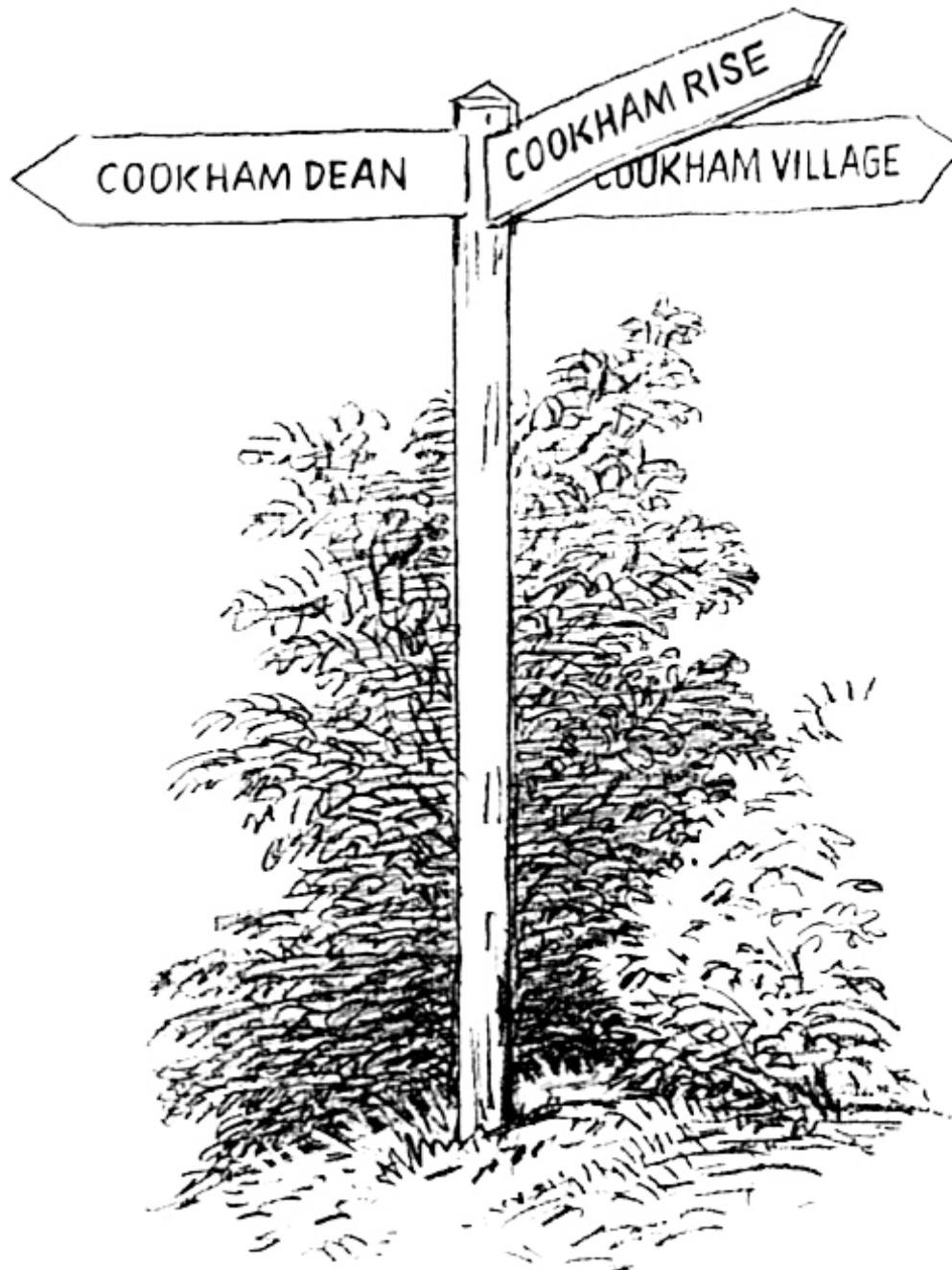


The Cookham Healthcheck 2008



Cookham Village, Cookham Rise and Cookham Dean, Berkshire

Index

Introduction	Page 3
Summary	Page 3
<u>Cookham Healthcheck Detailed Tables</u>	
Section 1 : ENVIRONMENT	Page 6
Section 2 : ECONOMY	Page 27
Section 3 : SOCIAL & COMMUNITY	Page 76
Section 4 : TRANSPORT & ACCESSIBILITY	Page 118

Introduction

The decision for Cookham to take part in a community planning initiative was taken in early 2006. In the first instance, a number of stakeholders from the Village were approached by Therese Lawlor, from the Royal Borough of Windsor and Maidenhead (RBWM), about the possibility of carrying out a Healthcheck. At the same time, the Parish Council proposed the preparation of a new Village Plan. After joint discussion, and also involving the Cookham Society, it was agreed that it would be sensible to carry out both exercises simultaneously. Residents and local businesses would be asked to take stock and to make proposals for the next twenty years in the life of Cookham.

Very early on it was decided that the initiative should be totally apolitical. It was considered that any body undertaking the work should represent the main interests of people in the Village and surrounding countryside. Eleven local people were asked to form a Steering Committee and Brian Martin from the Borough Council played a major part in compiling and coordinating the vast amount of information which this document contains. Full details of those involved are provided in the Cookham Plan document.

In 2006 the Steering Group organised many events to raise awareness including a stall at the Cookham Scout Fair, a Launch Meeting at Pinder Hall, and a stall at Cookham's Christmas Fair. A great deal of publicity was gained from Cookham FM radio. A wide range of suggestions from local residents and businesses were received and, a significant number of volunteers came forward, offering to help with the necessary work. It was recognised that there was a need for a considerable amount of consultation and effort to deliver both the Healthcheck and the Plan. Accordingly, the Steering Group established five working groups covering Business and Economy, the Environment and Land, Housing and Development, People and Places, and Traffic and Transport.

This Healthcheck document follows the format suggested by the Market Towns Healthcheck Handbook 2005, produced by "Action for Market Towns" and comprises a summary of the main findings, and 4 sections: Environment, Economic, Social and Community, and Transport and Accessibility. Each of these four sections also includes a number of SWOT (Strengths, Weaknesses, Opportunities, and Threats) analyses. The Healthcheck therefore gives a very good snapshot of Cookham as it is in this first decade of the 21st century.

Summary

General

The three settlements comprising, Cookham Village, Cookham Rise and Cookham Dean are situated in the Thames Valley near Maidenhead. Cookham Village is in the base of the valley, whilst Cookham Rise is on slightly higher ground, and the Dean is mainly on a hill. All are in fairly open countryside. Overall, the population is some 5,500 based on the 2001 Census. It is a fairly affluent area and in general the standard of living, including accommodation is high. Cookham's local economy is based around agriculture (which only employs very few people), a thriving service sector, tourism, leisure activity, and two major business training centres. A significant proportion (29%) of Cookham's workforce is either home-based or works from home. There is a First Great Western train service to the station at Cookham Rise and the Villages also have a bus service, although in the Dean this is only twice weekly. The road links to the Village suffer from at least two major bottlenecks and these coupled with inadequate parking provision lead to significant congestion at peak times.

As stated previously, each of the four sections which comprise this contain SWOT analyses. The remainder of this summary draws attention to some of the points arising from these analyses.

Environment analysis

There is a perception that the signage in the Village, (for example way marked paths, public maps, and information in general) could be improved. However, caution is required before encouraging too many extra visitors, because there are already problems with parking and congestion at peak times.

There is a widely-held view that, amongst all the built-up area of the Village, the Station Parade shopping area stands out as being in dire need of a significant refurbishment. There are some concerns about the location of telephone masts and the graffiti on other telephone 'furniture' such as junction boxes. Every day there are problems with road congestion and shortage of parking; flooding is a major concern for Cookham Village.

The Village and its surrounding countryside have strong links that are being maintained through its well-developed local bodies such as the Cookham Society and local churches. There are sensitive areas in terms of ecology and wildlife that would benefit from more local involvement in the management and conservation of the countryside.

Villagers are very aware that more could be done to promote and support environmentally-sustainable initiatives.

Finally, there is a concern that public and, in particular, visitor usage is putting great pressure on some open spaces; a sensitive approach to these areas is called for, as is regular and sympathetic maintenance.

Economic analysis

Cookham could be perceived as predominately a dormitory community, and has a low unemployment rate. The main growth area in business is within the service sector, and local businesses are quite bullish about future prospects. Accommodation costs are very high and although there are not many business start-ups, this does not reflect stagnation.

There is only one building society based in Cookham; banking and other support is available in Bourne End (2 miles), Maidenhead (3miles) and Marlow (3miles).

No significant shortages of skills have been identified in Cookham and the local economy is fairly strong. There are two main clusters of businesses: Retail outlets, restaurants, pubs and garage in Cookham Village catering mainly for the tourist trade, leisure industry and local Villagers; and predominantly retail outlets, restaurants and pubs in Cookham Rise which has the largest concentration of residents. Training provision for local people is provided in the Borough, but with the exception of Berkshire College of Agriculture, based in Hurley, residents have to travel some distance to receive adequate training. However, the Village itself is a major locale for business training: it contains the national training centre both for the John Lewis Partnership and the Chartered Institute of Marketing.

Tourism spending and tourism-related employment are important to the local economy, and they are not particularly vulnerable to seasonal variations. Visitor activity is centred on Cookham Village, with its Stanley Spencer Gallery and river walks; however, there are many other opportunities for walking, cycling, and observing wildlife. Most tourists visit the Village by car, which causes problems with congestion and parking throughout the summer months. The road links are fairly good although Cookham Bridge can be a bottleneck. Even though there is a train service to Cookham Rise and bus service to the Cookhams, public transport could be improved and does not address the needs of tourists.

In addition to completion of the Healthcheck forms key findings for the business sector are detailed in Appendix I.

Social and Community analysis

The profile of the population of the Village and surrounding countryside is one with a lower ethnic proportion, higher average age and fewer young people, higher professional/managerial occupations, and higher per capita income than local, regional and national averages. The environment, infrastructure and demographics have remained largely unchanged in recent years.

There is a significant need for affordable housing for first-time buyers and the lower-paid cannot afford to purchase housing in Cookham. Very few homes are in poor state of repair. Recent statistics illustrate Cookham's ageing population. Over the next 20 years the percentage of Cookham residents in their 70s, 80s and 90s is predicted to increase dramatically. The provision of services and suitable accommodation for them needs to be reviewed urgently.

Access to local healthcare is reasonably good, but transport to non-local facilities is a problem unless by car/taxi. All areas provide a safe and healthy environment to live in and emergency services provision is adequate; however response times to some of the more remote areas are hampered by road infrastructure and the use of house names rather than numbers. Whilst there is a Borough-wide strategy to fight crime, there is not a perceived local strategy, with theft from vehicles being a major problem.

Royal Borough of Windsor and Maidenhead offices are in Maidenhead and Windsor and are open on weekdays, while the Parish Council office is open part time. Internet and telephone links increase accessibility.

In addition to Parish Councillors, there are three Borough Councillors from the Cookham and Bisham Ward. Cookham is well represented at Borough level relative to the size of its population. The community is actively encouraged and supported to become involved in decision-making/development issues primarily via the Cookham Society and Parish Council.

Sports, leisure and open space facilities largely meet the needs of residents, but the Alfred Major Recreation Area is not utilised as much as it could be, and could provide more local facilities. The main strength is the open space and "freedom" activities, but these are not adequately publicised or signposted. Car parking is also a problem. National Trust property is well maintained, but the upkeep of Parish Council property depends on budgetary allocation, and the Alfred Major Recreation Area is in need of attention. Most public open spaces are owned by the National Trust and are in the Green Belt. There are two substantial Conservation Areas in The Pound and Cookham Village and the centre of Cookham Dean.

The whole of the Village organises a wide variety of community activities, events, meetings, and concerts.. The Stanley Spencer Gallery is the main cultural feature. The Gallery has recently re-opened after a major refurbishment financed largely by a grant from the Lottery Fund. The continuing publicity surrounding Kenneth Graham, who lived and wrote "The Wind in the Willows" in Cookham Dean, also attracts visitors to the area. Members of the community are actively engaged in the area's culture and heritage with the Cookham website being a major focus for publicising activities.

Traffic and Transport analysis

The car is the predominant form of transport to and from Cookham and this is seen as a weakness. Main car user groups are parents taking children to school (there are options for local solutions to reduce this volume), commuters (particularly those travelling through Cookham) who are seen as a threat (limited options), and shoppers and visitors. Bus and train times to Maidenhead are generally convenient for people going to/from work and school, although changes between services are not easy with bus times and train times uncoordinated. Moreover there is no regular bus service to Cookham Dean.

Plans to improve the local highway work are limited to a number of small schemes detailed in the RBWM's Section 106 plans and 'Safer Routes to School' measures along School Lane in Cookham. Principal routes for travel to and from the area are A4094, B4447, and at rush hour these have been 'rat runs' for a number of years for through traffic. This has been exacerbated by the development of in-car satellite navigation systems, which suggest diversions using local narrow lanes when main roads are blocked.

As mentioned earlier, the bus timetable does not connect well with that of the train service and Villagers would like more responsive services particularly around school travel times. Access to public transport for the disabled is very poor. Special transport services need to be advertised better. For those who have access to the internet, information on local transport provision is available on the RBWM website.

Congestion at peak times is a major issue for most Villagers particularly because of the use of main transport routes as 'rat runs' and for school-related transport. There is also scope for creative thinking on parking provision in the area which would help to ease the flow of traffic. In addition to these problems, there are three major pinch points: the Pound, Cookham Bridge (which crosses the Thames and has traffic lights to control crossing via a single lane) and the railway bridge in Maidenhead Road. There is an opportunity for more bus services using smaller buses. There are also opportunities to improve the provision of foot and cycle paths and, where possible separate cyclists from cars and pedestrians.

Questionnaire

As part of the whole planning process, questionnaires were circulated to every house and business to research local views on many aspects of Village life. In part, the questionnaires addressed the future, which is the purpose of The Cookham Plan, and is not directly relevant to the 'Healthcheck' process. However, the findings are of interest to those wishing to understand more about the Cookhams. The results are provided in detail on line at www.Cookham.com under the heading of The Cookham Plan, and from the Parish Council Office and the Library.

Section I : ENVIRONMENT

WORKSHEET ENI: CHARACTER AND VITALITY OF THE VILLAGE

Task: to find out what aspects of the Village and its hinterland give it character and vitality, and to describe the quality of these features.

I: Statement

Among the DISTINCTIVE FEATURES that contribute to the special character and vitality of the three Cookham Villages are the following:

- the individual character of the buildings and lanes and their irregular layout
- the participative commitment of many residents to their chosen activities, causes and community services
- the accessible nursery and primary schools, surgery, dental practice, Elizabeth House, the Cookham Social Club and other services and shops
- the preservation of the cultural heritage, acceptance of diversity, local arts performances and the Village web site
- the many pubs and restaurants of varied ethnicity and the presence of a few large organisations
- the abundance of open space and the separation of Cookham from neighbouring Villages and Maidenhead.

