



BRIGG COMMUNITY-LED PLAN 2012

Shaping Our Future
Vision for 2020

WELCOME ...

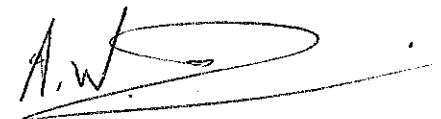
... to the Brigg Community-led Plan, a “live” document, intended to capture and reflect the aspirations of the people of Brigg, and provide a basis of discussion for our future. We have tried to steer away from technical, political and academic language, wanting to appeal to, and be understood by everyone in the community. Here is no ‘shopping list’ of wants/demands, but rather regard for a ‘bigger picture’, which we want to see filled out, in due course.

After two periods of public consultation, the Plan has been approved by Brigg Town Council, and lodged with North Lincolnshire Council, and becomes a ‘blueprint’ to guide Local Authorities, planners and other bodies in their deliberations on making Brigg a better place for all of us. It is anticipated that the Plan will become a platform for any possible future Neighbourhood Plan.

Of course, in order for ‘vision’ to become a reality it is vital for each of us to ‘own’ it, and ensure, together, that it is translated from words on paper into actions which make a difference.

The Plan concisely expresses the hopes of our community in three simple ‘vision’ statements. It traces how Brigg has arrived at this point in time, giving a potted and pictorial history. It describes the journey of our long public consultation period and then construction of the Plan – a painstaking process taking 24 months to complete. Finally, it proposes specific actions, which will require further discussion prior to implementation, needful to take us where we want to go.

Given the current economic restraints the way ahead will be challenging, but we also believe it will be worthwhile, to see a better Brigg emerging.



Cllr. Alec W Depledge (Chair)
CLP Committee & Steering Group

(22nd September 2012)

Photos: Courtesy of Nigel Fisher, Ken Harrison and Alec Depledge

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Acknowledging the support of:

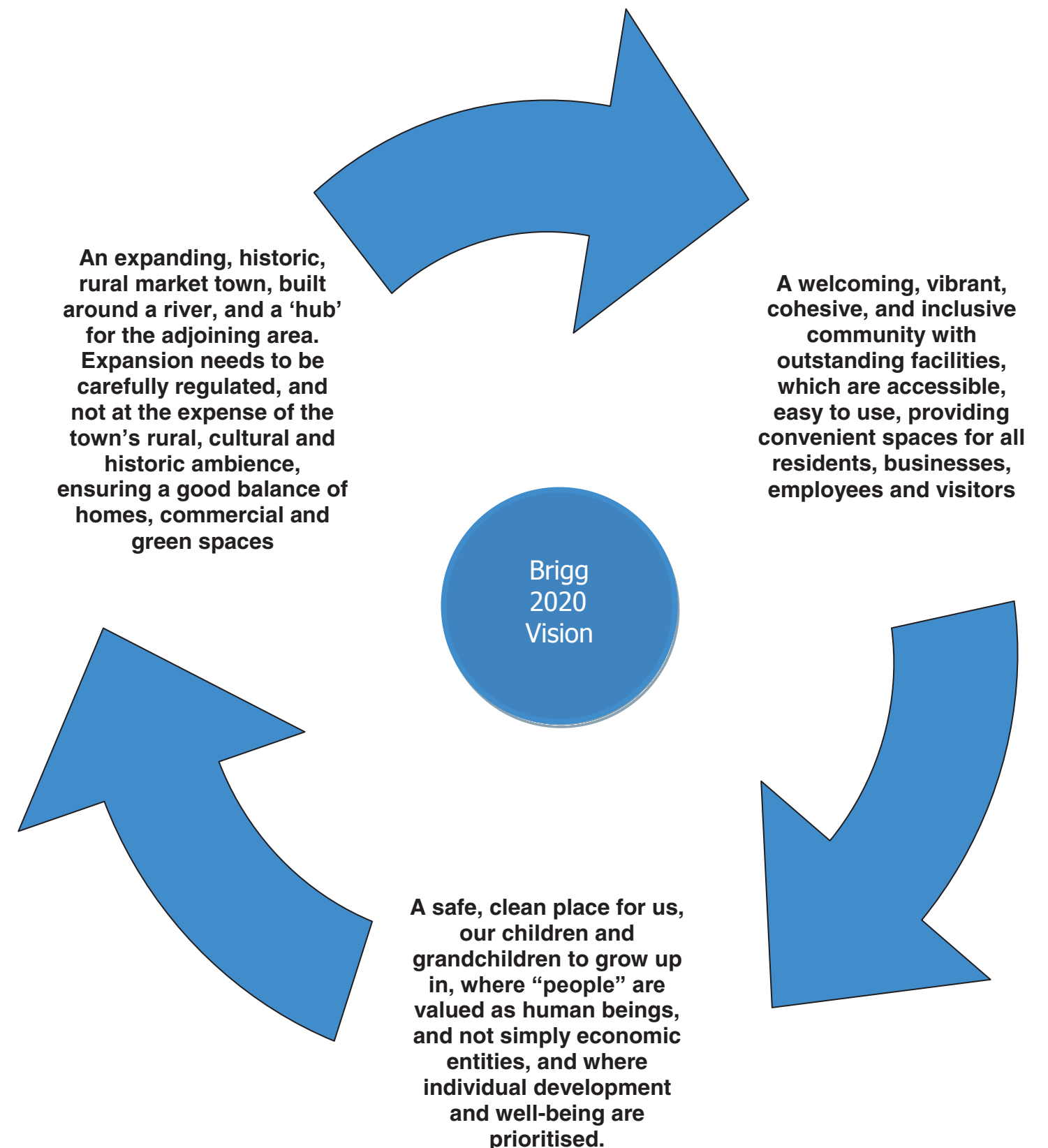
- North Lincolnshire Council – for the grant towards the Community-led Plan
- Humber and Wolds Rural Community Council – giving initial support and advice
- Sean Brennan & Emma Bainbridge (North Lincolnshire Council Officers) – providing ongoing support and encouragement
- Mr Joe Mullen – use of shop window facilities for display purposes on Wrawby Street, Brigg

