

Rawtenstall Neighbourhood Action Plan October 2010 – October 2011
Summary of Action Plan (Short term actions)

Short Term	
Challenge / Key Issue	Suggested Action
Place	
Town Centre / Regeneration / Transport	
Development of retail and commercial opportunities in Rawtenstall and Waterfoot	<ul style="list-style-type: none"> • Support town centre events in partnership with Chamber and Market Traders Federation e.g. Christmas events, ELR theme events • Look at options for improved marketing of retail and office space in Forum area e.g. via website, joint press release with Chamber of Commerce
Improve pedestrian access to Rawtenstall town centre	<ul style="list-style-type: none"> • Explore opportunities for public realm improvements e.g. signposting from the station to the town centre and market
Improve car parking availability and link in with transport provision	<ul style="list-style-type: none"> • Explore development of a strategy for parking including options for long term parking to link in with transport provision
Tourism and Leisure	
Increase the number of events held in the area to attract visitors	<ul style="list-style-type: none"> • Support events in the Forum area • Improve / develop Rawtenstall Market through implementation of the Market Strategy
Maximise visitor potential from the East Lancs Railway	<ul style="list-style-type: none"> • Explore options for improving signage in Rawtenstall town centre, particularly from the train station • Explore options for joint marketing with East Lancs Railway
Improve promotion of the tourism offer in Rossendale	<ul style="list-style-type: none"> • Work with the Tourism network to develop a communication strategy around tourism • Promote 'Rossendale' as a place via website, visitor guide etc. linking in with other Forums

Environment	
Improve the appearance of the neighbourhood area	<ul style="list-style-type: none"> • Develop a Neighbourhood Charter setting out what service providers will do and the responsibilities of the community / residents • Support multi-agency events e.g. Police Confidence Campaigns – include clean ups, environmental patrols etc. • Support community and voluntary schemes e.g. Civic Pride, Incredible Edible which improve the environment • Hold an annual gardening competition to encourage pride in the area
Improvement to parks e.g Edgeside and Waterfoot	<ul style="list-style-type: none"> • Work with Friends of Parks Groups to promote improvements in parks
Improve recycling rates	<ul style="list-style-type: none"> • Develop initiatives to improve recycling rates
People	
Health and wellbeing	
Promote healthy lifestyles	<ul style="list-style-type: none"> • Organise visit to the new health hub for Forum / sub group members • Promote healthy lifestyles through delivery of activities and provision of information e.g. promote opportunities for exercise through Rossendale Leisure Trust • Utilise Roaming One Stop Shop (ROSS) bus to provide information in isolated and outlying areas • Support the Communities Against Cancer project to raise awareness of early symptoms of cancer
Reduce levels of substance misuse (alcohol and drugs)	<ul style="list-style-type: none"> • Increase awareness of services available for people with drug and alcohol services through the new Inspire Service in Rawtenstall

Improve mental health	<ul style="list-style-type: none"> • Explore how mental health / suicide and substance misuse services can be better linked
Families and Young People	
Provision of services to and activities for young people (11- 18)	<ul style="list-style-type: none"> • Ensure young people’s views are represented on the Forum and explore options for use of Twitter and Facebook
Engage with 18-25 year olds to enable them to play their full part in the community	<ul style="list-style-type: none"> • Engage with 18-25 year olds to identify gaps in provision and opportunities e.g. through White Horse Project
Engage with families through provision of activities and parenting support	<ul style="list-style-type: none"> • Explore the possibility of establishing a community cinema in the Rawtenstall Forum area
Reduce anti-social behaviour and challenge perceptions about young people	<ul style="list-style-type: none"> • Support the Community Safety Delivery Plan to reduce anti-social behaviour and increase reassurance through Awareness Weeks and Confidence Campaigns
Reduce isolation of the South Asian community, particularly women	<ul style="list-style-type: none"> • Engage with South Asian Community to identify issues and gaps in provision and opportunities
Rural Issues	
Rural cohesion issues and access to services in rural areas	<ul style="list-style-type: none"> • Explore development of a Rural Forum to take forward issues • Utilise STAN bus to take services to rural areas • Look at developing Rural Page on the website
Older people	
Social isolation amongst older people	<ul style="list-style-type: none"> • Link in with Rossendale Senior Advisory group to address key priorities • Work with help Direct to address issues around health and wellbeing for older people
Communication	
Communicate / Publicise progress of action plan, funding availability, public meetings etc.	<ul style="list-style-type: none"> • Work with partners to develop Communication Plan for Neighbourhood Forums.