the community

- Identify new resources and promoters to develop and implement a programme of community events
- Further promotion of local history
- Develop an enhanced programme of walks, events and publications
- Create history trails for residents and visitors

Take services and activities to people in rural locations especially the young and the old - Maintain and improve the built environment of the town centre

- Undertake feasibility study for town centre improvements
- (Project example: new, better and more appropriate street furniture)

Create pedestrian friendly town centre

- Full feasibility study for pedestrianisation
- Introduce pedestrian-friendly zones, possibly including Market Square
- Improved signage both within the town and on approaches to it, including from the M11, working with UDC, SWTC and Highways.
- Full feasibility study for new arts/leisure/civic space led by UDC

Tackling the big issues

- Create a mechanism to address the concerns of local people regarding design, quality, infrastructure and environmental sensitivity of housing developments
- Develop and implement a traffic plan
- Establish a traffic management group and undertake detailed study
- Resolve current parking debate
- Traffic study as above
- New signage at Audley End station and promote train access to town, working with Audley End station task and finish group

Building lasting partnerships

- Saffron Walden Initiative to become formally involved in Uttlesford Futures, Tourism Forum and Public Patient Involvement Forum
- Saffron Walden Initiative to agree areas for joint working with Essex Youth Service, UDC Youth Forum and UDC/UPCT Youth Strategy Group, Skate Park Group
- Enhance the working relationship between the Saffron Walden Initiative and UDC/ SWTC and parishes