Members of the Steering Group:

Mrs. Sandy Andrews, Mr. Malcolm Bailey, Mr. Chris Darlington, Mr. Nigel Fisher, Mr. Tom Glossop, Mr. Ken Harrison, Mrs. Kate Jackson, Mrs. Hilary Kitchen, Mr. Jim Marr, Mrs. Barbara Morris, Mr. Steve Pearce, Mr. Pete Robbins, Giles & Fiona Sciolti.

Brigg Town Councillors: Alec Depledge (Chair), Miss Jane Kitching (Vice-Chair) Mrs. Sheila Boughey, Mrs. Jackie Brock, Chris Dyson, Mrs. Ann Eardley, John Kitwood, Andrew Markham, Ben Nobbs, Rob Waltham, Miss Lesley Whitehand.

1. VISION FOR 2020



2. TIME-LINE

Appreciating our heritage, while building our future

"Brigg owes its existence to a shallow stretch of river"

**Its primary functions have not changed down the centuries:
A safe place to cross the River Ancholme,
a centre for buying and selling goods and services.**

11th century - The only crossing was by wading through a ford, a few feet deep, near the site of the present Lidl store.

1204 - Brigg came of age when Hugh de Nevil established the first Thursday market and an annual Fair, by way of Royal Charter (Photo: Right)

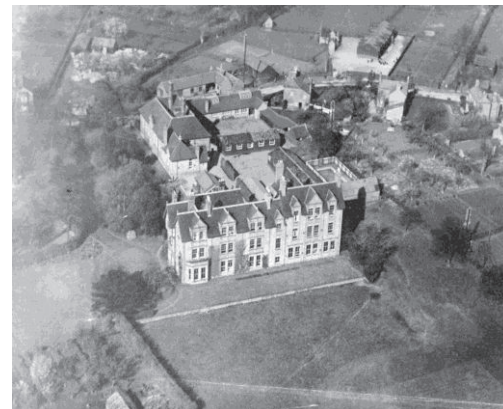
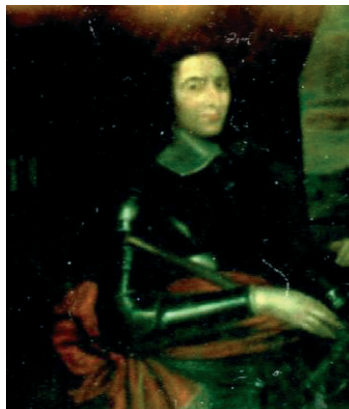
14th century - The first bridge was built.

1313 – A report to Edward II that "men and cattle passing over Glaunford Brigg in the time of much floods were seldom out of danger." The name "Brigg" alone was not in common usage until the 17th century.

16th century - The Angel Hotel was established on the national stagecoach network - the most reliable way for the wealthy to travel. Now housing North Lincolnshire and Town Council offices, an impressive function suite, the Local Link, the Library and Heritage Centre.

1635 - Sir John Monson drained the Ancholme valley, cutting a straight new channel making, in effect, two rivers at Brigg, which then became less liable to flooding.

1669 – A landmark in the town's progress came with the foundation of the Grammar School, courtesy of Sir John Nelthorpe (pictured), who left lands in his will to pay for its continuing upkeep.



1752 - Cary Elwes - once dubbed "The King of Brigg" - organised the construction of brick houses - sturdier than those of timber and filled in with clay. The arrival of proper turnpike roads was a boost, improving communications and trade, on which Brigg relied so heavily



18th century - Methodist pioneer John Wesley visited Brigg, describing it as "a noisy, turbulent town."

1817 - The old Town Hall, now the Buttercross (extreme left of picture)

19th century - A new County Bridge, replacing a decrepit structure of 1665 - "perhaps without equal in the county for danger"



1835 – The Workhouse built to replace the almshouse

1840s – St John the Evangelist Parish Church consecrated, and the arrival of the railway later in the decade.

1851 – A population census stood at 3,097

1894 - The agricultural engineering firm, Peacock and Binnington, made its base in Brigg.

Early 1900s – Percy Grainger recorded Joseph Taylor's rendition of "Brigg Fair" at the Brigg Music Festival, subsequently inspiring Delius' composition of his famous rhapsody of the same name.



Spring's preserves factory, on the banks of the Old River Ancholme, became a major employer of several hundred, with an international reputation for its marmalade and lemon curd, even Queen Victoria was impressed !

1920s - Brigg Sugar Factory employed many hundreds, particularly on seasonal work during the processing "campaign," while Corah's stocking factory was another significant job provider.

Either side of World War II Brigg saw the creation of housing estates - council-built and private sector - to cater for the growing population.



1974 – The formation of Brigg Town Council resulting from local government re-organisation

1970s - Major problems with heavy traffic trundling through the town centre on the A18, were alleviated somewhat with the opening of the nearby M180 motorway.