We think that the WIDER ENVIRONMENTAL ISSUES likely to affect the Village are:

- a continuing rise in the price of land and the demand for more accommodation
- the shortage of local services
- continuing education and lifelong learning
- global warming, flooding, live stock disease and other environmental matters
- changes to the agricultural market and farming practice
- the delegation of greater powers and duties to the Parish Council
- greater reliance on electronic communication and working from home
- increased mobility and more visitors
- the power of the national utilities and other service providers

2: Detailed information on what is special about the environment of the area

Starting points for information	Information you will need	Answers and notes
Sub-section 1: Description of the environmental features of the area		
Maps or aerial photographs Local knowledge	<p>Q 1 Where is the Village situated within the local landscape?</p> <p><i>For example, is the Village in a valley, in the open countryside, or alongside a river?</i></p>	The 3 Villages comprising Cookham, Cookham Rise and Cookham Dean are situated in the Thames Valley near Maidenhead. Cookham Village is in the river valley, Cookham Rise is located somewhat higher and the Dean is mainly on a hill. All are surrounded by commons, farmland and woods.
Maps or aerial photographs Local survey	<p>Q 2 What are the distinctive features that define the limits of the Village?</p> <p><i>For example, are there historic city walls or a river or bypass?</i></p> <p>(Worksheets S5 Q6 and S6 Q6 also refer to environmental features and local distinctiveness).</p>	River and Commons to the East & North and to the South is open farmland, all in Green Belt, with Quarry Woods to the West.
Local survey District Council (ask for: Conservation Areas, Local Plan, Design Statement, Tree Preservation Orders)	<p>Q 3 Landmarks:</p> <ol style="list-style-type: none"> Where are the Village's natural environmental landmarks (for example, groups of trees, parkland, and nature areas)? Are they protected or well maintained? <p>(Worksheets S5 Q6 and S6 Q6 also refer to environmental features and local distinctiveness).</p>	<p>a. River Thames, Saches Island, Lullebrook, Whitebrook, Stande Water/Fleet Ditch Odney and Widbrook Commons Cock Marsh,, Winter Hill, , Cookham Dean and Cookham Conservation Areas, Quarry, Hillgrove, Beeching Grove and Pigeonhouse Woods, Mount Hill</p> <p>b. Yes River Thames by Environment Agency Winter Hill, Cock Marsh & Widbrook – by National Trust Quarry Wood – by Woodland Trust Cookham Dean Village Green – by National Trust Cookham Moor – by National Trust</p>

Starting points for information	Information you will need	Answers and notes
<p>Local Wildlife Trust Local Biodiversity Action Plan</p>	<p>Q 4 Biodiversity: a. What areas are important for local biodiversity? b. What measures are in place to protect or enhance them?</p> <p><i>Consider, for example, bats, great crested newts, badgers, rare plants, insects or birds on the red list, or specific habitats.</i></p>	<p>Habitats: Cock Marsh - Natural England – an SSSI managed by local National Trust Committee, with rare species of grass wetland feature at base of escarpment Species: Voles, Marsh Meadow - Environment Agency and private ownership Marsh Meadow Conservation Area, with a local Management Committee Widbrook and Odney Commons, National Trust & Commoners Strand Water - Local residents protection group Pigeonhouse Wood (Little Harwood) – owner’s Conservation Management Plan</p>
Sub-section 2: Built features of the Village		
<p>Maps Aerial photographs Local knowledge</p>	<p>Q 5 What is the shape and density of the Village (that is, are buildings clustered together, dispersed or a mixture)?</p> <p>(Worksheets EC6 Q1; EC7 Q18; S2, S3 Q11; S5 Q8 and S6 Q1 & 3 also refer to the built environment).</p>	<p>3 main communities: Cookham Dean - dispersed Cookham Village - concentrated Cookham Rise - very concentrated and urban</p>

Starting points for information	Information you will need	Answers and notes
<p>District Council (ask for: Conservation Areas, Listed Buildings, Local Plans) Village Design Statement Local history group Tourist Information Office</p>	<p>Q 6 a. Where are the Village's distinctive built landmarks and conservation areas, and b. are they are in good condition? (Worksheet S6 Q6 also refers to local distinctiveness. Worksheets EC6 Q1; EC7 Q18; S2, S3 Q11; S5 Q8 and S6 Q1 & 3 also refer to the built environment).</p>	<p>a. Built: Holy Trinity Church and Church Centre, / R Thames Bridge The Village conservation areas and especially the High Street. Moor Hall Lullebrook Manor (Odney Club) Village war memorials Methodist church Dean Farm area including the Forge, Most of central Cookham Dean is Conservation Area St. John the Baptist Church Jolly Farmer Pub Harwood House The Mount Mount Farm b. Mostly in good condition. The Pound has a narrow road and very narrow footpath.</p>
<p>District Council</p>	<p>Q 7 Development: a. What are the areas where there are rundown or derelict buildings needing repair or restoration? b. What plans are there to revitalise or redevelop these areas/buildings? (Worksheets EC6 Q1; EC7 Q18; S2, S3 Q11; S5 Q8 and S6 Q1 & 3 also refer to the built environment. Worksheets EC6 Q1,8,9; S2; S5 Q10 and T1 Q3 also refer to development)</p>	<p>Derelict Sewerage Works Unkempt field adjacent to Nursery School in Rise Gas Holder Site, brown land suitable for houses, Rose Garden, corner Whyteladies Lane, Dean Lane, derelict Boatyard below Winter Hill, b. White Place Farm's buildings are currently proposed for redevelopment;</p>

Starting points for information	Information you will need	Answers and notes
<input type="checkbox"/> District Council (ask for Local Plan proposal map)	<p>Q 8 What is the range of uses of buildings in the Village? <i>Are they, for example, for shopping, for housing, or used to provide employment?</i></p> <p>(Worksheets EC6 Q1; EC7 Q18; S2, S3 Q11; S5 Q8 and S6 Q1 & 3 also refer to the built environment)</p>	<p>Housing, shops, some employment, education, community Former farm buildings used for small businesses & small manufacturing Village yard for small businesses Pinder Hall, Cookham Dean Village Hall, major entertainment & Community use. Parish Centre, Library Community Room, Methodist Hall smaller community facilities</p>
Local survey Village Design Statements	<p>Q 9 Are the main routes into the Village, including those from train and bus stations, attractive and in good condition?</p>	<p>Mostly. However station parking area and shopping parade shabby Obsolete and unnecessary street furniture Undefined entrances to Village</p>
Local survey Village Design Statements	<p>Q 10 Are the main pedestrian routes between car parks and the Village centre attractive, well maintained, well lit, and safe to use (for example, with security CCTV cameras in use) both day and night? (Worksheets EC7 Q13,14 and T1; T2 & T3 also refer to pedestrian access)</p>	<p>The routes are not well lit, but they are in keeping with the Village as a whole. There is CCTV in Cookham High Street, though its coverage is limited. The Station area is poorly lit and maintained. Unattractive. The only Village car park is in Sutton Road</p> <p>No safe pedestrian route through The Pound to link Cookham Rise with Cookham Village.</p>

Starting points for information	Information you will need	Answers and notes
<p>Local survey District Council Village Design Statements</p>	<p>Q 11 Are street fitting and fixtures in the Village well located and in good condition?</p> <p><i>Look, for example, for cracked pavements, vandalised phone boxes, graffiti-covered walls, and overflowing or insufficient waste bins.</i></p> <p>(Worksheets EC6 Q1; EC7 Q18; S2, S3 Q11; S5 Q8 and S6 Q1 & 3 also refer to the built environment. Worksheets EC7 Q10, 17, 18; S3 Q7, 11 also refer to environmental quality)</p>	<p>Street lights – fair to good condition – most concrete columns now replaced by steel; Phone boxes – red are in good condition, modern ones are not; some Graffiti ; waste bins often vandalised and some are very old Benches – more needed and a programme of care for existing ones.</p>
<p>Local survey Village Design Statements</p>	<p>Q 12 Which areas of the Village are over-cluttered with signs, street furniture, advertising hoardings, etc?</p> <p>(Worksheets EC6 Q1; EC7 Q18; S2, S3 Q11; S5 Q8 and S6 Q1 & 3 also refer to the built environment. Worksheets EC7 Q10, 17, 18; S3 Q7, 11 also refer to environmental quality)</p>	<p>Railway Bridge over Maidenhead Road, 11 signs on the bridge to Odney Common would stand reduction.</p>

Sub-section 3: Environmental issues for the Village		
Starting points for information	Information you will need	Answers and notes
Local survey District Council (ask for Local Plan and Village Design Statements)	<p>Q 13 The Village's environment:</p> <p>a. What are the environmental issues facing the Village? b. What plans are there to deal with them?</p> <p><i>Look, for example, at flooding, air and noise pollution, etc.</i></p> <p>(Worksheets EC7 Q10,17,18; S3 Q7,11 also refer to environmental quality)</p>	<p>Traffic at peak times (Pound & River Bridge) Parking on summer weekend afternoons in Village Parking in Sutton Rd little advertised Shopkeepers park in High Street Station Car Park little used at weekends Flooding (part) – Environment agency Parking round Cookham Dean Church Proliferation of telephone masts. Flooding of Marsh Meadow, but Village protected b. See The Cookham Plan for recommendations. The Environment Agency is making proposals on flooding. Otherwise none. The new Village Plan makes proposals.</p>
Local survey District Council (ask for Local Plan and Village Design Statements)-	<p>Q 14 Brown field land:</p> <p>a. What brown field land is available for building? b. Is this available land being considered in planning decisions?</p> <p>(Worksheets EC7 Q10, 17, 18; S3 Q7, 11 also refer to environmental quality. Worksheets EC6 Q1,8,9; S2; S5 Q10 and T1 Q3 also refer to development)</p>	<p>a. Only brown field land is old Gasometer site b. Not known at present</p>
District Council conservation officer Village Design Statement	<p>Q 15 What heritage initiatives are there?</p> <p><i>Examples may include: Historic Economic Regeneration Scheme, Local Heritage Initiatives, and Conservation Areas.</i></p> <p>(Worksheets EC6 Q1; EC7 Q18; S2, S3 Q11; S5 Q8 and S6 Q1 & 3 also refer to the built environment)</p>	<p>All central Cookham Dean & Cookham Village are conservation areas Stanley Spencer gallery Marsh Meadow – private owned</p>
Local planning office Estate Agents Local council Offices	<p>Q16 What land and buildings that could help the Village's initiatives are available for purchase (and are they at affordable prices?)</p> <p>(Worksheets EC6 Q1; EC7 Q18; S2, S3 Q11; S5 Q8 and S6 Q1 & 3 also refer to the built environment)</p>	<p>Old Sewerage Works - Information Centre for walkers? (owned by Thames Water) Marsh Meadow Former gasholder site Field adjacent to Nursery School? b. Availability of all and potential price not known - they are all privately-owned</p>

3: This SWOT analysis identifies Strengths, Weaknesses, Opportunities and Threats.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered:	Conclusion					
		I t' s a F a c t	S t r e n g t h	W e a k n e s s	O p p o r t u n i t y	T h r e a t	N e e d m o r e i n f o
Does the Village make the most of its natural environmental features? If there are opportunities for improvements to areas, what/where are they?	Publicity , waymarked paths, public maps A Study and a Biodiversity Action Plan is being carried out.		✓		✓		
Does the Village have vitality and character, and does it keep its distinctive buildings and streets in good repair and in use? If not, what could be improved?	On the whole, yes Station Parade is shabby Telephone Masts can be intrusive See proposals in The Cookham Plan	✓	✓			✓	
Are there any major environmental concerns are being addressed and planned for? Are there any gaps?	Yes Flooding / Traffic (gap) Telecoms companies should be tied into contract of continual maintenance on their street furniture. See proposals The Cookham Plan	✓			✓	✓	

WORKSHEET EN2: THE VILLAGE & THE WIDER COUNTRYSIDE

Task: to record the quality of the Village's surrounding countryside, how it is changing and the links it has with the Village

I: Introduction to the task

Market Villages and their surrounding countryside are linked both visually and physically. Most of the practical links between the Village and its surrounding countryside (hinterland) are based on the Village's traditional role as marketplace, shopping centre and the source of necessary local services for those living in the area. It is important for market Villages to appreciate the changes happening in the countryside and to be able to adjust their services and facilities to meet changing needs. During this task try to:

- Identify the important present and past features that link the residents of Village and countryside residents and their what they do for a living
- Assess the impact of management practices on the quality of the countryside
- Where appropriate make links to Worksheet T2: Accessibility of services

If your County Council has not already carried out a landscape assessment of the surrounding countryside, you could map your own findings to help people understand the character of the surrounding countryside.

Features

Cookham is not a market Village, apart from a small W.I. (Women's Institute) market on a Friday though people come to Cookham to shop.

The reduction in the farming population has changed the nature of the Village and its community slightly.

The separation of Cookham from its neighbours is regarded as key feature

2: Getting the following information will help you define the environmental links between the Village and countryside

Starting points for information	Information you will need	Answers and notes
Sub-section: Links between Village and countryside		
Maps or aerial photographs Local survey	<p>Q 1 What is the location and impact of any natural or man-made features such as rivers, canals, roads or railway lines that physically or visually link the Village and country?</p> <p>(Worksheets EC6 Q1; EC7 Q18; S2, S3 Q11; S5 Q8 and S6 Q1 & 3 also refer to the built environment. Worksheets S5 Q6; S6 Q5 also refer to environmental features)</p>	Railway Link to Maidenhead Footpath bridge over the river to Bourne End and Thames path See map of Village
Local survey	<p>Q 2 Are there unique design elements found in both the Village and the surrounding countryside?</p> <p><i>Look, for example, at distinctive local house types, local architectural detailing and use of local materials.</i></p> <p>(Worksheets EC6 Q1; EC7 Q18; S2, S3 Q11; S5 Q8 and S6 Q1 & 3 also refer to the built environment. Worksheet S6 Q5 also refers to local distinctiveness)</p>	Cookham Village - some 16 th /17 th Century homes Cookham Rise – largely developed between wars and post war Cookham Dean - diverse – very few houses pre-date 1850 Local materials used

Starting points for information	Information you will need	Answers and notes
Local survey Local Tourist Board Maps	<p>Q 3 What are the memorable views either from the Village to the countryside or from the countryside to the Village, and where can they be seen from?</p> <p>(Worksheet S6 Q5 also refers to local distinctiveness)</p>	<p>Cookham Church tower Cliveden View from Widbrook; River & Bridge from Golf Club; The Mount Hill area to Cookham Village, Cliveden, Windsor Castle, Surrey Hills, Wembley Arena and Canary Wharf; Kings Coppice Valley; Marlow and Chiltern escarpment from Winter Hill and Cock Marsh; Bagshot Common Tower, and Ascot Grandstand (South from Mount Hill and Winter Hill);</p>
Local knowledge Local History Group Local Tourist Board Library	<p>Q 4 What historic commercial links such as market halls, a corn exchange, mills, wharves, market squares between the Village and country are still evident?</p> <p>(Worksheets EC6 Q1; EC7 Q18; S2, S3 Q11; S5 Q8 and S6 Q1 & 3 also refer to the built environment. Worksheet S6 Q5 also refers to local distinctiveness)</p>	<p>The enclosed and unenclosed commons are a vital part of local agriculture. Hedsor Wharf across the river</p>
Local survey	<p>Q 5 Does the character of the surrounding countryside become less distinct the closer it gets to the Village edge?</p> <p>(Worksheets S5 Q6; S6 Q5 also refer to environmental features. Worksheet S6 Q5 also refers to local distinctiveness)</p>	<p>No. Probably one of the attractions!</p>
Sub-section: Countryside landscape character		

<p>County Council (ask for landscape character assessment)</p>	<p>Q 6 What are the unique characteristics of the local countryside? <i>Look, for example, at farmed land, heath or moor land, open, small fields with hedgerows or dry stone walls, and traditional settlements.</i> (Worksheets S5 Q6; S6 Q5 also refer to environmental features. Worksheet S6 Q5 also refers to local distinctiveness)</p>	<p>River Valley Steep escarpment on the north Gentle rise from East to West. Agricultural land in valley and on hill side Wooded area at Cookham Dean Large trees break up views of development Conservation areas and Green Belt restrict development Some pleasant lanes The Commons</p>
--	--	--

Starting points for information	Information you will need	Answers and notes
District Council (ask for Local Plan) County Council English Nature Local Wildlife Trust	<p>Q 7</p> <p>What areas are covered by national, regional or local landscape, conservation or wildlife designations such as:</p> <ul style="list-style-type: none"> National Parks Areas of Outstanding Natural Beauty (AONB) RAMSAR Special Protection Areas Special Areas of Conservation National Nature Reserves (NNR) Local Nature Reserves (LNR) Site of Special Scientific Interest (SSSI) Sites of Importance for Nature Conservation <p>(Worksheet EC7 Q10,17,18; S3 Q7,11 also refer to environmental quality)</p>	<p>No</p> <p>No</p> <p>No</p> <p>Part of Marsh Meadow Cock Marsh The Moor</p>
District Council (ask for: Local Plans, Conservation Areas, Listed Buildings, archaeologically important areas, Historic Parks and Gardens) English Heritage	<p>Q 8</p> <p>Areas of historic importance:</p> <p>a. What areas of historic importance have concentrations of:</p> <ul style="list-style-type: none"> Listed Buildings Conservation Areas Historic parkland Scheduled Ancient Monuments (SAM) Areas of Archaeological Importance <p>b. What other areas of historic importance are there?</p> <p>(Worksheets EC6 Q1; EC7 Q18; S2, S3 Q11; S5 Q8 and S6 Q1 & 3 also refer to the built environment. Worksheets S5 Q6; S6 Q5 also refer to environmental features)</p>	<p>a. Cookham Village has a several; there are some in the area around The Pound and a few at Cookham Dean including The Mount and around Dean Farm</p> <p>None</p> <p>Barrows on Cockmarsh</p> <p>None Some homes on medieval foundations</p> <p>b. Saches Island, site of Saxon encampment.</p>