1990s – Shopping areas in the town centre pedestrianised (above) following the introduction of an inner by-pass – (below)



1996 - The unitary authority of North Lincolnshire arrived, responsible for providing most local services, and opening offices in the market town.

2001 to 2004 – The Market Town Initiative brought numerous benefits to the town, not least that Brigg was accorded Beacon Town Status. The Brigg Beacon Town forum still exists, but is in need of 'reviving'.

2009 - Brigg Primary School moved to new purpose-built premises in Atherton Way

Brigg currently boasts many independent, speciality shops, and although big names like Woolworth, Currys, Binns and Dewhurst pulled out in the 1970s and 1980s, major retailers like Tesco, Lidl, Wilkinson and Poundstretcher subsequently arrived.

3. THE CLP JOURNEY

In early 2010, **North Lincolnshire Council** announced that grants were available for Town/Parish Councils to hold public consultations with a view to producing a "Community-led Plan". A number of Town Councillors felt it opportune to carry out an in-depth consultation with Brigg residents, and those working in and visiting the town, and so the Town Council successfully applied for one of these grants. A Council Committee was quickly set up, followed by a Steering Group (to include non-councillors) and the consultation was duly launched at The Town Mayor's Coffee Morning in September 2010.

Initially helpful guidance was received from **the Humber and Wolds Rural Community Council**, and a variety of consultation methods were used, including:

1. An internet presence, by means of a regularly updated blog at: <http://briggconsults.wordpress.com> – also offering a feedback option.
2. Meetings with some of the local groups and organisations (using Power-point presentation) and discussing with their members issues of interest & concern about Brigg.



3. Public meetings were organised in a couple of local schools and meeting rooms, where large maps of the Town and photographic displays were set up highlighting known issues. Steering Group members gave presentations and audiences were tasked with discussing the town, its problems and

potential solutions, and how they would like to see Brigg develop over the next ten years, using feedback "Post-it" notes and flip chart pads.



4. A shop-front in Wrawby Street was made available for a Community-led Plan display, showing the aims of the project, advertising events, and a photo gallery of Brigg.

5. A questionnaire, circulated to every home by means of The Parish Newsletter 'Brigg Matters', asked the following questions:
 - a) What would you like Brigg to look like in 2020?
 - b) What top 3 factors make Brigg a great place to live?
 - c) What 3 things need to change as a matter of urgency?

6. Visits were made to all Junior and Secondary Schools, and students were invited to comment on a variety of open-ended questions about how they saw the Town now and in the future. Junior students also enjoyed a colouring competition
7. Finally, letters were sent out to 10% percent of the town's electorate with an invitation to public meetings arranged at the Angel Suite, in order for a brief presentation and further consultation.



Resulting from the extensive consultation period (15 months) which concluded at the end of November 2011, five broad and overlapping areas were identified:

(see graphic, left).

For the next stage the Steering Group (of 25 people) divided into Working Groups, corresponding to these 5 areas, and met 3 or 4 times between December and mid-February working to collate, analyse and discuss the information gathered. Vision statements & action plans were formulated and subsequently agreed upon by the Steering Group

A small team was mandated to take these vision statements and action plans and produce a first draft document, which took approximately 3 weeks, in time to be publicly launched at the Town's Annual meeting on Monday 26th March 2012.

Printed copies of the Draft Plan were made available from the Brigg Town Council office, also an online version could be viewed or downloaded from The Brigg Town Council website:

www.briggmarkettown.co.uk

Comment and feedback was welcomed during a further period of 2 months of consultation with organisations and individuals, after which the Draft was duly amended.

The Brigg Community-led Plan was completed by the end of June 2012 and formally adopted by Brigg Town Council at its Full Council meeting on 23rd July 2012.

4. THE WAY AHEAD

4.1 Community

Events, Activities, Places



We think there needs to be a **co-ordinated, wide range of inclusive activities/events** for all age ranges, as well as families, at all times and seasons, which promote a sense of community cohesion and encourage inter-generational trust and understanding, while at the same time building on our sense of heritage.

A **directory of local organisations** should be created and maintained, with up-to-date information. Similarly, a range of venues should be identified and promoted, through the creation and maintenance of a directory, giving contact details, maximum numbers permitted etc.

Recreational areas, such as Brigg Recreation Ground, the Millennium Green and public play areas should be improved, and well promoted. We should connect with Sport England to seek funding, and also ask North Lincolnshire Council to create plans for this to happen.



Events that have fallen by the wayside, such as the dressing of the pumps, charity market, Brigg show/carnival, firework nights, wheelbarrow race etc. should be reviewed and restored where possible, to enable people to connect with our rich heritage. In this regard, the opening of the new Heritage Centre is greatly welcomed.

Organisation

Active partnerships and the networking of organisations (examples of which are: the Ancholme Users Group, and the recently established Brigg Town Business Partnership) where ideas are 'shared' and where resources could be 'pooled', should be seen as a way forward, and are encouraged, both within the Brigg community and further a-field.

Job creation should be a matter of extreme urgency. As a compassionate community we should be fully supportive of those who may be unemployed, engaging with them in a positive manner - (e.g. by promotion of the Brigg Job Club and the Business Advisory Centre)

Local employers should seriously consider increasing '**work experience schemes**', co-ordinating with schools to offer young people opportunity to test out their skills, which may well lead on to apprenticeships or real jobs.