Starting points for information	Information you will need	Answers and notes
Sub-section: Countryside landscape quality, use & management		
County Council Dept for Environment, Food & Rural Affairs (DEFRA). (Ask regional office	Q 9 Land: a. What are the proportions of agricultural land at Grade 1, 2 or 3a? b. Where are they?	a) Majority Grade 2 b) surrounds Villages (except for where the Cookham Village border on the Thames)
DEFRA for current schemes) Environment Agency County Council	Q 10 What areas of the countryside are being managed through national agri-environment schemes? Current schemes are: Countryside Stewardship Scheme Environmentally Sensitive Areas Nitrate Sensitive Areas Habitat Scheme Moor land Scheme Organic Aid Scheme Countryside Access Scheme (Worksheet EC7 Q10,17,18; S3 Q7,11 also refer to environmental quality)	Not known Countryside Stewardship is being absorbed into the European Single Payment Scheme CHECK www.magic.gov.uk

Starting points for information	Information you will need	Answers and notes
Internet (local community network) Library Local Wildlife Trust British Trust for Conservation Volunteers (BTCV)	Q 11 Groups: a. How do community and voluntary groups participate in the management of the local countryside? b. How do they contribute to the Village's and surrounding countryside's conservation? (Worksheets EC2 Q5; EC3 Q10; S4; S6 also refer to community involvement)	a. Marsh Meadow Management Committee Maidenhead & Cookham Commons Preservation Committee The East Berkshire Ramblers Cookham Society Bucks Berks and Oxon Wildlife Trust Strand Water Residents Group b. Substantial activity in consultation with owners where relevant.
Business directory Local knowledge	Q 12 Is there a horticulture or market gardening industry on the outskirts of the Village which supplies the Village markets? <i>If yes, identify proportionally how much they do supply.</i> (Worksheets EC2 Q2,3; EC5; also refer to land-based industries)	There is a seasonal pick your own site A tiny proportion
Soil Association (look at organic farmers and growers) Linking Environment and Farming (LEAF)	Q 13 How many local agricultural or horticultural produce businesses are certified organic producers or members of other environmental standards schemes? (Worksheets EC2 Q2,3; EC5; also refer to land-based industries. Worksheets EC7 Q12; S5 Q9 also refer to food)	Friday Market Copas Partnership – organically reared turkeys
<input type="checkbox"/> District Council Local Plan	Q 14 Changes: Are there plans for future major change on the urban edge? What are they and when are they planned for? What landscape impacts might they to have? Look, for example, at community forest land, etc.	Not known (pending Green Belt review) See proposals in The Cookham Plan

3: This part is called a SWOT analysis, where you identify Strengths, Weaknesses, Opportunities and Threats. Once you have the information, use this table to show the Strengths and Weaknesses in the links between Village and countryside, the landscape character and features around the Village. Also flag up where there are Opportunities to improve things or where there might be Threats in the future. The conclusions give the basis for a summary that can go forward to the Healthcheck Report.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered:	Conclusion					
		I t' s a F a c t	S t r e n g t h	W e a k n e s s	O p p o r t u n i t y	T h r e a t	N e e d m o r e i n f o
Do the Village and its surrounding countryside have established, strong links, and are these being maintained? If the links are weaker than they used to be, why is this?	Yes		✓				
Looking at the quality of the surrounding countryside, its sensitive areas and its potential, are any areas in need of support/strengthening?	Some				✓		
What are the changes that are happening in the surrounding countryside and how well these are being managed? How can the Village help with these changes to management practices?	Increasing equestrian activity, sometimes unsightly By discussion and example	✓			✓		
What potential is there to increase the extent of community involvement in the management and conservation of the countryside?	Some				✓		

WORKSHEET EN3: THE ENVIRONMENT AND QUALITY OF LIFE

Task: to establish the effects of the quality of the Village's and countryside's environment on the quality of life.

I: Introduction to the task

The way people live and work has an impact on the quality of the environment. Many people now want to “do their bit for the environment”, particularly in their own local area. This task will help you to consider:

- *How and where residents can use or support environmentally friendly initiatives*
- *How and where community members interact with their environment for leisure and recreation*
- *Where appropriate make links to Worksheets*
 - T2: Accessibility of services*
 - S5: Sport, Leisure and Open Spaces*
 - T3: Ease of Movement around the Village*

2: Getting the following information will help you review how environmental quality could be enhanced to improve peoples' quality of life

Starting points for information	Information you need	Information
Sub-section: Environmental sustainability		
District Council Local community group Charity schemes	Q 1 What opportunities are there for people to understand and become active in reducing or managing waste? Include sustainable waste management such as collection points, facilities and support offered, and consider local schemes to: recycle re-use produce bio-gas energy compost organic waste (Worksheets EC2 Q5; EC3 Q10; S4; S6 also refer to community involvement)	The Borough Council collects material for recycling and there is a collection point on Station Parade No biogas Waste composted by RBWM Council. No facility in the Village
<input type="checkbox"/> Local Authority	Q 2 How are energy conservation methods and local renewable energy sources used within the Village and the surrounding countryside?	Very little
<input type="checkbox"/> Local Authority	Q 3 Low carbon initiatives: a. What initiatives are in operation for the Village to become a low carbon area? b. How are these initiatives contributing to improved air quality, health and creation of employment opportunities?	None Not applicable

Starting points for information	Information you will need	Answers and notes
Local Authority Planning Dept Local builders	Q 4 What use is being made of sustainable building materials for new buildings within the Village? (Worksheets EC6 Q1; EC7 Q18; S2, S3 Q11; S5 Q8 and S6 Q1 & 3 also refer to the built environment)	Not much
<input type="checkbox"/> Local survey	Q 5 Where goods and products from the local countryside are produced, how many of them carry a local Environmental Quality Mark (EQM)? (Worksheets EC7 Q10,17,18; S3 Q7,11 also refer to environmental quality. Worksheets EC2 Q2,3; EC5; also refer to land-based industries. Worksheets EC7 Q12; S5 Q9 also refer to food)	Copas Turkeys
Sub-section: Quality of life through leisure and recreation		
<input type="checkbox"/> Local Authority	Q 6 Do community open spaces, sites and facilities currently available for informal recreation and amenity meet the needs of the local people? (Worksheets EC7 Q10,17,18; S3 Q7,11 also refer to environmental quality. Worksheet S5 refers to open space. Worksheets EC7 Q13; S5; S6; T3 Q17 also refer to recreation & leisure)	On the whole yes But there is no sports club or swimming pool Lullebrook Manor has a private sports area See proposals in The Cookham Plan
Local Authority Local survey Tourist or Visitor Information Centre	Q 7 What recreation routes for walking and cycling are available to local people? (Worksheet EC7 Q13,14; T1 Q5; T2 Q6; T3 also refer to pedestrian access ; Worksheets EC7 Q13; S5; S6; T3 Q17 also refer to recreation & leisure)	Extensive Footpaths, Cycle tracks, bridleways

3: This part is called a SWOT analysis, where you identify Strengths, Weaknesses, Opportunities and Threats. Once you have the information, use this table to show the Strengths and Weaknesses in the ways that contribute to a better environment for all. Also flag up where there are Opportunities to improve things or where there might be Threats in the future. The conclusions give the basis for a summary that can go forward to the Healthcheck Report.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered:	Conclusion					
		I t' s a F a c t	S t r e n g t h	W e a k n e s s	O p p o r t u n i t y	T h r e a t	N e e d m o r e i n f o
a. To what extent do people fully consider promoting and supporting environmentally sustainable initiatives? b. Are there any gaps or opportunities to extend these actions?	Yes gaps and strengths awareness high		✓		✓		
a. What improvements could be made in amenities such as open spaces, sites, routes and facilities for informal recreation that enhance the quality of life for local people be made? b. Are there any potential open spaces or sites that could be developed?	a. Traffic problems need attention. The effect of more parking may be only to bring more traffic. Public use is putting great pressure on some public open spaces. b. Yes, the old Gasholder site and Poundfield – see proposals in The Cookham Plan.	✓ ✓		✓	✓ ✓		

Section 2 : ECONOMIC

WORKSHEET ECI: EMPLOYMENT

Task: The task is to assess the strength of the local job market.

I: Introduction to the task

Employment in rural areas is extremely varied, but in very broad terms is characterised by higher rates of economical, activity and self-employment than in urban areas. There are lower levels of formerly unemployed people and a high proportion of the labour force work in very small firms. Most employers work in four industries:

- Distribution, which includes retail, wholesale and public services sector
- Hotels and catering
- Manufacturing
- Business and financial services

An overview of rural employment and its sources of information can be found in the Countryside Agency's *'Annual State of the Countryside'* report and Rural Economies *'Stepping Stones to a Healthier Future'*. There is probably a regional version of these reports. Your regional development agency, Local Authority and Learning and Skills Council all produce profiles of employment, which may help you create your own employment profile for the Village and hinterland.

The main sources of information that should help answer the questions are:

- Census of Population 2001 (which records employees and self employed at their places of residence)
- Annual Employment Survey and the unemployment data produced by the Office for National Statistics and Department for Work and Pensions
- Annual and Quarterly Labour Force Survey (LFS) and the Annual Business Inquiry's (ABI) Workplace Employer Survey
- Inter Departmental Business Register (IDBR) – this records forms for VAT and/or PAYE

Apart from using published data, you may find a survey of local employers useful.

2: Getting the following information will help you find out the basic facts needed to understand the local employment situation

Starting points for information	Information you will need	Answers and notes
	Sub-section I: Employment	
<ul style="list-style-type: none"> Census of Population 	<p>Q1 What is</p> <ol style="list-style-type: none"> The ratio of employed people to the total working age population? The ratio of working women to working men? <p><i>Compare these ratios with regional and national averages. This will help identify if there is hidden unemployment locally.</i></p> <p>(Worksheet S1 Q4 also refers to employment)</p>	<p>a) 67% (Parish), 68% (RBWM), 61% (National)</p> <p>b) 1.3men: 1 woman (Parish), 1.2men: 1 woman (RBWM and National)</p>
<ul style="list-style-type: none"> Census of Population 2001 More recent local surveys Comparing LFS with ABI employer analysis 	<p>Q 2: What proportion of local people commutes out of the Village/hinterland to work and how far do they go? <i>Compare the proportion with averages for other market Villages (a list of Villages is available on the Market Villages website).</i></p> <p>(Worksheets T1; T2; T3 also refer to travel)</p>	<p>See below. It is interesting to observe that a significant proportion of Cookham residents work at or from home in comparison with other rural Villages and the averages for the South East or England as a whole.</p>

	Bisham and Cookham	Windsor and Maidenhead	East Hants (Includes Alton)	Vale of the White Horse (includes Faringdon)	Thame	South East	England
Works mainly at or from home	29%	15%	12%	10%	12%	16%	14%
Distance travelled to work: Less than 2km	18%	18%	19%	20%	23%	21%	20%
Distance travelled to work: 2km to less than 5km	19%	16%	8%	13%	7%	18%	20%
Distance travelled to work: 5km to less than 10km	15%	16%	13%	19%	7%	16%	18%
Distance travelled to work: 10km to less than 20km	11%	17%	18%	17%	17%	14%	15%
Distance travelled to work: 20km to less than 30km	4%	7%	9%	6%	9%	6%	5%
Distance travelled to work: 30km to less than 40km	1%	4%	5%	3%	4%	3%	2%
Distance travelled to work: 40km to less than 60km	1%	3%	4%	2%	5%	2%	2%
Distance travelled to work: 60km and over	3%	5%	6%	4%	12%	3%	3%

Starting points for information	Information you will need	Answers and notes																																																																								
<ul style="list-style-type: none"> New Earnings Survey, published by the Office for National Statistics Surveys by the Local Authority. 	<p>Q 3</p> <p>Household earnings:</p> <ol style="list-style-type: none"> What are average household earnings? How do they compare with the national and regional averages? What percentage is above and below the average income level? 	<p>Average earnings in Windsor and Maidenhead are £27,118 (2006 basis Annual Survey of Hours and Earnings (ASHE)) which is 32% above the average for the South East (excluding London) and 43% above the UK average. Given the relative affluence of Cookham average earnings are likely to be higher than the average for Windsor and Maidenhead.</p>																																																																								
<ul style="list-style-type: none"> Census of Population Annual Employment Survey 	<p>Q 4</p> <p>How do employment rates in specific key industry sectors compare over time with regional and national averages?</p> <p><i>N.B. no significant shifts recently – main differences highlighted</i></p>	<table border="1" data-bbox="1223 611 2000 1187"> <thead> <tr> <th>Industry</th> <th>Bisham and Cookham Ward</th> <th>South East Region</th> <th>England</th> </tr> </thead> <tbody> <tr><td>Agriculture, hunting and forestry</td><td>1.5%</td><td>1.4%</td><td>1.5%</td></tr> <tr><td>Fishing</td><td>0.0%</td><td>0.0%</td><td>0.0%</td></tr> <tr><td>Mining and quarrying</td><td>0.2%</td><td>0.2%</td><td>0.2%</td></tr> <tr><td>Manufacturing</td><td>12.0%</td><td>12.1%</td><td>14.8%</td></tr> <tr><td>Electricity, gas and water supply</td><td>0.5%</td><td>0.7%</td><td>0.7%</td></tr> <tr><td>Construction</td><td>5.1%</td><td>7.1%</td><td>6.8%</td></tr> <tr><td>Wholesale and retail trade, repairs</td><td>13.1%</td><td>16.3%</td><td>16.9%</td></tr> <tr><td>Hotels and restaurants</td><td>4.8%</td><td>4.3%</td><td>4.7%</td></tr> <tr><td>Transport, storage and communications</td><td>8.2%</td><td>8.1%</td><td>7.1%</td></tr> <tr><td>Financial intermediation</td><td>3.2%</td><td>5.1%</td><td>4.8%</td></tr> <tr><td>Real estate, renting and business activities</td><td>26.6%</td><td>15.6%</td><td>13.2%</td></tr> <tr><td>Public administration and defence, social security</td><td>3.3%</td><td>5.9%</td><td>5.7%</td></tr> <tr><td>Education</td><td>6.5%</td><td>7.8%</td><td>7.7%</td></tr> <tr><td>Health and social work</td><td>6.8%</td><td>9.8%</td><td>10.7%</td></tr> <tr><td>Other community, social and personal service activities</td><td>7.5%</td><td>5.1%</td><td>5.0%</td></tr> <tr><td>Private households with employed persons</td><td>0.4%</td><td>0.2%</td><td>0.1%</td></tr> <tr><td>Extra-territorial organisations and bodies</td><td>0.2%</td><td>0.0%</td><td>0.1%</td></tr> </tbody> </table> <p>Source 2001 Census</p>	Industry	Bisham and Cookham Ward	South East Region	England	Agriculture, hunting and forestry	1.5%	1.4%	1.5%	Fishing	0.0%	0.0%	0.0%	Mining and quarrying	0.2%	0.2%	0.2%	Manufacturing	12.0%	12.1%	14.8%	Electricity, gas and water supply	0.5%	0.7%	0.7%	Construction	5.1%	7.1%	6.8%	Wholesale and retail trade, repairs	13.1%	16.3%	16.9%	Hotels and restaurants	4.8%	4.3%	4.7%	Transport, storage and communications	8.2%	8.1%	7.1%	Financial intermediation	3.2%	5.1%	4.8%	Real estate, renting and business activities	26.6%	15.6%	13.2%	Public administration and defence, social security	3.3%	5.9%	5.7%	Education	6.5%	7.8%	7.7%	Health and social work	6.8%	9.8%	10.7%	Other community, social and personal service activities	7.5%	5.1%	5.0%	Private households with employed persons	0.4%	0.2%	0.1%	Extra-territorial organisations and bodies	0.2%	0.0%	0.1%
Industry	Bisham and Cookham Ward	South East Region	England																																																																							
Agriculture, hunting and forestry	1.5%	1.4%	1.5%																																																																							
Fishing	0.0%	0.0%	0.0%																																																																							
Mining and quarrying	0.2%	0.2%	0.2%																																																																							
Manufacturing	12.0%	12.1%	14.8%																																																																							
Electricity, gas and water supply	0.5%	0.7%	0.7%																																																																							
Construction	5.1%	7.1%	6.8%																																																																							
Wholesale and retail trade, repairs	13.1%	16.3%	16.9%																																																																							
Hotels and restaurants	4.8%	4.3%	4.7%																																																																							
Transport, storage and communications	8.2%	8.1%	7.1%																																																																							
Financial intermediation	3.2%	5.1%	4.8%																																																																							
Real estate, renting and business activities	26.6%	15.6%	13.2%																																																																							
Public administration and defence, social security	3.3%	5.9%	5.7%																																																																							
Education	6.5%	7.8%	7.7%																																																																							
Health and social work	6.8%	9.8%	10.7%																																																																							
Other community, social and personal service activities	7.5%	5.1%	5.0%																																																																							
Private households with employed persons	0.4%	0.2%	0.1%																																																																							
Extra-territorial organisations and bodies	0.2%	0.0%	0.1%																																																																							