A Youth Council should be instigated immediately to help young people to engage with the process of local government, and also to encourage the contribution of their own ideas, so involving them more constructively in community life.



Consideration should be given to **an official area designated for signage and advertising materials** promoting local businesses. This should have well positioned and designed advertising boards, not the ad hoc collection of 'A' boards that currently exist.

Additionally, a **"Best Practice Code"** for advertising / signage / promotional furniture should be prepared and well-publicised, to assist local businesses to understand what the required standards are, and to assist in compliance with the town's desired appearance and culture.

The setting up of a WiFi cloud should be investigated, as a priority, and as part of a co-ordinated strategy to improve the dissemination of information about events, facilitating better communications, which are at the heart of a 'vibrant' community, thus engaging greater participation.

Volunteers should be given due recognition for their endeavours, and voluntary organisations should receive every encouragement in the splendid work they do.

We encourage all our schools to develop more active community cohesion.

4.2 Environment

River and Riverside

The River, not surprisingly, featured strongly in the comments of those participating in all the consultations, and is regarded as one of Brigg's greatest, though under-valued and under-utilised assets

An existing partnership of all the regular river users, **the "Ancholme Users Group"**, under the umbrella of the Environment Agency, meets regularly to discuss issues concerning the river from Brandy Wharf to South Ferriby. Part of its remit is to develop the river for Leisure and Commercial Uses.



Review and development of flood defences is **a matter of high priority**, while the development of moorings for visiting craft, and the use of the river for the transport of goods, and for leisure purposes, is strongly advocated.



One of many challenges faced is that of "blanket weed" and water weed – both anchored to the bottom and floating on the surface. Various solutions have been tried with varying amounts of success. The number of "weed cuts" per year was doubled two years ago (from one to two).

Working closely with the Environment Agency and Ancholme Users Group, there should be regular cleanups of litter/debris in the river, and the riverbanks (including weeds/grass-cutting, and path maintenance) particularly on the occasions when the river level is dropped.

Consideration should be given to the installation of more rubbish bins and dog waste bins along the riverside, which need to be regularly emptied, repaired or replaced as and when needed, along with the strict enforcement of litter & dog fouling laws.

Riverside furniture needs regular maintenance, with damaged benches repaired or replaced promptly, as and when needed. When replacement is required, use seating which is fit for purpose, and is at less risk of damage.

It is hoped that the plans submitted by Tesco and Lidl in their Planning Applications will be implemented in full, especially the refurbishments to the pathways and their ongoing maintenance, with a view to public safety.

Serious consideration should be given to the welfare of wildlife and the general environment of the river, and a consultation with an outside agency - e.g Lincolnshire Wildlife Trust – should be arranged.

Town Centre

Attention is drawn to comments under both "Local Facilities" and "Housing and Development", which underline the need for a co-ordinated approach to the Town's appearance and over-all ambience, ensuring that Brigg continues to be a place in which residents take pride, and which is attractive to visitors.

Those owning properties, whether commercial or otherwise in the Town Centre, are strongly encouraged to be proactive in the improvement of the Town Centre, taking specific responsibility for both the maintenance and cleanliness of their properties, both at the front and rear. In particular, proprietors need to research available grants towards sympathetic refurbishments.



Maintenance systems do need to be in place for such items as street furniture, signage, planters and other town centre 'infra-structure', so that repairs are carried out promptly and to a high standard.



A review of the Town's CCTV system is thought to be required – how adequate is it, how does monitoring take place, how effective is it ?

A system is required that, as well as triggering a response from the relevant authority/agency, is also capable of keeping the public (and particularly complainants who are linked to specific incidents), informed with regard to the progress being made in response to incidents that have occurred. It is suggested that a website facility could be developed for this purpose.

Promoting Pride in Our Town

A survey should be undertaken to identify the number and locations of existing litter bins, as well as potential locations for new bins where such a need has been identified. Such bins should be of uniform design, good quality, and be regularly emptied. Again, maintenance is the key, and any damaged bins must be repaired or replaced promptly and to the same standard and design as the bin it is replacing. We think there should be strict enforcement of the litter laws.

Similarly research should be done to ascertain if more dog waste bins are required and their locations. Again, we call for a strict enforcement of Dog Fouling laws.

Areas that may be damaged by graffiti need to be identified, and notified, contact details made accessible for reporting incidences to the appropriate authority, with prompt and appropriate response, and a feedback system when the graffiti has been removed.

We think the Local Authority needs to work continuously to raise awareness of the three issues mentioned above, thus helping to foster a sense of pride in the environment of the town (its look and cleanliness) and in the image we wish to project to visitors to the town.

Parks and Green Areas

With the ongoing need for regular inspection and upkeep, consideration should be given to a part-time Park/Green Space Warden, a role that could be expanded as need arises to cover other areas of town infra-structure, but initially the responsibility would be reporting on problems with equipment, the gardens and grass, and making the appropriate response

Children's play areas need reviewing for safety – and the installation of CCTV and closing such areas to dogs needs to be considered.

The franchise of cheap to hire sports equipment and refreshments is proposed.

School facilities should be more accessible, especially in the school holidays for children's activities and sporting lessons.



Existing green areas need investment to improve and update them. Areas already agreed as green areas, and those areas where planning/ development is not thought desirable, should be 'officially' designated as green/park area, so that their future is secured.

4.3 Local Facilities

We see:

Sports - A modern and diverse range of sporting facilities, which support local clubs and societies to achieve their aims and objectives.