•																		
Starting points for information	Information you will need	Answers and notes																
	Sub-section 2: Unemployment																	
<ul style="list-style-type: none"> Local Authorities Job Centre Plus 	<p>Q 6 How do local unemployment rates for</p> <ul style="list-style-type: none"> male unemployment (% of female unemployment youth unemployment compare with regional and national averages? <p>(Worksheets S1 Q3; T2 Q2; T3 Q18,19 also refer to children & young people)</p>	<table border="1"> <thead> <tr> <th>Unemployment rates</th> <th>Cookham</th> <th>RBWM</th> <th>England</th> </tr> </thead> <tbody> <tr> <td>Male</td> <td>3.2%</td> <td>3.3%</td> <td>6.5%</td> </tr> <tr> <td>Female</td> <td>3.2%</td> <td>2.9%</td> <td>4.8%</td> </tr> <tr> <td>Youth</td> <td>na</td> <td>na</td> <td>na</td> </tr> </tbody> </table>	Unemployment rates	Cookham	RBWM	England	Male	3.2%	3.3%	6.5%	Female	3.2%	2.9%	4.8%	Youth	na	na	na
Unemployment rates	Cookham	RBWM	England															
Male	3.2%	3.3%	6.5%															
Female	3.2%	2.9%	4.8%															
Youth	na	na	na															
• NOMIS.	<p>Q 7 What sectors of the unemployed population are proportionally higher by age/gender than the regional and national averages?</p>	Female unemployment is marginally higher than the Borough average, though this may be in part due to relative affluence. However, unemployment rates are generally lower than the national average.																
<ul style="list-style-type: none"> Annual Employment Survey NOMIS 	<p>Q 8 Has unemployment fallen or risen in the last 5 years, compared to the national average?</p>	There has been no significant change – possibly a slight decrease in unemployment																
<ul style="list-style-type: none"> Annual Employment Survey NOMIS. 	<p>Q 9 Are there any specific trends in unemployment in the local area, for example in a particular industry?</p>	In the recent past there have been no specific trends. Increasing mechanisation of agriculture has led to a slow trickle away from the land, but nowadays the biggest impact on unemployment would be either closure of a major employer such as the Chartered Institute of Marketing or a major recession which would inevitably have a flow through to local residents.																
<ul style="list-style-type: none"> Annual Employment Survey NOMIS 	<p>Q 10 What proportion of those who are unemployed have been out of work for:</p> <ul style="list-style-type: none"> over 6 months one year 	Local figures are unavailable																

Sub-section 3: Employment outlook		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • Customs and Excise VAT Registration. • The local Business Link Operator 	<p>Q 11</p> <p>i. What are:</p> <ul style="list-style-type: none"> • the success rates for new business start ups? • the failure rates for new business start ups? <p><i>Compare local statistics to the regional and national average, over a five year time period to identify trends</i></p> <p>ii. How many specific business closures have there been in the last three years?</p>	<p>Accurate figures are unavailable, but there are not significant levels of business start ups in Cookham</p>
<ul style="list-style-type: none"> • surveying local firms • enquiries to the Business Link Operator, LAD/UAs or • Learning & Skills Council 	<p>Q 12</p> <p>i. How many local firms are planning to expand?</p>	<p>A survey of local firms shows that most local firms are bullish about future prospects.</p>
<ul style="list-style-type: none"> • local Business Link Operator • District Council economic development department • Regional Development Agency. 	<p>Q 13</p> <p>What economic development/inward investment grants are available?</p> <p><i>Identify types of funding, eligibility criteria, sources and amounts available.</i></p>	<p>Nothing significant is available to Cookham</p>

3: This part is called a SWOT analysis, where you identify Strengths, Weaknesses, Opportunities and Threats. Once you have the information, use this table to show the Strengths and Weaknesses in the local jobs market. Also flag up where there are Opportunities to improve things or where there might be Threats in the future. The conclusions give the basis for a summary that can go forward to the Healthcheck Report.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered:	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
Is unemployment a significant issue locally?	No	✓					
Are there any recent trends in long term unemployment?	No	✓					
Is the Village a dormitory Village or has it a significant employment role?	Dormitory	✓					
Is local employment particularly dependent on specific industry sectors and /or on a small number of large employers?	No	✓	✓		✓		
Is employment growth within only some industry sectors or spread more widely?	Mainly service industries	✓					
How much confidence is there within the business sector?	Local businesses are quite bullish about future prospects	✓					
Is the number of jobs available locally increasing or decreasing?	More info						✓
What opportunities are there for job creation from the expansion of existing local firms?	Some constraints e.g. accommodation availability / cost				✓		
How vigorous is the local economy - based on new business start-ups / closures?	There are not high levels of business start ups, but this does not reflect stagnation						✓

WORKSHEET EC2: BUSINESS SUPPORT

Task: to find out what business support services and Information and Communication Technologies (ICT) are used by local businesses and

1. identify if these are effective
2. point up where things could be improved

I: Introduction to the task

All businesses need advice, information, funds or other support at some stage. Many very small rural businesses prefer to secure some help from their banks, accountants, families and trade associates, rather than through public business support organisations. However, some businesses need help with compliance with regulations and should seek it from local or national regulators and the Environmental Health Office or the Health and Safety Executive.

To help you draw conclusions about how the support available to businesses could develop you may need to

- *Look at findings from monitoring of public sector funding initiatives*
- *Evaluate the number of enquiries to Business Support Agencies in relation to the total number of businesses*
- *Identify how easily information on business support services can be obtained*

Organisations, which may hold useful information, include:

- the economic development department of the Local Authority
- the regional development agency
- the Village centre manager or forum
- the business volunteer mentoring association
- the Business Link Operator
- the Chamber of Trade and Commerce
- the local business associations

2 Getting the following information will help you decide how support for business - or access to that support - needs to be improved. If there is not enough information available to answer the questions, you could carry out an audit of facilities to find out about the work of business community support agencies in the area.

Starting points for information	Information you will need	Answers and notes
	Sub Section: Support available to businesses	
Local Business Directory	Q 1 What services are offered to businesses by local bank branches?	There is a Nationwide Building Society branch – full banking services are available in Maidenhead (3 miles away).
<ul style="list-style-type: none"> • Yellow Pages • Business Directory • Regional Development Agency 	Q 2 Which of the following organisations have a presence in the Village? <ul style="list-style-type: none"> • Small Business Service • Business Link • Chambers of Trade or Commerce • Learning and Skills Council • Enterprise Agency • Local food network/partnership or farm advisory service (Worksheets EN2 Q15,16; EN3 Q5; also refer to land-based industries)	None

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • Register of Business Enquiries • Business Directory • District Council Business Surveys 	<p>Q 3 How well used are business support agencies such as:</p> <ul style="list-style-type: none"> • Business Link Operator • Business Links • Chambers of Trade or Commerce • Learning and Skills Council • Enterprise Agency • FRA/National Association of Farmers' Markets 	N/A
<ul style="list-style-type: none"> • District Council • the Business Link Operator • the Regional Development Agency 	<p>Q 4</p> <ol style="list-style-type: none"> a. What previous business support or initiatives have been available/been used? b. What is the evidence of these initiatives proving successful? 	None (note there is a perceived need for Computing support centre for home workers)

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • District Council • Local knowledge 	<p>Q 5 If the Village has a Village centre manager, Village centre forum or similar partnership organisation, who are they?</p> <p><i>If there is more than one Village centre manager, Village centre forum or similar partnership organisation find out if there is an overlap between their services/ remit.</i></p> <p>(Worksheets EN2 Q11; EN3 Q1; S4 also refer to community involvement)</p>	<p>There are many social organisations but no one unifying body. However, the Villages find it quite easy to come together to work on projects such as Cookham FM. Other than the Parish Council, one of the most helpful tools for coordinating people etc is the Village website (Cookham.com) and the informal Cookham Bridge Rotary Club.</p>
<ul style="list-style-type: none"> • Village Centre Manager (this may be the District Council, one of the local business advice centres, or a consortium of local businesses). 	<p>Q 6 What results have there been from any existing Village centre management work?</p> <p><i>You need to evaluate any results of monitoring and funding reviews, and also identify examples of good practice or ways in which activities could be extended.</i></p>	<p>N/A</p>

Sub section: Business networking		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • Business Link Operator • Chamber of Commerce 	<p>Q 7 What regular events are there to bring the business community together; for example, breakfast clubs and trade fairs?</p> <p><i>Find out:</i></p> <ul style="list-style-type: none"> • <i>what they are</i> • <i>how often they are held</i> 	The Local Rotary Club and Maidenhead Chamber of Commerce
<ul style="list-style-type: none"> • Chamber of Commerce • Local business people 	<p>Q 8 What arrangements are there for local suppliers to be able to network? Examples may include a Business Directory or website for the Village.</p>	The best conduit for this is www.cookham.com the Village website
<ul style="list-style-type: none"> • Local surveys • Yellow Pages • Chamber of Commerce • Local businesses 	<p>Q 9 What business meeting and business conference venues are available? Are these venues available when needed? Are these venues big enough? Are these venues available at reasonable rates?</p>	There are major venues at the Chartered Institute of Marketing (Moor Hall) and the John Lewis Training Centre (Odney Club), but it is a planning condition that the latter can only be used for John Lewis meetings. Smaller reasonably priced venues are available at the golf club, Pinder Hall, the Parish Centre and in some pubs.
	Sub section: IT and e-business	
<ul style="list-style-type: none"> • Chamber of Commerce 	<p>Q 10 Is there a published strategy relating to the use of information and communication technology (ICT)? Is the strategy readily available? Is the strategy easily understood?</p>	No

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • Chamber of Commerce • Business Link Operator • Local surveys 	<p>Q 11</p> <p>What local training and support is there to help companies address ICT problems and to develop their ICT capability?</p>	<p>Some schools, Elizabeth House Day Centre</p> <p>Ref ICT courses</p> <p>BVOXY (support company)</p>
<ul style="list-style-type: none"> • www.bt.com/broadband • www.adslguide.org.uk 	<p>Q 12</p> <p>What is/will be the availability of high-speed Internet access (at 512 kbits/second and at 2Mbit/ second) :</p> <ul style="list-style-type: none"> • Now • In 6 months' time • In 12 months' time 	<p>Reasonable coverage in the Cookhams at the 2MB level for ADSL, but there can be problems in Cookham Dean. Satellite access is also available. However, there is no cable access.</p>
<ul style="list-style-type: none"> • Chamber of Commerce • Business Link Operator or by • Local surveys 	<p>Q 13</p> <ul style="list-style-type: none"> • What proportion of all businesses use broadband? • What local businesses are considering using broadband in the near future? 	<p>The answer is not known – most businesses have access to broadband and therefore will use it. This question is more relevant to parts of the country where broadband access is still an issue.</p>

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • Chamber of Commerce • Business Link Operator • Local surveys 	<p>Q 14</p> <p>What do local businesses see as the key benefits of using broadband?</p> <p><i>Examples could be: speed, convenience, cost savings, access to wider markets, increased customer contact, faster response, access to wider resources, business innovation.</i></p>	<p>All of the benefits suggested are relevant to broadband. Quite simply, to compete effectively most businesses will need to have broadband access nowadays.</p>
<ul style="list-style-type: none"> • Chamber of Commerce • Business Link Operator • Local surveys 	<p>Q 15</p> <p>Why do some local businesses not use broadband?</p> <p><i>Reasons may include</i></p> <ul style="list-style-type: none"> • <i>Difficulty with availability</i> • <i>Financial cost</i> • <i>Too time consuming</i> • <i>No business advantage</i> • <i>No ICT support available</i> 	<p>A small number of businesses will not use broadband because they have no need for it (e.g. small businesses with one self employee such as a travelling hairdresser whose main marketing tool is word of mouth) i.e. no business advantage</p>
<ul style="list-style-type: none"> • Chamber of Commerce • Business Link Operator • Local surveys 	<p>Q 16</p> <p>How many local businesses</p> <ol style="list-style-type: none"> a. Use e-mail? b. Have a website? c. Make purchases or sales over the Internet? d. Gain access to key business resources over the Internet? 	<p>All businesses using web access are likely to use email; smaller businesses will use the web for purchases. An unknown proportion has a website for sales and advertising purposes. Most businesses with web access use it to contact business resources. The high proportion of home workers in Cookham suggests it is not lagging behind in this area.</p>

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • Chamber of Commerce • Business Link Operator • local survey. 	<p>Q 17 How many local businesses collaborate over the Internet with partner firms?</p> <p><i>Look here at cluster or supply chain relationships</i></p>	<p>Majority - assumption</p>
<ul style="list-style-type: none"> • Local Authorities 	<p>Q 18 Which public sector offices and sites currently have broadband communication facilities for external access?</p> <p><i>What proportion is this of all public sector office locations?</i></p> <p>(Worksheets S2 Q5; S4; S5 Q10; S7 Q6; T2 Q11,12; T3 Q16 also refer to local government services)</p>	<p>Libraries, Parish Council</p> <p>100% (excluding schools)</p>

3: This part is called a SWOT analysis, where you identify Strengths, Weaknesses, Opportunities and Threats. Once you have the information, use this table to show the Strengths and Weaknesses in the provision and use of business support services. Also flag up where there are Opportunities to improve things or where there might be Threats in the future. The conclusions give the basis for a summary that can go forward to the Healthcheck Report.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered:	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
Are there shortfalls in the range of services offered by local bank branches, financial institutions and other business support services? If so, what are they?	There is a full range of services available in Maidenhead and Marlow (3 miles away) and some in Bourne End (2 miles) while Cookham has only one Nationwide BS outlet. This could be perceived as a business opportunity, but realistically the big banks are unlikely to see it that way.				✓		
Are there any opportunities to expand support for local businesses?	Need more info (but probably)				✓		✓
Is there is a need to create, develop and or fund business events?	Need more info, but probably not						✓
Are there are enough business meeting and conference venues locally?	Cookham is relatively well supplied		✓				
To what extent are local businesses making use of Broadband and Internet technologies	We believe a growing and extensive use.						✓
Are there are technical or security concerns with remote broadband access to public sector ICT systems?	We are not aware of any serious issues.						✓

WORKSHEET EC3: TRAINING AND EDUCATION

Task: to assess the quality of training and education available, and identify where there are gaps and opportunities for development.

I: Introduction to the task

It will be valuable to identify the educational profile of your area's workforce and residents. This profile is usually taken as an indicator of the skill base of the workforce, and is generally measured in terms of NVQ (National Vocational Qualifications) levels. For example, a low proportion of the economically active population holding triple level NVQs may show low potential, poor participation and little applicable knowledge: this would present a greater challenge to raising productivity, outputs and wages.

Sources that might hold useful information include:

- Labour Market Trends (Statistical information about employment and unemployment, from National Statistics Online)
- Labour Force Survey (3-monthly survey of households providing information on employment and unemployment, from National Statistics Online)
- Household Surveys (Survey of households looking at training and employment issues, from National Statistics Online)
- Employer Surveys (Survey of employers looking at skills issue, from the Learning and Skills Council; latest version is 2003)
- Regional Intelligence Unit
- Regional Economic Assessments (Carried out on behalf of the Regional Development Agency, assessing skills and employment issues in the region)

You might also want to carry out a survey of local employers to help you identify vocational and work based training needs. You should also gather supporting information about the standard occupational classification categories of the workforce and vocational training principles.

2: Getting the following information will help you draw conclusions about the quality and suitability of the learning and training opportunities available.

Starting points for information	Information you will need	Answers and notes
Sub-section 1: Pre-school to College Years		
<ul style="list-style-type: none"> Local Education Authority 	<p>Q1 How many pre-school places in nurseries and playgroups are there compared with the number of pre-school children in the area?</p> <p><i>Take into account any planned changes in the levels of service provision.</i></p> <p>(Worksheets S1 Q3; T2 Q2; T3 Q18,19 also refer to children and young people)</p>	<p>140 places, 307 children 46 places / 100 children</p> <p>N.B. This does not include places offered by childminders or maintained schools which admit children under five.</p>
<ul style="list-style-type: none"> Local Education Authority 	<p>Q 2 Is there access to good quality schools in the area?</p> <p><i>Compare rankings in school league tables with other, similar Villages.</i></p>	<p>Yes. Cookham Dean C of E Primary School is ranked 8th out of the Borough's 31 primary level establishments performing above the Borough and national average. By contrast, Cookham Rise Primary School ranked 24th on slightly below the national average score. There are no secondary schools in the Village, but good access to a wide range of quality secondary schools in the near environs.</p>
<ul style="list-style-type: none"> Local schools and colleges Local Education Authority 	<p>Q 3 How well qualified are local school leavers?</p> <p><i>Compare the number of pupils at</i></p> <ul style="list-style-type: none"> <i>age 16 with five GCSEs at A-C level</i> <i>age 19 with one or more A Level</i> <p><i>to the regional and national averages</i></p>	<p>On average school leavers based in Cookham are well qualified, but there are no secondary schools in the Villages.</p>

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • Local Education • Authority • Individual schools 	<p>Q 4 Are there a high number of school exclusions?</p> <p><i>Identify the levels of exclusions and compare with other Villages.</i></p>	<p>None in the primary schools and none in local secondary</p>
<ul style="list-style-type: none"> • Chamber of Commerce • Business Link Operator • Local survey 	<p>Q 5 Does the area attract and retain enough graduates?</p> <p>If no, are there any policies in place/being planned to address this problem?</p>	<p>Yes, but there is not a high concentration of recent graduates because housing is very expensive in Cookham and there are a limited number of graduate opportunities.</p>
Sub-section: Vocational & Adult Learning Opportunities		
<ul style="list-style-type: none"> • Learning and Skills Council • Local schools and colleges • Chamber of Commerce • Surveys of local residents, employees and employers 	<p>Q 6 Do local training organizations provide vocational work based training that reflect the needs of local residents and employers?</p> <p><i>Compare training areas with local employment opportunities.</i></p>	<p>There is no significant shortage of skills in the Cookhams that we are aware of.</p>
<ul style="list-style-type: none"> • Adult education centres • Surveys of local residents, employees and employers 	<p>Q 7 What non-vocational courses are provided locally and how easy is it for people to access a wide range of courses.</p>	<p>None in Village Windsor/Slough, Berkshire College of Agriculture, Hurley</p>

Sub-section: IT-supported learning		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Library Local Education Authority Survey 	<p>Q 8 How many public Internet learning and access points are there within the Village and its hinterland?</p> <p><i>Find out the number of Internet points available in the Villages and the surrounding Villages per head of population. For example, are there Internet points within a telecottage, electronic Village hall, telecentre, internet café, library or school?</i></p>	<p>Number in library - 1 or 2 shops The number of public access internet access points is limited, but this is not perceived as a problem because of the relatively high level of private access.</p>
<ul style="list-style-type: none"> Local surveys 	<p>Q 9 What proportion of households has Internet access at home, work or school/ other educational establishments?</p>	<p>> 60%</p>
<ul style="list-style-type: none"> The Village website Tourist Information Centre Library 	<p>Q 10 Is there a local community ICT group?</p> <p>(Worksheets EN2 Q11; EN3 Q1; S4; S6 also refer to community involvement)</p>	<p>No but Village website</p>

3: This part is called a SWOT analysis, where you identify Strengths, Weaknesses, Opportunities and Threats. Once you have the information, use this table to show the Strengths and Weaknesses in the education and training profile and standards achieved locally. Also flag up where there are Opportunities to improve things or where there might be Threats in the future. The conclusions give the basis for a summary that can go forward to the Healthcheck Report.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered:	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
Are there are sufficient pre-school places in nurseries and playgroups?	Yes		✓				
Is there is a problem in local schools with academic achievements or exclusions?	No	✓					
Are there significant vocational or non-vocational training gaps, which could be filled locally?	Probably not						✓
What proportion of people have access to the Internet?	> 60% which in reality means most as Cookham is a strong community and there is always someone who can help.						✓

WORKSHEET EC4: LEARNING AND SKILLS DEVELOPMENT

Task: To explore local skills and learning issues and assess how a learning culture could be developed to foster economic performance and individuals' development.

I: Introduction to the task

The strength of the labour force can be a key driver of economic competitiveness. Well developed entrepreneurial and management skills feed the growth of small businesses and a more highly skilled labour force is essential for increasing productivity and moving to a higher wage and value-added economy. This means that the skills of the local workforce are crucial in attracting employment and supporting entrepreneurs.

There are generic skills that help to:

- ensure good business practice and development
- meet legal requirements
- foster staff development

The presence or absence within the workforce of these skills has an important impact on the employability of local people. It is also important to know what employers' specific skills and training needs are, and what their recruitment and staff development experiences are.

Market Villages may have a key role in delivering training and skills development opportunities. As a minimum, Villages have an information and support role in assisting local businesses and individuals (including those from the rural hinterland). The larger market Villages and those that play a key service-centre role for a large rural hinterland could look to providing more comprehensive facilities and services. This is a role that is particularly applicable in delivering generic business skills.

Adult Education and volunteering are recognised pathways back to work for a significant number of people. However, often the adult education provision in market Villages is not as broad as in urban areas and voluntary sector training services are also weaker. There may be potential in larger market Villages to broaden the adult education curriculum and integrate it more closely with other learning opportunities. Voluntary sector training could be encouraged and provided locally so that skills that are relevant both to voluntary organisations and to the workplace are developed.

The last part of the analysis involves finding out:

- what training and learning is available
- who decides what is provided and how to influence these providers
- what opportunities there are to meet identified need

2: Getting the following information will help you examine key trends in the local economy and identify opportunities to support local people in acquiring the right skills and participating in lifelong learning.

Starting points for information	Information you will need	Answers and notes
Sub-section 1: Overall Economic Performance		
	<p>Q 1 What are the regional norms and trends for those industry sectors that are present in the Village?</p>	<p>The local economy is based around agriculture, (although only a very few are employed on our farms) a thriving service sector, tourism, leisure activity, and 2 major business training centres – it is hard to assess how these compare with industry trends and regional norms.</p>
	<p>Q 2 To what extent has the Village centre become a less significant location for retail and service sector development?</p> <p><i>Assess to what extent it is maintaining and attracting branches of major chains, and maintaining or attracting independent shops.</i></p> <p>(Worksheets S7; T2 Q12; T3 Q16 also refer to the retail and service sector)</p>	<p>No change If anything, more popular because there not an obvious Village Centre</p>
	<p>Q 3 How has employment in retail and service sector changed regarding full time/part-time jobs?</p> <p>(Worksheets S7; T2 Q12; T3 Q16 also refer to the retail and service sector. Worksheet S1 Q4 also refers to employment)</p>	<p>There is a trend to more part-time jobs.</p>

Sub-section 2: Generic Skills Gaps		
Starting points for information	Information you will need	Answers and notes
	Q 4 What are the issues around the attainment of basic literacy and numeracy skills?	None
	Q 5 Skills: a. What particular generic skills needs do the industries in your area have? b. To what extent are they being met?	a) A wide range of skills exist in Cookham – Agricultural, Academic / Training , Leisure, Administrative, Commercial, Catering b) There are no skill shortages, though the limited amount of social housing does militate against the retention of agricultural skills
Sub-section 3: Employers' Needs		
	Q 6 Training: a. How do existing training services in the Village meet employers' requirements? b. How good are those services?	a) Those in the Village do not necessarily meet all employers requirements e.g. leisure. However, just outside the Village in Hurley there is Berkshire College of Agriculture. b) The managerial training in the Village is internationally acclaimed, but there is no local college catering for the skills required in the Village and its near environs
	Q 7 Which employers provide local training or have their own training facilities for which there might be scope for sharing?	Chartered Institute of Management & John Lewis
	Q 8 What are employers' specific skills training and development needs?	Primarily agricultural and leisure industry related (e.g. catering)

Starting points for information	Information you will need	Answers and notes
	<p>Q 9 What specific recruitment and staff retention issues are there which could be addressed through local training provision?</p> <p>(Worksheet SI Q4 also refers to employment)</p>	<p>None or minimal. However, it is very useful that there is a large agricultural college which caters for many rural industries nearby.</p>
	<p>Q 10 Skills development:</p> <ol style="list-style-type: none"> a. How do employers encourage training and skills development? b. How do employers participate in training and skills development? c. What are the barriers to that participation? 	<p>N/A</p>
	<p>Q 11 To what extent do employers recognise the business benefits of training and skills development?</p>	<p>N/A</p>
Sub-section 4: Peoples' Needs		
	<p>Q 12 Is there adequate local provision for all the types and levels of learning that are needed?</p> <p><i>Look into whether different learning preferences are met or reflected in what is available.</i></p>	<p>All that is needed.</p>

Starting points for information	Information you will need	Answers and notes
	<p>Q 13 Learning opportunities:</p> <ul style="list-style-type: none"> a. Are people aware of learning opportunities either as individuals or as employees? b. By what means have they become aware of the opportunities? 	<p>As in any community a proportion are well informed.</p> <p>Adverts, the internet, word of mouth, mail shots and employers.</p>
	<p>Q 14 To what extent do people have to travel elsewhere to match their skills and aspirations with appropriate employment?</p> <p>(Worksheets T1; T2; T3 also refer to travel)</p>	<p>Many people have to travel, though Cookham does have a very high proportion of its workforce working in or near home.</p>
	<p>Q 16 How important is the voluntary sector in the Village as a pathway to skills development?</p> <p>(Worksheets S5 Q6; S6 Q5 also refer to the voluntary sector)</p>	<p>The Village has an active voluntary sector, but a limited amount of it would act as a platform for skills development with obvious exceptions such as Cookham FM.</p>
	<p>Q 17 What is the voluntary sector's track record as a training provider?</p>	<p>Not major</p>

Starting points for information	Information you will need	Answers and notes
	<p>Q 18 Is transport an issue specifically in the context of accessing training/education?</p>	Yes to some extent
	<p>Q 19 Is Adult Education recognised locally as a pathway to future learning?</p>	Yes
	<p>Q 20 Is childcare available and adequate to meet the needs of those attending courses? (Worksheets S1 Q3; T2 Q2; T3 Q18,19 also refer to children and young people)</p>	Not applicable as not available in immediate locale
	<p>Q 21 Are there a significant number of childcare providers requiring local training?</p>	No
	<p>Q 22 What links are being made locally between children and family learning programmes and the encouragement of further learning opportunities?</p>	Minimal

Sub-section 5: Provision & Mechanics		
Starting points for information	Information you will need	Answers and notes
	<p>Q 23</p> <p>Training provision: Who provides training within the Village? Where does the training take place? When does the training take place?</p>	<p>John Lewis Training Centre (for John Lewis Partnership employees), Chartered Institute of Marketing, Barnside Motors. All training is at these establishment's premises and takes place throughout the year – often at the weekend in the case of the former two institutions</p>
	<p>Q 24</p> <p>What mechanisms are in place to link the main learning information, advice, and guidance advisors/providers?</p>	<p>None</p>

3: This part is called a SWOT analysis, where you identify Strengths, Weaknesses, Opportunities and Threats. Once you have the information, use the tickboxes in this table to show the Strengths and Weaknesses in provision of and access to local training and skills development. Also flag up where there are Opportunities to improve things or where there might be Threats in the future. The conclusions give the basis for a summary that can go forward to the Healthcheck Report.

You may need to tick more than one column for each question.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered.	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
Are industries in the Village in the growth sectors of the regional economy? Are the skills needs of these sectors being met?	Yes						✓
How does the health of the local economy compare with other Villages and the regional economy as a whole?	The local economy is fairly strong						✓
Is there any significant cluster of businesses in the Village (for example, tourism, specialist retailing, and engineering) and why is the Village attracting these businesses?	There are two significant clusters of business: Retail outlets, restaurants, pubs and garage in Cookham Village catering for the tourist trade, leisure industry and local Villagers; and predominantly retail outlets, restaurants and pubs in Cookham Rise which has the largest concentration of residents.	✓					
What significant skills shortages or recruitment problems are existing businesses experiencing?							✓
What is the mix of generic and sector-specific skills that local employers most value and most need to help their business?							✓
Can local people access training locally that will improve general skills levels in the community and work to the benefit of local businesses and the local economy?	In general access to suitable training is adequate.						✓
What delivery agencies, trainers, and infrastructure bodies are active in the Village? What facilities are available in the Village that could provide a venue for local delivery of information, skills training, etc?	Chartered Institute of Management & John Lewis Training Centre and a number of smaller venues mentioned in the body of the questionnaire.						✓
Where are decisions made about the provision of training opportunities within the Village? By whom are these decisions made?	Training provision is largely taken by bodies outside the Village.						✓

WORKSHEET EC5: RETAIL AND VILLAGE CENTRE SERVICES

Task: to discover the key facts about the retail and Village centre services available and consider how well they meet people's needs

I: Introduction to the task

The economic and social health of the majority of Market Villages most often shows in the health and vibrancy of its high street and other retail and consumer services. Retail is the largest single employing sector in rural areas.
(There may not be reliable information on size of shops or their turnover. Advice on retail turnover surveys is given in Data Sources and Survey Methods.)

2: Getting the following information will help you assess what range of shops and services are available locally and give some idea of possible future trends.

Starting points for information	Information you will need	Answers and notes
Sub-section: Retail shops and services		
<ul style="list-style-type: none"> Chamber of Trade or Commerce The district council (if they have undertaken a retail study) GOAD Experian Village centre surveys or your own local surveys 	<p>Q 1</p> <p>Look at the businesses in the Village</p> <p>a. What proportion are retail, and how many people do they employ?</p> <p>b. What proportion provide consumer services, and how many people do they employ?</p> <p>(Worksheets S1 Q4 also refers to employment. Worksheets S7; T2 Q12; T3 Q16 also refer to the retail and service sector)</p>	<p>a) 14% retailers (nos. of employees unavailable)</p> <p>b) 57% service sector (nos. of employees unavailable)</p>
<ul style="list-style-type: none"> Chamber of Trade or Commerce The district council (if they have undertaken a retail study) GOAD Experian Village centre surveys or your own local surveys 	<p>Q 2</p> <p>a. How many shops in total are there?</p> <p>b. What is the total floor space</p> <ul style="list-style-type: none"> in the Village centre in out-of-Village centres in the Villages? <p>(Worksheets S7; T2 Q12; T3 Q16 also refer to the retail and service sector)</p>	<p>a) 35 – excluding pubs</p> <p>b) N/A</p>
<ul style="list-style-type: none"> Chamber of Trade or Commerce The district council (if they have undertaken a retail study) GOAD Experian Village centre surveys or your own local surveys 	<p>Q 3</p> <p>a. What type of shops and services are there in the Village centre and surrounding Villages?</p> <p>b. List them by numbers and percentages of each type. An example might be: Banks, 6, 12%</p> <p><i>Other shops and services may include chemists/pharmacies; butchers; charities, antique shops; clothes stores; shoe shops; bakers; grocers; supermarkets; hardware stores; general stores; solicitors; accountants; garages; pubs; cafés; dentists; doctors/medical/care - and so on; add to the list as appropriate.,</i></p> <p>c. Identify any particular shops and services that attract visitors and</p>	<p>a) & b) Full analysis provided in the Business and Economy Report attached to The Cookham Plan</p> <p>c) Stanley Spencer gallery</p>

	<p>shoppers from outside the Village. Include any shops and services which have branches in other areas or Villages.</p>	
	<p>Q 4 How many charity shops are there? (Charity shops pay lower rates and rentals.) (Worksheets S6 Q6; S7 Q5 also refer to the voluntary sector)</p>	<p>None</p>

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> District Council: look at their Retail Capacity Studies and Retail Impact Assessments of specific developments 	<p>Q 5 Has retail floor space in the Village centre been lost in the last five years? If so, by how much?</p> <p><i>Look at historical data on retail and commercial floor space in the Village centre and compare it with any out-of-Village developments.</i></p>	No
<ul style="list-style-type: none"> Property Intelligence plc From local property agents 	<p>Q 6 Retailers register their interest for additional floor space. What are the anticipated retail floor space requirements in the future based on this?</p>	No significant demand for retail space expansion
<ul style="list-style-type: none"> GOAD Experian Village centre surveys District Council's Retail Capacity Study your own local surveys 	<p>Q 7. a. How many shops are vacant in the Village centre and b. how many have been vacant for more than two years?</p> <p><i>If there seem to be a large number compared with the regional and national vacancy rates, find out why the vacant shops are not being reopened.</i></p>	a. Two b. None