Eating and Drinking - A dynamic set of small businesses which are customer focused and provide a convenient and wide range of premises and refreshments for the community and visitors alike.

Shopping - We will continue to extend and support a wide range of shopping opportunities which offer the best portfolio for a 'Garden Market Town'.

Holistic Health and Beauty - A healthier and growing population with wide access to a range of health and beauty facilities.

Entertainment - A good portfolio of events through the year which attract a large number of visitors to Brigg. Supported and promoted by local businesses to maximise the return on effort.

Cycling - A range of cycle pathways, and associated infrastructure (bike racks, repair shops and stopping points) through the town and surrounding area which cater for people of all ages and abilities. Also support for the use of motorised scooters and wheelchairs. Maximise the use of the river and embankments.

Walking - Similar to cycle routes, walkways and paths around the town and the surrounding area should be published, and should identify their suitability for a diverse range of ages and abilities.

Schools - A highly visible school population with a modern view of community involvement, offering a wide choice of activities and opportunities to get involved in local events.



Amenities - Easy access and maximum use of all public buildings in the town to support the range of community events and clubs to present the best view to the general public.

Parking - A range of easy and free parking for all vehicles to stop in and around the town. Consideration of the provision of a 'park and ride' to link the town centre and the Garden centre throughout weekends, special events and bank holidays.

4.4 Housing & Development

A planned, transparent and structured approach to development – housing, commercial and industrial - should be instigated, and regularly reviewed to ensure it merges with other plans, and how it impacts on the town's infrastructure and facilities. It is essential that the approach is homogeneous and integrated, and not ad hoc.



We propose the formation of a "Brigg Town Planning Forum" consisting of elected members of North Lincolnshire Council and Brigg Town Council, and other stakeholders, to draw up such an integrated planning approach document, covering potential areas for development, the appropriate type of development, and the appropriate measures to ensure the maintenance of 'character'. This should be communicated fully, and made available in printed format and online.



Due to the limited space available, careful consideration has to be given to future housing/retail/industrial development. For example, housing development in and around the town should offer a mix which includes **'affordable' housing**, and new developments should include green/play areas.

With reference to the 'limited space', we believe **an urgent review of the town's boundaries** is deemed necessary, especially in view of the fact that (in recent years) much housing development has occurred immediately adjacent, but nevertheless beyond the

current parish boundary - and yet residents in those areas regard themselves as part of the Brigg community. Seeking the resolution of such long-standing anomalies should be given considerable importance.

Active promotion of the town and its facilities to the world beyond Brigg, and specifically the opportunities for industrial and commercial development areas/ opportunities with a view to attracting new jobs. Extending the range of shopping opportunities in the town will make it more attractive to residents and visitors.



The reputation of local schools is very good and attractive to parents looking to their children's education. If this is to continue then funding to improve the quality of the buildings must be found

Present conservation area must be maintained and enforced, ensuring the present character of the town is retained

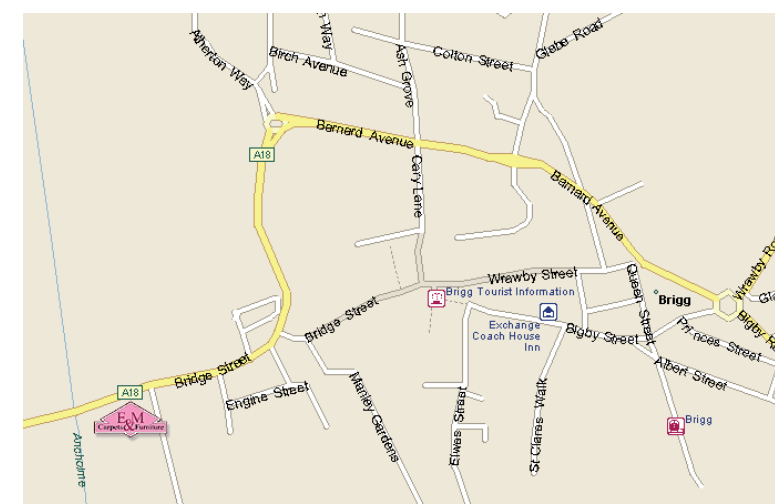
4.5 Roads, Traffic & Transport

Brigg needs **an integrated road and transport infrastructure** allowing easy and unimpeded access to the centre and through Brigg in its entirety, whatever the preferred method of conveyance - "Trainers to Tyres".



The town has a sphere of influence much bigger than its population suggests. The road and transport infrastructure, therefore, is multi-tasked, having to respond to its own towns-folk, the needs of those visiting and employed within the town, and those using its arterial A18 as a through route.

The current road system has inherent traffic flow and volume limitations, with the result that all main thoroughfares and ancillary side roads eventually focus on Barnard Avenue - a current traffic 'pinch-point'.



In-town development schemes, and those within the radius of Brigg's sphere of influence, affect the town's road network and traffic flow capabilities. Brigg needs to be able to pro-actively respond to pressures originating from such variables as housing, industrial, retail and commuter needs. During the next 20

years and beyond, Brigg needs to be in the position of being the master of its local route and access network. Particularly, **the concerns expressed here should be taken into consideration in the production of any future Neighbourhood Plan**

As the town evolves and adapts to the demands of the next decades, the character, size and locations of new development schemes should have cognisance of the route and volume capabilities of Brigg's arterial and urban roads to ensure that such roads, singularly, or collectively are not overwhelmed.

Roads

It is proposed that **a fully integrated computerised traffic flow model** that covers Brigg in its entirety should be prepared and maintained. This will be available as a planning tool, to enable the prediction of future traffic flows and the impact of traffic volumes resulting from any new planning applications, ideas and suggestions, both within the town's boundaries and those of neighbouring authorities.

To ease the current congestion problems **a solution must urgently be found to the inadequacies of traffic signal systems on Barnard Avenue.**

Parking



It is proposed to initiate **a Town Parking Plan:**

To protect the availability of adequate free/limited free parking areas, in order to ensure that the trading activity is not hindered due to access problems for potential customers.

As an integral part of the planning process to ensure that it is current and appropriate to changing needs.

It should be linked to **an effective and efficient parking enforcement policy** for all areas within the centre of town and adjoining streets.

Consideration must be given to facilitate **parking for local residents** who currently only have on street parking situated adjacent to their houses (e.g. Albert Street), by providing alternative solutions, such as Residents Parking Permits.

Consideration needs to be given to **removal of grass verges** in some locations with the intention of increasing the space for parking areas.

Pedestrian and Cycle Traffic

It is proposed that a designated section of the integrated traffic model is produced to **highlight the needs of Pedestrians and Cyclists.**



The model should include **effective dedicated cycle lanes and pedestrian only areas and walkways.** The main objective is to encourage safe and easy access both to and through town for all non-vehicular traffic.

A detailed review of existing cycle lanes and tracks is required to accurately assess their safety and effectiveness. Consideration should be given to dedicated cycle lanes and pedestrian ways that link the key focal points within the town.

Public Transport & Other Traffic Considerations

It is proposed that a designated section of the integrated traffic model is produced to highlight the needs **to integrate all forms of Public Transport.**



A survey of transportation needs to other transport hubs, towns and villages is required, to include bus stops and designated bus/coach parking areas, and taxi drop off areas.

Support for initiatives and incentives to improve bus services, especially between communities that consider Brigg as their hub.

We strongly support initiatives and incentives to encourage an improved passenger train service to Brigg, with an upgrade of the station's facilities (right)



Clear access to pedestrian areas for necessary forms of traffic, especially the emergency services, and including delivery of goods and unloading of commercial vehicles, has to be maintained, and should be consistent with ensuring a high standard of safety for pedestrians.

Advocate a new "Transportation Forum" with local and larger public transport providers (e.g. rail companies) along with other key stakeholders (e.g. police, Road Haulage Association etc) ensuring good communications, especially regarding getting real problems known and feeding back on resolution.

5. A WIDER PICTURE

We cannot ignore the wider context in which Brigg exists, as part of North Lincolnshire, and below is 'a flavour' of the North Lincolnshire Council vision for this area:

The North Lincolnshire Local Plan

Adopted in May 2003 and providing guidance for development across the whole of the area. It aims:

"To improve and enhance the environment of North Lincolnshire by enabling development to be undertaken in the most economically, socially and environmentally sustainable way."

This is the key consideration in determining planning applications.

<http://www.northlincs.gov.uk/environment/planning/spatial-planning/local-development-framework/localplan/>

The Local Development Framework (LDF)

A set of documents, which will guide the future planning, and development of North Lincolnshire up until 2026. It will help to ensure that new homes, jobs and important infrastructure is provided in the right place at the right time as well as ensuring that our natural and built environment is protected and enhanced.

<http://www.northlincs.gov.uk/environment/planning/spatial-planning/local-development-framework/>

The NLC Local Transport Plan 2011-2026

Setting out a 15-year strategy for North Lincolnshire and aimed at providing:

"A well maintained transport system that supports sustainable communities within a safe and prosperous environment and which contributes to the wider environmental, economic and social well being of the people who live and work in North Lincolnshire".

<http://www.northlincs.gov.uk/transport-and-streets/transport-planning/localtransportplan20112026/>

The North Lincolnshire Partnership

The Local Transport Plan importantly refers to the North Lincolnshire Partnership, formed in 2000, whose vision is:

"A place where people live in decent homes and safe neighbourhoods and have choices about their future. People will have the chance to learn, develop their skills and work in

satisfying jobs. It will be possible to live healthy lifestyles and make use of a wide range of quality leisure and cultural facilities. We will make special efforts to improve conditions for the less well off people and places to ensure that the quality of life improves for everyone over the next 10 years."

– Ref. North Lincolnshire Council's Local Transport Plan 2011-2026 – chapter 6

To achieve this vision the North Lincolnshire Partnership has six theme areas working under the Partnership Board. These are:

- Children and Young People
- Community Resilience
- Economic
- Environment
- Safer Neighbourhoods (and Stronger Communities)
- Well Being and Health Improvement

Further information on issues such as economy, education, environment, health and well being, housing and population, may be found at the North Lincolnshire Data Observatory and the North Lincolnshire Council's website:

http://nlido.northlincs.gov.uk/IAS_Live

<http://www.northlincs.gov.uk>

The Humber Local Enterprise Partnership

The Proposal states:

Our vision is for the Humber to become a national and international centre for renewable energy, capitalising on our natural assets, existing expertise and potential for development, and exporting our goods and services around the world.

By working together through a focused, business-led partnership we hope to create upwards of 20,000 jobs in this emerging sector in some of the most deprived parts of the country and underpin a private sector renaissance that will help to rejuvenate our towns and city, making them better places to live, work, learn and do business.