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • GOAD Experian Village centre surveys • District Council's Retail Capacity Study • your own local surveys 	<p>Q 8</p> <ul style="list-style-type: none"> • How many new shops in the centre have opened in the last three years? • How many shops have had major refits in the last three years? 	<p>None</p> <p>3</p>
Sub Section: Markets		
<ul style="list-style-type: none"> • National Federation of Market Traders • Association of Village Centre Managers • National Farmers' Retail and Markets Association (FARMA) • British Association of Market Authorities 	<p>Q 9</p> <p>a. Do the Village and surrounding countryside have markets? If so</p> <ul style="list-style-type: none"> • What kind (e.g., provision markets, livestock markets, farm shops, farmers' markets, WI markets)? <ul style="list-style-type: none"> • How many? • How often? • What size? a. How many of these sell local produce? b. Which local producers are not represented in local markets? <p>(Worksheets EN2 Q12,13; EN3 Q5 also refer to the land-based industries)</p>	<p>a) No, but pick your own shop (6 months) and WI market (weekly)</p> <p>a / b) Both</p>

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> The market operator (often from the District Council or from the National Association of British Market Authorities) 	<p>Q10</p> <p>a. How often is the general market held?</p> <p>b. How have the number and type of traders and stalls changed over the last three years?</p>	<p>a) Farmers markets tend to be held in Marlow, Maidenhead & Bracknell.</p> <p>b) In Maidenhead in addition to occasional farmer's markets there have also been markets based on the products of France and Italy.</p>
<ul style="list-style-type: none"> The National Farmers Union, District Council The Market owners and operators. 	<p>Q 11</p> <p>What are the potential threats to the local provision and/or livestock market?</p> <p><i>Look at historic data on number of stalls, turnover levels, throughput, how many people they employed, etc. This will help you to assess any vulnerability to closure</i></p> <p>(Worksheets EN2 Q12,13; EN3 Q5 also refer to the land-based industries)</p>	<p>European and other legislation</p>
<ul style="list-style-type: none"> Defra 	<p>Q 12</p> <p>How far away is the nearest abattoir or meat cutting plant</p> <p>(Worksheets EN2 Q12,13; EN3 Q5 also refer to the land-based industries)</p>	<p>Approximately 30 miles</p>

Sub-Section: Looking to the future		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Any survey of local shops and services 	<p>Q 13 Are local retailers confident about future trading and the Village's role as a shopping destination?</p> <p><i>Find out whether local retailers plan to expand or move to new premises, or if they are concerned about particular constraints on future business. If they have concerns, what are they?</i></p> <p>(Worksheets S7; T2 Q12; T3 Q16 also refer to the retail and service sector)</p>	Yes, but the scope for expansion is small.
<ul style="list-style-type: none"> The Valuation Office The District Council Through local property agents 	<p>Q 14 Are rents for retail premises stable or increasing?</p> <p><i>Look at rents over the last three years and compare them over time with competing centres.</i></p>	N/A
<ul style="list-style-type: none"> The Tourist Information Offices for your Village and nearby/other county Villages Local/nearby hotels The Internet 	<p>Q 15 In which brochures or other publicity material is the Village centre actively promoted as a shopping destination?</p>	None specifically

3: This part is called a SWOT analysis, where you identify Strengths, Weaknesses, Opportunities and Threats. Once you have the information, use this table to show the Strengths and Weaknesses in the number and type of shops and services. Also flag up where there are Opportunities to improve things or where there might be Threats in the future. The conclusions give the basis for a summary that can go forward to the Healthcheck Report.

You may need to tick more than one column for each question.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered.	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
How much of the local shopping provision is in the Village centre, out-of-Village centre or in the Villages?	In the Village centre (Cookham Rise and Village)	✓					
Are there any obvious gaps or shortages in provision of different types of shops and services?	No obvious gaps with the possible exception of banking services where the choice is limited	✓	✓		✓		
How effective is the use of retail floor space?	Reasonably		✓				
Has the Village centre has become a more or less attractive location for retail development?	No real change (subjective) See proposals in The Cookham Plan						✓
If there is commercial demand for additional retail floor space?	N/A						✓
What is retail confidence like?	Strong	✓					
Are the local provision and/or livestock markets vulnerable to closure	No	✓					

WORKSHEET EC6: COMMERCIAL AND INDUSTRIAL PROPERTY NEEDS

Task: to identify whether there are likely to be enough commercial and industrial properties for existing and new businesses

I: Introduction to the task

It is important to keep in mind that the typical profile of rural self employed is for one third to work from home and one third to be mobile.

2: Getting the following information will provide some key facts about the commercial property market in the local area

Starting points for information	Information you will need	Answers and notes
Sub-section 1: Supply of property		
<ul style="list-style-type: none"> District Council Local property agents 	<p>Q1 How much land for development has been allocated in the Local Development Plan?</p> <p>(Worksheets EN1; EN2; EN3 Q4; S2; S3 Q11; S5 Q8; S6 Q1,3 also refer to the built environment. Worksheets EN1 Q7, 14; EN3 Q4; S2; S5 Q10; T1 Q3 also refer to development)</p>	<p>No commercial allocation to date See either Business and Economy appendix I or the worksheets referred to in the adjacent column.</p>
<ul style="list-style-type: none"> District Council Local property agent 	<p>Q2 Floorspace:</p> <ol style="list-style-type: none"> What is the total amount of commercial and industrial floorspace available? Where is it? How much of it has been built or let in the last three years? 	<p>See Business and Economy appendix I or results of questionnaire</p>
<ul style="list-style-type: none"> District Council Local property agent 	<p>Q3 How many premises suitable for new small businesses are there at affordable rents?</p> <p>Look at the number of smaller premises and find out rent levels.</p>	<p>See Business and Economy appendix I or results of questionnaire</p>
<ul style="list-style-type: none"> District Council Local property agent 	<p>Q4 How many premises are there that allow for 'expansions' or 'grow on' by existing local firms?</p> <p>Generally, you will find shortages are more often in the space for expansion rather than for start up premises</p>	<p>See Business and Economy appendix I or results of questionnaire</p>

Sub-section 2: Demand for properties		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Local property agents District Council Surveys of local employers 	<p>Q 5 Available floor space:</p> <ol style="list-style-type: none"> How much available office or industrial floor space is vacant or on the market? Where is it? 	See Business and Economy appendix I or results of questionnaire
<ul style="list-style-type: none"> District Council Local property agents 	<p>Q 6 What have been the trends in vacancy levels in industrial and commercial property?</p> <p><i>Compare historical vacancy levels in properties of different ages and sizes.</i></p>	See Business and Economy appendix I or results of questionnaire
<ul style="list-style-type: none"> District Council Valuation Office Local property agents 	<p>Q 7 What have been the trends in rental returns in recent years?</p> <p>Compare historical data on commercial rents. Note that increased rents and yields denote greater demand for floorspace.</p>	See Business and Economy appendix I or results of questionnaire

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • Local employers • Business Link • Regional Development Agency 	<p>Q 8 Future planned expansion:</p> <ol style="list-style-type: none"> a. How many existing commercial and industrial businesses are there with commitments to expand? b. Where are they located? <p>(Worksheets EN1 Q7, I4; EN3 Q4; S2; S5 Q10; T! Q3 also refer to development)</p>	<p>See Business and Economy appendix I or results of questionnaire</p>
<ul style="list-style-type: none"> • District Council • Small Business Service • Regional Development Agency 	<p>Q 9 What economic development and funding initiatives are in place to assist the expansion of local firms and incoming firms?</p>	<p>See Business and Economy appendix I or results of questionnaire</p>

3: This part is called a SWOT analysis, where you identify Strengths, Weaknesses, Opportunities and Threats. Once you have the information, use this table to show the Strengths and Weaknesses in the local commercial property market. Also flag up where there are Opportunities to improve things or where there might be Threats in the future. The conclusions give the basis for a summary that can go forward to the Healthcheck Report.

You may need to tick more than one column for each question.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered:	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
How have vacancy levels for commercial properties changed in the last three years?	Not changed a lot, a bit pressure to sell up for residential	✓			✓		✓
Are existing commercial and industrial firms planning to expand?							✓
Are there sufficient premises at affordable rents for new small businesses, and for businesses that want to expand?							✓
What is the overall demand for, and gaps in the provision of, different types of commercial and industrial property. Take into consideration size and age of available property.							✓

WORKSHEET EC7: TOURISM AND VISITOR SERVICES

Task: to measure the level of tourism activity in the area and make assessments of visitor services and facilities.

I: Introduction to the task

Although tourism is part of the local economy you may find that it is difficult to get hold of reliable information about tourism issues. If there is not enough published information available to answer the questions, you may want to carry out an audit of tourist and visitor activities. Your audit will probably need to include a wide range of topics including:

- Visitor attitudes: what do they come for, what do they do, and what do they think about what the Village/hinterland has to offer?
- Community Attitudes: how does tourism impact on the local economy both economically and socially, and what are the benefits and the problems?)
- Economic impact assessment: how does tourism and tourism related employment affect the area?

The regional development agency or local authority tourism officer may be able to help with collecting and analyzing the data. You might want to consider 'benchmarking' the Village's businesses and facilities. This involves making a comparison between your Village and other similar Villages. The Countryside Agency's 'Leaky Luggage' model may help you with this process.

Techniques for visitor attitude surveys, benchmarking and gauging the community benefits of tourism are given in Data Sources and Survey Methods. On the website you will also find 'Tourism Guidance for Market Villages' a step-by-step guide to help market Villages realise their visitor potential.

NB The provision of sports and leisure facilities is covered in Worksheet S5: Sport, Leisure and Open space.

2: Getting the following information will give you the facts you need to assess visitors' needs and the services and facilities available.

Starting points for information	Information you will need	Answers and notes
Sub Section 1: Who are our visitors?		
<ul style="list-style-type: none"> Local Tourist Information office Visitor surveys 	<p>Q 1 How many visitors come to the area each year? Consider:</p> <ul style="list-style-type: none"> Day visitors Overnight visitors Longer stay visitors <p>(Worksheets SI Q8 also refers to visitors and tourism)</p>	<p>Visits S Spencer (14,000) Chartered Institute of Marketing (CIM) (35,000), John Lewis (JL) Partnership (ca 35,000) Day visitors for tourism / leisure not available</p>
<ul style="list-style-type: none"> Visitor Surveys conducted by the District Council or Tourist Board 	<p>Q 2 Visitor activity:</p> <ol style="list-style-type: none"> Is visitor activity susceptible to seasonal peaks and troughs? If yes, when do these occur, and why? <p>Compare visitor numbers and employment rates at different times of the year.</p> <p>(Worksheets SI Q4 also refers to employment)</p>	<p>There are more visitors in the summer months as much of the activity is centred around the River Thames local walks and site seeing. Visits to the Stanley Spencer Gallery also predominate during the summer months although this amenity is available all year round. There is some additional seasonal employment during the summer months particularly in pubs and restaurants though the change is not significant.</p>
Sub Section 2: What do tourists want?		
<ul style="list-style-type: none"> Local Tourist Information office Visitor surveys 	<p>Q 3 Where do visitors go during their visit?</p>	<p>Stanley Spencer gallery/CIM/JL/River/Walks. Public footpaths</p>

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Local Tourist Information office Visitor surveys 	<p>Q4 What do visitors do during their visit? <i>Look at, for example, whether they go shopping, visit tourist attractions, do sport, visit friends/relatives, etc.</i></p>	<ul style="list-style-type: none"> Visit the Stanley Spencer Gallery Walk and Cycle Eat and drink in restaurants and pubs
<ul style="list-style-type: none"> Visitor Surveys conducted by the District Council or Tourist Board 	<p>Q 5 How much money do visitors spend in the Village and the surrounding area?</p>	<p>Overall the Cookham GDP is estimated to be £18m. This could mean visitors spend up to £6m. However, if the figures for CIM and JLP are excluded the figures would be a lot lower – perhaps ca £1m</p>
Sub-section 3: What does our Village offer tourists?		
<ul style="list-style-type: none"> Local Tourist Board Yellow Pages 	<p>Q 6 Activities:</p> <ol style="list-style-type: none"> What are the main tourist or visitor activities in the Village or nearby? Are there any specialist tourism enterprises, such as language schools or conference centres that may encourage people to visit the area? If so, what proportion of visitors use these facilities? <p><i>Consider both major activities (for example, festivals, sports events, key landmarks, etc), and smaller scale activities (for example, footpaths, cycle ways/cycle hire, etc).</i></p>	<p>a) Stanley Spencer Gallery, River (including walks by Winter Hill), Cliveden, Boulter’s Lock. Cycling is also a frequent activity.</p> <p>b) Chartered Institute of Marketing and John Lewis Training centres - not possible to calculate the proportion of visitors that use these two locations</p>

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • Local authority • Local transport providers 	<p>Q 7</p> <p>What are the transport links:</p> <ol style="list-style-type: none"> a. To the Village in the first instance (for example, road and rail) b. For visitors once they have arrived (for example, buses and hire cars)? <p><i>Consider whether there are viable alternatives to private cars.</i></p> <p>(Worksheets EN1 Q10; S3 Q1,4; T1; T2; T3 also refer to public transport or travel)</p>	<p>a) Road, rail, river, Thames Footpath</p> <p>b) None</p>
<ul style="list-style-type: none"> • The Tourist Information Office • local survey. • www.tourismforall.org.uk • www.holidaycare.org.uk 	<p>Q 8</p> <p>How accessible is the Village and its facilities for people with disabilities?</p> <p>(Worksheets T3 also refers to disability issues)</p>	<p>To some extent</p>
<ul style="list-style-type: none"> • District Council • Local Tourist Board • Local surveys 	<p>Q 9</p> <p>What is the range and capacity of accommodation available with respect to these grades:</p> <ul style="list-style-type: none"> • B&B • Guest House • Hotel • Self-catering • Caravan and camping • Youth hostels • Bunkhouse barns 	<p>Several</p> <p>2 pubs (Spencers, Swan Uppers)</p> <p>1 (Inn on the Green) – sometimes spare capacity at the CIM</p> <p>no</p> <p>no</p> <p>no</p> <p>no</p>

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • District Council • Local Tourist Board 	<p>Q 10</p> <p>Competitions:</p> <ol style="list-style-type: none"> a. Does the Village enter any national competitions, such as 'Britain in Bloom'? b. Do the surrounding Villages enter the 'Best Kept Village'? <p>(Worksheets EN1; EN2; EN3; S3 Q7,11 also refer to environmental quality)</p>	<p>a) Thames and Chilterns in Bloom regional competition.</p> <p>b) Cookham Parish Council holds it own Gardens in Bloom competition – the winners of the three Villages goes forward to compete with the Borough competition at Maidenhead. Most of the surrounding Villages also enter.</p>
<ul style="list-style-type: none"> • local food groups • Tourist Information Office 	<p>Q 12</p> <p>Food directory:</p> <p>Is there a local food directory for the Village and surrounding hinterland?</p> <ol style="list-style-type: none"> a. How is it produced? b. Who is it distributed to? c. How often is it updated? <p>(Worksheets EN2 Q13; EN3 Q5; S5 Q9 also refer to food)</p>	<p>Yes – surrounding area</p> <ol style="list-style-type: none"> a) it is produced via a local paper - Maidenhead Advertiser b) the establishments themselves hold copies, local libraries and information centres an hotels c) annually?

Sub-section 4: Do we need to improve what we offer?		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • Tourist Information • Visitor Centre • Local surveys • Visitor surveys • Tourist Board • Tourism officer 	<p>Q 13 Visitor information:</p> <ol style="list-style-type: none"> a. If there is a Tourist or Visitor Information Centre in the Village, how well used is it? b. Where are the Visitor Information Points in the Village? c. Around the Village and its environs, are there: <ul style="list-style-type: none"> ○ current visitor guides ○ Village trails ○ up to date walking and cycling trails <p><i>Consider the number of enquiries in various forms, including phone calls, 'hits' to the Internet and the number of visitors to the Centre. (Worksheets EN1 Q10; EN3 Q7; T1 Q5; T2 Q6; T3 also refer to pedestrian access. Worksheets EN3 Q6,7; S5; S6; T3 Q17 also refer to recreation and leisure))</i></p>	<p>No. However, there is a lot of information at Cookham Library with well-stocked leaflets outside the library – available most of the day. Cookham Parish Council notice boards and the Cookham Society roundel also hold notices.</p>
<ul style="list-style-type: none"> • Visitor surveys • Tourist Board • District Council Tourism Officer • Local survey 	<p>Q 14 Is there adequate and effective pedestrian and road signing to visitors' attractions and services (for example, parking and public toilets, the Tourist Office and the Village centre)?</p> <p><i>Look at signage to/from tourist attractions from key points such as at car parks, the train station, and between attractions.</i></p>	<p>Insufficient</p>
<ul style="list-style-type: none"> • Local survey 	<p>Q 15 How convenient is public transport for shopping areas/facilities and tourist attractions? (Worksheets EN1 Q10; S3 Q1,4; T1; T2; T3 also refer to public transport or travel)</p>	<p>Fine by train or bus but service not good and there is no linkage between timetables.</p>

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Local survey 	<p>Q 16 Parking:</p> <ol style="list-style-type: none"> How many car parks, coach parks, meters, free parking zones, etc, are there? Are they situated conveniently for the Village Centre, shopping and tourist attractions? <p>(Worksheets EN1 Q9; S7 Q2; T1; T3 also refer to transport access)</p>	<p>a) All free parking, but it is insufficient</p> <p>b) 3 car parks – lots of places where permitted to park – convenient for shopping areas and visitor attractions, but insufficient parking</p>
<ul style="list-style-type: none"> Visitor surveys Tourist Board District Council, Tourism Officer 	<p>Q 17 To what extent do the number, range and quality of visitor services and ancillary services match visitor expectation and needs?</p> <p>(Worksheets EN1; EN2; EN3; S3 Q7,11 also refer to environmental quality)</p>	<p>Not known - Visitor survey required</p>
<ul style="list-style-type: none"> Local survey 	<p>Q 18 What do visitors think about the general appearance and attractiveness of the Village/hinterland, and the public facilities?</p> <p>Look at:</p> <ul style="list-style-type: none"> <i>The number of and standard of public facilities (for example, public toilets; seating (in covered and uncovered areas); accessibility for older people and the less able; litter bins. Add to this list as appropriate.</i> <i>The general appearance: for example, are the streets clean and tidy? Is graffiti a problem? Are there well-tended flower beds and borders, etc? Are the railway station/bus terminals in good repair? Add to this list as appropriate.</i> <p>(Worksheets EN1; EN2; EN3; S3 Q7,11 also refer to environmental quality. Worksheets EN1; EN2; EN3 Q4; S2; S3 Q13; S5 Q8; S6 also refer to the built environment)</p>	<p>Not known - Visitor survey required</p>

3: This part is called a SWOT analysis, where you identify Strengths, Weaknesses, Opportunities and Threats. Once you have the information, use this table to show the Strengths and Weaknesses in the visitor and tourism services currently on offer. Also flag up where there are Opportunities to improve things or where there might be Threats in the future. The conclusions give the basis for a summary that can go forward to the Healthcheck Report.

You may need to tick more than one column for each question.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered:	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
How important is tourism spending and tourism-related employment to the local economy?	Fairly	✓			✓		
How vulnerable is the local economy to seasonal variations in tourism?	Not particularly				✓		
How do historical employment rates and business stocks in tourism related services, such as hotels and catering, compare with regional and national averages over the last 3-5 years?	Information unavailable						✓
Is visitor activity concentrated mainly within the Village itself or within the hinterland?	Mainly Village, though there is considerable scope for walking, cycling, and observing wildlife.	✓					
How good are the transport links into the Village and to tourist attractions?	Limited. The road links are relatively good though Cookham Bridge can be a bottleneck. Even though there is a train service to Cookham Rise and bus service to the Cookhams, public transport could be improved. It is not focused on tourist activity.			✓			
What Tourism information sources there are in the area, and how well used are they?	None			✓	✓		
Do the Village and its hinterland have adequate parking facilities for both residents and visitors?	No	✓		✓		✓	

Section 3 : SOCIAL & COMMUNITY

WORKSHEET SI: POPULATION

Task: to identify the population profile of the Village and surrounding countryside

I: Introduction to the task

The basic data collected will be important for many of the other assessments required in other worksheets. Much of the data can be obtained from the Census of Population 2001 and is very easy to get from National Statistics On-line.

- <http://www.statistics.gov.uk/census2001/default.asp> provides information at national, regional and Local Authority level.
- Click on "Neighbourhood" or go directly to <http://neighbourhood.statistics.gov.uk/default.asp> to view, compare or download statistics for your local area on a wide range of subjects including population, crime, health and housing.

2: Getting the following information will help you establish how the population of your Village and surrounding countryside compares with the national picture

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Census of Population 	<p>Q 1 Local populations:</p> <ol style="list-style-type: none"> What is the total population of both Village and surrounding countryside? What proportion of the total population lives in the Village as compared to the surrounding countryside (hinterland)? Whereabouts do they live? 	<p>5,519</p> <p>80%</p> <p>Cookham Village, Cookham Rise and Cookham Dean</p>
<ul style="list-style-type: none"> Census of Population 	<p>Q 2 Retired population:</p> <ol style="list-style-type: none"> How many of the population are of retirement age (that is, 65/60 or over)? What is this as a proportion of the total population? Is this higher or lower than the regional and national averages? 	<p>1,065</p> <p>19%</p> <p>Higher in all cases RBWM – 15.4%, SE – 16.4%, England - 15.9%</p>
<ul style="list-style-type: none"> Census of Population 	<p>Q 3 Younger population:</p> <ol style="list-style-type: none"> How many of the population are under 16? What is this as a proportion of the total population? Is this higher or lower than the regional and national averages? 	<p>998</p> <p>18%</p> <p>Lower in all cases RBWM – 19.8%, SE – 19.9%, England - 19.1%</p>

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Census of Population 	<p>Q 4 Employed population:</p> <ol style="list-style-type: none"> How many people are employed? How many of this population have professional and managerial jobs? How many of these have semi-skilled manual and unskilled jobs? What are these figures as proportions of the total number employed? Are these figures higher or lower than the regional and national averages? 	<p>2,703 1,648 (61%) 1,055 (39%) see above Significantly higher managerial/professional RBWM - 55% GB - 40%</p>
<ul style="list-style-type: none"> Census of Population 	<p>Q 6 Household population:</p> <ol style="list-style-type: none"> How many households are there What proportion of households are there elderly people living alone? Is this higher or lower than the national average? 	<p>2,288 26% (603) Latest figures available show that there are 800 people (13% of Village population) over 75, 250+ over 85 and 130+ over 90. Over 75s are predicted to increase by 15% and over 90s by 40% by 2016. Nationally, an 87% increase in over 85s is expected in the next 20 years, the period addressed by The Cookham Plan. (Source – Elizabeth House). Higher in all cases RBWM 22.5% SE 24.1% England 23.3%</p>
<ul style="list-style-type: none"> Census of Population (Compare population levels from the 1991 and 2001 Censuses) 	<p>Q 7 Population trend:</p> <ol style="list-style-type: none"> Has the population of the Village and hinterland grown or declined in the last ten years? By how much? 	<p>No significant changes have occurred in the environment or the population.</p>

3: This part is called a SWOT analysis, where you identify Strengths, Weaknesses, Opportunities and Threats. Once you have the information, use this table to show the Strengths and Weaknesses in the population profile of the area. Also flag up where there are Opportunities to improve things or where there might be Threats in the future. The conclusions give the basis for a summary that can go forward to the Healthcheck Report.

You may need to tick more than one column for each question.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered:	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
How does the population profile of the Village and surrounding countryside compare with regional and national profiles?	Lower ethnic proportion, higher pensionable age, lower young population, higher professional/managerial occupations, higher per capita income than local, regional and national averages. Whilst real, this profile is not as significantly different as is popularly believed, which could lead to wrong assumptions as to needs being made.					✓	
Is there a growth or decline in numbers or the location of population categories, and what are they?	No, the environment, infrastructure and demographics are largely unchanged, and are anticipated to remain that way. The needs of our rapidly ageing population need to be addressed	✓	✓		✓	✓	

WORKSHEET S2: HOUSING

Task: to find out the basic information needed to assess the housing situation in the Village and surrounding countryside

I: Introduction to the task

- *If there is not enough information available to answer the questions, it may be possible to work with the district council to do an up to date housing needs assessment*
- *Guidance on housing needs assessment is given in Data Sources and Survey Methods and on the Market Villages' Learning Network*
- *Cross reference this to Worksheet S1: Population*

2: Getting the following information will help you assess the housing situation in your Village and surrounding countryside.

Starting points for information	Information you will need	Answers and notes
Sub-section 1: Housing Availability and Need		
<ul style="list-style-type: none"> • Local estate agents (for general information on housing market) • District Council & Local Housing Associations (for information on their housing stock) 	<p>Q1 Currently available housing:</p> <ol style="list-style-type: none"> a. What types of properties are there? Look at type, size and tenure (freehold, leasehold, rented). b. Where are they located? For example, are they clustered in the Village centre, Village edge or hinterland settlements? c. Is there an under- or over-supply of housing of different types? <p>(Worksheets EN1; EN2; EN3 Q4; EC6 Q1; EC6 Q18 also refer to the built environment)</p>	<p>a. According to the 2001 Census, Cookham contains 2,383 household spaces contained within 2,368 dwellings.</p> <p>36% of household spaces are in detached properties, 49% in semi-detached or terraced properties and 15% in flats, caravans or temporary structures. Overall, each household has an average of 6.3 rooms for 2.4 people which suggests that houses are generally of an adequate size and not overcrowded.</p> <p>80% of the household spaces are owner occupied with the balance rented. 9% of rentals are from the public sector and 11% from the private sector. The proportion of owner occupation is significantly higher than the borough, SE region and England averages (73%, 74% and 69% respectively)</p> <p>These statistics indicate a generally affluent area with a high proportion of owner occupation, good sized dwellings and very few shared occupancy buildings.</p> <p>(© Crown copyright source: National Statistics)</p> <p>b. Cookham is based around three Village centres. The largest and (relatively speaking) most dense of these is Cookham Rise with Cookham Village also forming a relatively dense and well defined settlement adjacent to the Rise. Cookham Dean is separated from the Rise by open country and is centred around the Church, School and Post Office. Many of the houses are widely spread over the surrounding countryside making this a less well defined and less dense area. The distance from Cookham Village through the Rise to the Dean is approximately 2 miles.</p>

		<p>c. Tenure data from the 2001 Census suggests that Cookham is underprovided with rented accommodation (20% of dwellings) compared with the borough (27%), region (26%) and all of England (31%).</p> <p>Within the rented accommodation available, there is a significantly greater proportion provided by the private sector (54% compared to the regional and national averages (46% and 38% respectively), a situation which is probably worsening with the popularity of buy-to-let. According to the local Housing Association, there is a “moderate” demand for social housing in Cookham.</p>
<ul style="list-style-type: none"> • District Council Planning Dept • Local Plan 	<p>Q 2 New housing:</p> <ol style="list-style-type: none"> a. How much new housing is being planned in the area? b. What type is it? c. Where is it? <p>(Worksheets EN1 Q7,14; EN3 Q4; EC6 Q1,8,9; T1 Q3 also refer to development)</p>	<p>a. The majority of new housing is to be provided in the Maidenhead area but certain areas in Cookham have been identified as possible future development sites within the LDF.</p>

Starting points for information	Information you will need	Answers and notes																		
<ul style="list-style-type: none"> • Local estate agents • County council 	<p>Q 3</p> <p>Housing costs:</p> <ol style="list-style-type: none"> a. What is the cost of buying or renting property? b. Can local people afford to buy houses in the area? c. Where is there a supply of affordable (social) housing at below-market prices? d. Where is there a supply of starter homes? e. Does supply meet local needs based on current statistics? 	<p>a. House prices in Cookham generally command a premium (thought to be c.10% according to local agents) over comparable properties in the adjacent Royal Borough of Windsor & Maidenhead (RBWM) which often features in lists of the most expensive areas in the country. It should also be noted that Cookham contains a number of very high value individual properties (>£1m) and that these tend to distort analysis of average sales prices.</p> <p>Figures for RBWM house prices in 2006 from the Land Registry show the following average values:</p> <table data-bbox="1294 662 1937 813"> <tr> <td>Maisonette / Flat</td> <td>£194k</td> </tr> <tr> <td>Terraced House</td> <td>£254k</td> </tr> <tr> <td>Semi Detached House</td> <td>£280k</td> </tr> <tr> <td>Detached House</td> <td>£543k</td> </tr> <tr> <td>Overall</td> <td>£308k</td> </tr> </table> <p><small>(© Crown copyright source: Land Registry)</small></p> <p>Figures for the Cookham rental market, taken from local agents, show the following average rentals per month:</p> <table data-bbox="1294 917 1915 1037"> <tr> <td>1 bedroom</td> <td>£750</td> </tr> <tr> <td>2 bedroom</td> <td>£950</td> </tr> <tr> <td>3 bedroom</td> <td>£1100</td> </tr> <tr> <td>4 or more bedroom</td> <td>£4500</td> </tr> </table> <p>b. The Office for National Statistics estimated the average household incomes for Cookham & Bisham Ward (of which, Cookham accounts for 83% of the population) were £50,960 pa in the 2001/02 tax year. Updating this to mid 2006 prices using the Average Earnings index gives an equivalent of £61,330 pa. This suggest that average house prices in Cookham are at least 5 times average earnings which is generally accepted as being on the very upper limits of affordability.</p> <p>This level of pricing is driven by Cookham's appealing character</p>	Maisonette / Flat	£194k	Terraced House	£254k	Semi Detached House	£280k	Detached House	£543k	Overall	£308k	1 bedroom	£750	2 bedroom	£950	3 bedroom	£1100	4 or more bedroom	£4500
Maisonette / Flat	£194k																			
Terraced House	£254k																			
Semi Detached House	£280k																			
Detached House	£543k																			
Overall	£308k																			
1 bedroom	£750																			
2 bedroom	£950																			
3 bedroom	£1100																			
4 or more bedroom	£4500																			

		<p>together with its proximity to London and to other centres of well paid work such as Heathrow, Reading and the Thames Valley in general. The point is emphasised by analysis of council tax bandings. For the Cookham & Bisham Ward (of which Cookham accounts for 83 % of dwellings, 72% are in band E and above. Borough, Regional and English equivalents are 52%, 29% and 19% respectively.</p> <p>c. The only sources of social housing in Cookham are the properties provided by Maidenhead and District Housing Association and A2 Housing Group. These total 214 household spaces (9% of the total)</p> <p>d. There is no regular source of starter homes in Cookham other than the mobile homes in Strande Park, due to the lack of suitable building land. Starter home developments tend to be focussed on brown field sites in local Villages such as Maidenhead, Wycombe and Slough (approx 3, 5 and 6 miles away respectively).</p> <p>e. Supply of housing does not meet local needs for the reasons stated above. This is a particular issue for the low paid and growing families and often results in families having to move to nearby Villages where prices are lower. It should be noted however that even a large development of smaller / lower priced houses would be unlikely to have any significant impact due to Cookham's 'premium' location and good communications with centres across the region.</p>
--	--	--

<ul style="list-style-type: none"> • District Council figures for Housing Investment Programme • Local charities • Local survey 	<p>Q 4 Homeless people:</p> <ol style="list-style-type: none"> a. How many people are homeless in the area? b. How many of these are formally counted as homeless by local authorities compared with those that may be staying with friends and are without a home of their own? c. How does this compare with regional and national averages? 	<ol style="list-style-type: none"> a. No figures were forthcoming from RBWM, but it is thought that there are no homeless people in Cookham. b. No figures were forthcoming from RBWM, but it is thought that there are none. c. No figures were forthcoming from RBWM
<ul style="list-style-type: none"> • District Council (ask for waiting list allocation rules) • Nomination Agreement between Council & Housing Associations 	<p>Q 5 Housing priorities:</p> <ol style="list-style-type: none"> a. Does the local council give local people priority in accessing affordable housing? b. What provision is there for people who may want to move back to their local area following time away to train or study? c. Does this differ in settlements in the surrounding countryside and in the Village? <p>(Worksheets EC2 Q18; T2 Q11,12; T3 Q16 also refer to local government services)</p>	<ol style="list-style-type: none"> a. Yes, there is a Statutory Register, requiring applicants to have lived or worked in the Borough for at least 6 months, but allocation is Borough-wide, not specific to Cookham. b. None specifically c. No, not to our knowledge
<ul style="list-style-type: none"> • 		

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> District Council and Housing Association (ask for comparisons of demand for specialist housing with current and planned) 	<p>Q 6 Supported housing:</p> <ol style="list-style-type: none"> What supported housing is available to those who need it through special units (for example, for the elderly or disabled)? Does this meet current or projected demands? <p>(Worksheets EC7 Q8T2 Q4,5; T3 also refer to disability issues)</p>	<ol style="list-style-type: none"> Both private supported and local authority sheltered housing is provided within Cookham for the elderly and disabled. There is considered to be “moderate” demand, and it is understood that there is a greater demand than supply.
<p>District Council and Housing Associations (ask for comparisons of demand for specialist housing with current and planned)</p>	<p>Q 7 Housing for older people:</p> <ol style="list-style-type: none"> Does the housing provision and cost provide for older people who may want to move to smaller/more manageable homes or from Villages to market Villages? Is this provision sufficient? 	<ol style="list-style-type: none"> There is thought to be a lack of more manageable homes (bungalows, flats with lifts, etc) for older people within Cookham, but these are more readily available in Maidenhead. Probably not, but affordability is likely to be the cause.
<ul style="list-style-type: none"> District Council Social Services 	<p>Q 8 Housing for elderly/disabled people:</p> <ol style="list-style-type: none"> What support is provided for people such as the elderly or disabled in their own homes? Does this meet current or projected demand? <p>(Worksheets EC7 Q8T2 Q4,5; T3 also refer to disability issues)</p>	<p>a. & b No details were forthcoming from RBWM.</p>

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • Census of Population • Council Tax records (compare number of 2nd/holiday homes with total number of households) 	<p>Q 9</p> <p>Availability of homes:</p> <ol style="list-style-type: none"> a. Are there a high number of homes not available to the local population? b. Is there a high level of second home ownership or holiday lets locally? c. Are these confined to particular parts of the area? (for example, those attractive to tourists or near business centres, etc)? 	<ol style="list-style-type: none"> a. No b. No, being less than 1.5% of total household spaces c. Thought to be sited mainly around the River Thames
<ul style="list-style-type: none"> • District Council Housing Investment Programme or Housing Needs Surveys • Local survey of premises 	<p>Q 10</p> <p>Empty houses:</p> <ol style="list-style-type: none"> a. Is there a high level of vacancy or empty houses? b. Where are these located? c. Are there opportunities to make redundant housing and additional homes available to local people? d. What opportunities are there to bring housing into the Village centre (for example, flats over shops) back into use? <p><i>(compare number of vacant houses with total number of premises)</i></p> <p>(Worksheets EN1; EN2; EN3 Q4; EC6 Q1; EC6 Q18 also refer to the built environment. Worksheets EN1 Q7,14; EN3 Q4; EC6 Q1,8,9; T1 Q3 also refer to development)</p>	<ol style="list-style-type: none"> a. No, being less than 3% of total household spaces b. Throughout the area c. There is virtually no redundant housing in the area d. Where there are shops, there are flats above.