<http://humberlep.org/wp-content/uploads/2011/08/Humber-LEP-Proposal.pdf>

6. NOW, LET’S DO IT !

Those who live in Brigg, or use the town in any way, have clearly spoken, making their wishes known, and are watching and waiting for positive action to bring about improvements to the quality of life within this community.


Perhaps the dreams and aspirations of all may be summarised in one ‘outstanding’ quote, which we here append: “Brigg is seen as first choice for our social and domestic needs, for all in Brigg and adjoining towns and villages”.

With the publication of the Brigg Community-led Plan comes the responsibility for its implementation. It is intended to conduct an immediate evaluation of the current situation, and to celebrate some of the recent achievements. It is further proposed to form and mobilise a strategy group (designated 2020 Executive Committee in the Action Plan spreadsheets) tasked with facilitating the Plan’s delivery, alongside which a monitoring process will be established, to regularly review, and update on progress – so vital for accountability, for maintaining focus, for keeping on track and, of course, enabling us to continue celebrating each success along the road ahead.

There is a strong determination to implement this Plan – a determination that we hope will gather momentum as we take each step forward, receiving the necessary support from Local Authorities, and from all sections of this community.

Formulating the Plan is only the FIRST step in shaping the future of Brigg. The ‘ownership’ of this vision by all of us will determine its success. Here is our ‘preferred future’ and only when we all commit to working together in partnership will that be realised. As someone put it so eloquently many centuries ago, “One thing I do: forgetting what lies behind and straining forward to what lies ahead, I press on toward the goal for the prize ...”

For us that prize has to be achieving what is best for Brigg, for the sake of our children and our children’s children.


Cllr. Carl Sherwood
Town Mayor of Brigg


Cllr. Alec W. Depledge
Chair, Brigg Community-led Plan
Steering Group

Community Plan Phasing									
Ref	Action Plan Components			2012-14	2014-17	2018-20	Responsibility		
			2020 Executive Committee						
			BTC to draw up terms of reference for 2020 Executive Committee						
			Determine positions, roles and structure for committee						
			Form and mobilise 2020 Executive Committee - interviews & appointments						
4.1			Community						
4.1.1			Events, Activities & Places						BTC NLC
			Compile and maintain (anually) a directory of local organisations and venues, publish (documents and web)						
			"2020 Executive " to review ideas for community events (both new and old) and progress.						
4.1.2			Organisation						BTC
			"2020 Executive " to act as focal point for the co-ordination of networking between local groups & organisations.						BTC
4.1.3			Youth Council						BTC
			2020 Executive with other key stakeholders to define terms of reference, procedures, composition, constitution, selection of members for the Youth Council.						
			Youth Council in place and operational						
			2020 Executive to monitor & improve effectiveness.						
4.1.4			Advertising Materials etc.						
			2020 Executive to instigate and maintain an official area designated for signage and advertising materials						
4.1.5			Wi-Fi Cloud						BTC
			2020 Executive to instigate a Wi-Fi Cloud to cover town centre.						
4.1.6			Volunteers						BTC
			2020 Executive to review and co-ordinate the work of volunteers.						
			2020 Executive to revise / devise & activity promote annual award schemes for Volunteers.						
4.1.7			Schools						BTC
			2020 Executive to instigate discussions with all local schools regarding a coordinated approach to their Community Cohesion Policy and a seamless approach to education in Brigg						
4.2			The Environment						
4.2.1			River & Riverside						BTC NLC EA
			Develop and empower further the Ancholme Users Group						
			Develop and encourage the river for leisure and commercial usage						
			Review existing moorings and activity pursue improvements and expansion						
			Review existing flood defensive measures and their effectiveness to minimise impact on town of flood						
			Lobby and see implementation planned improvements to mitigate flood risks to town						
			Review causes of weed growth and actively work with stakeholders and effect an enduring solution						
			Existing access to river and maintenance plans for bank and tow path to be reviewed						
			New plan and schedule for regular clean up of river and bank areas to be drawn up and implemented						
			Annual review of plans effectiveness and updating of plan if required						
4.2.2			Town Centre						BTC NLC
			Drawing up of a "Town Appearance Guide" of what is desirable to maintain Town Centre ambiance and in keeping with the overall aspect of a historic rural community						
			Publishing and promotion of the new guide, both electronically and physically						
			Integration of guidelines with Planning Process						
			Annual review of guide and update if required						
			To provide information on possible grants for local council and businesses to improve facilities and to maintain conformity to the appearance guide						
			Town centre infrastructure survey to be carried out to determine what there is and record it, state of repair and if fit for purpose.						
			Maintenance plan and schedule to be drawn up and implemented						
			Public friendly systems to report problems to be drawn up and implemented including feedback process to individuals						
			System to monitor effectiveness of maintenance solution and problem resolution, against internal meaningful targets to be drawn up and implemented.						
			Annual review of above systems and effectiveness by Town Infrastructure Review Group						

4.2.3			Promoting Pride in our Town							BTC
										NLC
			Survey of litter bins & refuse bins.							
			Review effectiveness of anti litter policies and their enforcement.							
			Review of anti graffiti measures, cleaning and reporting systems.							
			System to monitor effectiveness of policies, control measures and enforcement							
			Drive to encourage public pride in the town's appearance.							
			6 monthly review of effectiveness of measures							
4.2.4			Parks and Green Areas							BTC
										NLC
			Survey parks/green areas and prepare a schedule for safety checks, inspections and maintenance requirements							
			Organise funding, reporting structure and job description etc. for Parks Warden position. Then recruit and induct.							
			Effect changes and maintenance as highlighted by Parks Warden							
			Monitor effectiveness with reports to BTC initially on 3 monthly and then after 2 years a 6 monthly basis							
			From survey and after appointment of Parks Warden review current by-laws, park regulations, H&S systems to ensure they are fit for purpose. Make changes as required. Revisit annually.							
			Investigate possible franchising of sports equipment and other leisure pursuits in Parks. Implement recommendations							
			Investigate the possible use of school facilities for public use out of school hours. Implement recommendations							
			Map and record all green spaces within the towns boundaries.							
			Review the classification of these spaces and those deemed to be essential for future ensure they have a protected status to prevent a change of use and protect for the public.							
			Ensure that a review of existing green spaces and a determination of need to increase / expand them is an integral part of the planning process.							
4.3			Local Facilities							
4.3.1			Sports							BTC
										NLC
			2020 Executive to designate one member to act as liaison officer with local sports clubs & societies and work with NLC							
			2020 Executive nominee to report back and publish progress and initiatives on quarterly basis for first year then on 6 monthly basis to BTC							
			Organise "The Brigg Olympics" event							
4.3.2			Shopping, Eating and Drinking							
			2020 Executive and Brigg Town Planning Forum with other key stakeholders will initiate systems to actively encourage commercial businesses to develop a scope & portfolio of enterprises that fit the vision of the 'Garden Market Town'.							BTC
			Vision to be published and generally made available to potential investors as detailed in 4.4.3							
			Vision to be reviewed annually							
4.3.4			Holistic Health & Beauty							BTC
			2020 Executive to initiate discussions with local health professionals and other stakeholders to improve community wide general health and fitness.							
4.4			Housing & Development							
4.4.1			Brigg Town Planning Forum							BTC
										NLC
			2020 Executive to initiate process. Their remit being to draw up terms of reference, scope of responsibility, mandate to operate, reporting and functioning structures, positions required / organisations needing to participate in Forum.							
			Initiate Forum with a 6 monthly reporting system back to BTC							
			Instigate major publicity campaign so general public well aware of guidelines etc.							
			Guidelines and consultation process with the forum to be integrated into the planning process.							
4.4.2			Review of Town Boundaries							BTC
										NLC
			BTC and NLC to work with other local councils to review Brigg Town boundaries .							
4.4.3			Active Promotion of Town							BTC
										NLC
			2020 Executive to look at how town can be promoted to attract visitors, commercial & industrial development and especially jobs in the local area.							
			To look at grants that are available from all bodies then actively promote & publise findings							
			2020 Executive to be the knowledge data base that is the first point of call and source of knowledge for all potential investors in town.							
			Review of operations and effectiveness to be made by BTC annually							
4.5			Roads Traffic & Transport							NLC
4.5.1			Computerised Integrated Traffic Flow model for Brigg							BTC
										NLC
			2020 Executive to arrange Data Collection of Traffic Flows etc. & Analysis							
			Determine and impliment an interim solution to Barnard Avenue bottleneck							
			Model Production and refining							
			Integration with Planning Process							
			Initiate changes as highlighted by the model, i.e. make physical changes and investments							
			6 Monthly Review of model and update as required							

4.5.2			Town Parking Plan							NLC
										BTC
			Map and fully document existing parking facilities and the limitations/problems							
			Review data & trends associated with traffic enforcement notices							
			Review existing traffic enforcement policy							
			Produce and review new plan / model for parking requirements							
			Instigate plan, and make the physical changes and investments as derived from plan							
			Integration with Planning Process							
			6 Monthly review of plan / model and update as required							
			6 Monthly review of parking enforcement data and review of effectiveness							
4.5.3			Pedestrian and Cycle Traffic							NLC
										BTC
			Review and mapping of all current cycle ways, lanes, pedestrian areas, walkways and paths							
			Planning of new routes and ways to ensure safe & unimpeded access to town							
			Integration with Planning Process							
			Construction and development of cycle and pedestrian access ways							
			Annual review of cycle & pedestrian infrastructure to determine if meeting requirements							
			Major review of Town Centre Pedestrian Area access and safety, pedestrian traffic segregation							
			Review of state of repair / maintenance of associated infrastructure							
			Maintenance recording and scheduling plan							
			Annual review of plans effectiveness							
4.5.4			Public Transport Systems							BTC
										NLC
			2020 Executive to set up a Forum encompassing all key stakeholders							
			Immediate review existing bus services and determine if they meet existing needs effectively							
			Work with other stakeholders to effect solutions to the deficiencies in the service							
			Annual review of existing and any potential future needs							
			Immediate review existing train services and determine if they meet existing needs effectively							
			Work with other stakeholders to effect solutions to the deficiencies in the service							
			Annual review of existing and any potential future needs							
			6 monthly meetings of Forum							

An expanding, historic, rural market town, built around a river, and a 'hub' for the adjoining area. Expansion needs to be carefully regulated, and not at the expense of the town's rural, cultural and historic ambience, ensuring a good balance of homes, commercial and green spaces

A welcoming, vibrant, cohesive, and inclusive community with outstanding facilities, which are accessible, easy to use, providing convenient spaces for all residents, businesses, employees and visitors



A safe, clean place for us, our children and grandchildren to grow up in, where "people" are valued as human beings, and not simply economic entities, and where individual development and well-being are prioritised.



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