Sub-section 2: Quality of Housing		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> District Council Housing condition survey 	<p>Q 11</p> <p>Housing conditions:</p> <ol style="list-style-type: none"> What is the condition of existing local housing? How many properties suffer from damp, lack of central heating, external and structural problems, or disrepair? Where are they located? 	<ol style="list-style-type: none"> Generally, the condition of housing is good. 3.5% of Cookham's properties do not have central heating (Census 2001), compared with 3.9% in Maidenhead, 6.1% in the South East, and 8.5% nationally. No details were available for properties suffering from damp or disrepair. No precise details were available.
<ul style="list-style-type: none"> District Council 	<p>Q 12</p> <p>Where there is poor quality housing, how is this being addressed through improvement/investment programmes?</p> <p>(Worksheets EN1; EN2; EN3 Q4; EC6 Q1; EC6 Q18 also refer to the built environment. Worksheets EN1 Q7,14; EN3 Q4; EC6 Q1,8,9; T1 Q3 also refer to development)</p>	<p>Limited grants are available for properties with poor insulation. However, RBWM does not own any housing stock</p>
<ul style="list-style-type: none"> District Council 	<p>Q 13</p> <p>Are there areas of poor quality private housing that are not being addressed?</p> <p>(Worksheets EN1; EN2; EN3 Q4; EC6 Q1; EC6 Q18 also refer to the built environment. Worksheets EN1 Q7,14; EN3 Q4; EC6 Q1,8,9; T1 Q3 also refer to development)</p>	<p>There are no areas of poor quality housing within Cookham</p>

3: This part is called a SWOT analysis, where you identify Strengths, Weaknesses, Opportunities and Threats. Once you have the information, use this table to show the Strengths and Weaknesses in the local housing stock. Also flag up where there are Opportunities to improve things or where there might be Threats in the future. The conclusions give the basis for a summary that can go forward to the Healthcheck Report.

You may need to tick more than one column for each question.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered:	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
Is there sufficient housing available to meet the needs of all sectors of the population? If there are shortfalls, where are they? Do current housing strategies and plans take these areas into account?	No – generally, the local first-time buyer and lower-paid cannot afford the house prices in Cookham For potential shortfall of facilities for the elderly, see Page 78 - census information	✓		✓	✓	✓	
Is the available housing stock in good condition? Where is the poor housing stock? What is being done to improve it?	Largely in good condition. Very few homes are in poor state of repair	✓	✓				

WORKSHEET S3: HEALTH AND PUBLIC SAFETY

Task: to assess public health and community safety in the Village and surrounding countryside

1: Introduction to the task

Residents of market Villages and their surrounding countryside need access to adequate healthcare and emergency services including ambulances, police and fire services. Community safety is also an important consideration. Local authorities are required under the Crime and Disorder Act 1999 to produce a strategy for fighting crime. Audits of community safety issues including crime and the fear of crime may have been undertaken to inform these strategies.

- Guidance on carrying out a fear of crime survey is given in Data Sources and Survey Methods Directory on the Market Villages Learning Network.

2: Getting the following information will help you assess the healthcare and emergency services provision for your Village and surrounding countryside

Starting points for information	Information you will need	Answers and notes
Sub-section 1: Health and Social Care		
<ul style="list-style-type: none"> • Local Health Authority Register of Doctors & Dentists • LHA target levels • Local Authority for transport information 	Q 1 Doctor and dentist provision: <ol style="list-style-type: none"> How many doctors and dentists surgeries are there? How do these figures compare with Local Health Authority target levels and local needs? Where are they located? Will any future planned changes to service provision increase or decrease access to doctors and dentists? What transport is there (either public, a suitable community transport scheme, or both) to surgeries from outlying areas? 	<ol style="list-style-type: none"> 1 medical practice (8) 1 dental (3) The GP practice serves 1,600 patients per WTE GP, whereas the locality average is over 2,100 per WTE GP. Cookham Rise Yes, increase Cookham Voluntary Services
<ul style="list-style-type: none"> • Local Health Authority • Local voluntary & charity groups 	Q 2 Clinics: <ol style="list-style-type: none"> What specialist clinics and out patient clinics are available locally (for example, family planning, drugs and drink advice)? Where are they? 	<ol style="list-style-type: none"> None in Cookham Maidenhead (3 miles)
<ul style="list-style-type: none"> • Local Health Authority 	Q 3 Mobile units: <ol style="list-style-type: none"> Which local health clinics, doctors and dentists operate mobile service units? What areas do they cover? Are there any plans to increase the coverage by mobile units? 	None N/A Not known

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • Local Health Authority • Local transport survey 	<p>Q 4 Non-emergency hospital services:</p> <ol style="list-style-type: none"> a. How easy is it for residents to get access to non-emergency hospital services as a user or visitor? b. What services are available? c. How far away are they? d. Are they accessible by public transport? e. Can patients pre-book appointments? f. What are the waiting times for getting appointments? g. How long are people on waiting lists? 	<ol style="list-style-type: none"> a. No local hospital – Nearest hospital at St Mark’s Maidenhead is out-patients only. Major hospitals are at Wexham, Heatherwood, High Wycombe, and Amersham b. Various services – podiatry, x-ray, scanning unit, OI units/PCT c. Maidenhead 3 miles, others 10 miles or more d. Cookham Voluntary Services e. Yes f. NA g. NA
<ul style="list-style-type: none"> • Local Health Authority • County Council • Social Services • Local voluntary groups & charities for informal support 	<p>Q 5 Home services:</p> <ol style="list-style-type: none"> a. What social and health care services are available in the home for those needing them (for example, community nurses, health visitors, home help, etc)? b. What informal support is available for those not using statutory services? <p>(Worksheets EC7 Q8; T2 Q4,5; T3 also refer to disability issues)</p>	<ol style="list-style-type: none"> a. RBWM - Assessment of need is done by Social Services who then plan as to how needs are met. Usually home care has to be paid for. Emergency home care available for a limited period. Some changes to environment e.g. stairs or washing facilities are available free. b. Elizabeth House, Cookham Cardiac rehabilitation classes at Leisure Centres (Maidenhead), MIND, M/S Society, Carers’ Group, CRUSE for bereaved, St John Ambulance sitting companion service, SMILE. Cookham Voluntary Services, University of 3rd Age, Arthritis Research, Healthy Hikers

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Local Health Authority (ask for local & national statistics) 	<p>Q 6 Health:</p> <ol style="list-style-type: none"> How do local mortality rates for heart disease, stroke, cancer, suicide and accidents compare with regional and national averages? If they are high, what health service provision is being targeted in these areas? 	<p>Information not available at Ward level</p>
<ul style="list-style-type: none"> District Council Environmental Health Dept Environment Agency (ask for statistics on background pollution levels) 	<p>Q 7 Pollution levels:</p> <ol style="list-style-type: none"> Do background levels of noise, air quality and water quality meet or exceed national standards? Are there any blackspots where national levels are exceeded? 	<p>Some issues with noise from aircraft Inconsistent water pressure in Cookham Dean</p> <p>No</p>
<p>Sub-section 2: Emergency services</p>		

<ul style="list-style-type: none"> Local Health and Police authorities Internet Local council surveys 	<p>Q 8 Response time targets:</p> <ol style="list-style-type: none"> What are the ambulance, police and fire services response time targets? How well are these targets being met? What are the problem areas if targets are not met? What plans are there to improve these? 	<p>Police Response times: Cookham and Maidenhead</p> <table border="1"> <thead> <tr> <th rowspan="2">Response Grading</th> <th colspan="4">Maidenhead</th> </tr> <tr> <th>Total Incidents</th> <th>Within Target</th> <th>% Within target</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>Immediate</td> <td>1564</td> <td>1261</td> <td>81%</td> <td>Within 15mins</td> </tr> <tr> <td>Urgent</td> <td>3171</td> <td>2280</td> <td>72%</td> <td>Within 1 Hour</td> </tr> <tr> <td>By Arrangement</td> <td>877</td> <td>-</td> <td>-</td> <td>-</td> </tr> </tbody> </table> <table border="1"> <thead> <tr> <th rowspan="2">Response Grading</th> <th colspan="4">Cookham</th> </tr> <tr> <th>Total Incidents</th> <th>Within Target</th> <th>% Within target</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>Immediate</td> <td>74</td> <td>53</td> <td>72%</td> <td>Within 15 mins</td> </tr> <tr> <td>Urgent</td> <td>216</td> <td>158</td> <td>73%</td> <td>Within 1 Hour</td> </tr> <tr> <td>By Arrangement</td> <td>38</td> <td>-</td> <td>-</td> <td>-</td> </tr> </tbody> </table> <p>Ambulance Information sought – anecdotally, there are some problems with response times given the fact many properties have names rather than numbers (particularly in Cookham Dean)</p> <p>Fire Service</p> <ol style="list-style-type: none"> Cookham is a D risk area therefore one appliance must attend within 20 minutes 100% N/A as targets being met. Cookham can be covered by other pumps within the county None but risk areas are being reviewed at present. 	Response Grading	Maidenhead				Total Incidents	Within Target	% Within target	Target	Immediate	1564	1261	81%	Within 15mins	Urgent	3171	2280	72%	Within 1 Hour	By Arrangement	877	-	-	-	Response Grading	Cookham				Total Incidents	Within Target	% Within target	Target	Immediate	74	53	72%	Within 15 mins	Urgent	216	158	73%	Within 1 Hour	By Arrangement	38	-	-	-
Response Grading	Maidenhead																																																	
	Total Incidents	Within Target	% Within target	Target																																														
Immediate	1564	1261	81%	Within 15mins																																														
Urgent	3171	2280	72%	Within 1 Hour																																														
By Arrangement	877	-	-	-																																														
Response Grading	Cookham																																																	
	Total Incidents	Within Target	% Within target	Target																																														
Immediate	74	53	72%	Within 15 mins																																														
Urgent	216	158	73%	Within 1 Hour																																														
By Arrangement	38	-	-	-																																														

Sub-section 3: Community Safety		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Local Police Authority (ask for local, regional & national crime statistics & policy) 	<p>Q 9 Crime:</p> <ol style="list-style-type: none"> What are the crime rates for the locality? How do incidences of crime compare with regional and national rates? Are incidences higher for specific types of crime (for example, shop theft, burglaries, personal assault, criminal damage, car theft, and theft from vehicles)? Does geographical location play a part in this? How will future policing strategies address these problems? 	<ol style="list-style-type: none"> These are available but not published here Crime rates per capita are slightly fewer than the Borough overall. Car crime, and in particular, Theft from Vehicles is almost double that in the Borough overall at some 30 crimes / thousand population in 2005/6. This compares with a national rate of 9.5 crimes / thousand. The Cookham figure is higher than the local average for a number of reasons the main one of which is the lower population density, but other factors come into play such as poor lighting, overcrowded parking, relatively high visitor numbers and the relatively high population of restaurants. Not known
<ul style="list-style-type: none"> Local Police Authority for local crime statistics Fear of crime survey for comparison with actual statistics 	<p>Q 10 Fear of crime:</p> <ol style="list-style-type: none"> Is the fear of crime significantly worse than actual crime rates? If yes, what factors are contributing to these fears? 	<p>There is no local data available.</p>
<ul style="list-style-type: none"> Local survey 	<p>Q 11 Which areas show visible evidence of vandalism, unlit streets, litter or graffiti?</p> <p>(Worksheets EN1; EN2; EN3; EC7 Q10,17,18 also refer to environmental quality)</p>	<ul style="list-style-type: none"> Much of the Village is unlit by design Graffiti mainly confined to Railway Station area Vandalism mostly around the Alfred Major Recreation Ground Litter particularly bad at Winter Hill - popular viewing point
<ul style="list-style-type: none"> Local Police Authority District Council 	<p>Q 12 Crime prevention measures:</p> <ol style="list-style-type: none"> Where crime prevention measures are in place? 	<ul style="list-style-type: none"> Cookham High Street CCTV scheme Warning signage in public places

	<p>b. Which other areas would benefit from the introduction of crime prevention measures?</p> <p><i>Measures may include CCTV, street lighting, more police officers, community policing and Neighbourhood Watch.</i></p>	<ul style="list-style-type: none"> • Theft from motor vehicles is the main problem. • Winter Hill Golf Club
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • Local Police Authority 	<p>Q 13</p> <p>What is the level of local police presence (for example, police stations/mobile stations/local or community police officers/community support)?</p>	<p>Cookham shares policing arrangements with Knowl Hill, Burchetts Green, Hurley and Bisham. 60% of this population is in Cookham.</p> <p>Odney Club have offered a venue which will be voluntarily manned, and be connected to the Police network so no need to contact Maidenhead. See proposal in The Cookham Plan</p>

3: This part is called a SWOT analysis, where you identify Strengths, Weaknesses, Opportunities and Threats. Once you have the information, use this table to show the Strengths and Weaknesses in public health and community safety. Also flag up where there are Opportunities to improve things or where there might be Threats in the future. The conclusions give the basis for a summary that can go forward to the Healthcheck Report.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered:	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
Is there adequate access to a range of healthcare and social care services? Where could access to, or the quality of provision, be improved?	On the whole, Yes, but transport to non-local facilities is a problem unless by car/taxi.	✓					
Do all areas provide a safe and healthy environment to live in?	On the whole, Yes		✓				
Is a good standard provided by the emergency services?	Yes / adequate	✓					
Is there a good strategy to fight crime and is the community protected? What opportunities are there to improve provision?	There is not a perceived local strategy Theft from vehicles is a major problem			✓	✓	✓	

WORKSHEET S4: LOCAL GOVERNMENT AND COMMUNITY ORGANISATIONS

Task: to find out about the level of community involvement in local decision-making and activity in both the Village and surrounding countryside

I: Introduction to the task

It is important to assess the level of involvement of the local community when researching the well-being of a market Village and when planning for the future. Effective local government is important to the well being of a Village, and the numbers of people voting in national and local elections is one measure of community involvement.

In a healthy democracy every seat should have more than one candidate. An effective Parish/Village Council is crucial to the success of the Healthcheck and Action Plan. However, there is often much less democratic involvement at this tier of local government, and many Parish Councils attract only just enough candidates to fill the seats; some even have vacant seats after an election. In such cases the election is 'uncontested', and no poll is required. Organising a poll is expensive, so it is arguably better value for money to avoid a poll, especially in small parishes. If, however, your Parish/Village Council was uncontested or has vacancies, there is clearly scope for improving residents' involvement in local affairs and there may be things that could be done to increase participation in local democracy.

When considering election data you should bear in mind that:

- In general elections the number of voters in market Villages may be higher than the national average
- In district or borough elections you should make sure that any turnout figures you request are for a poll which was not combined with other elections. This is because combined polls may show a slightly greater turnout.

There are also many other ways in which the community can have a voice in local planning and decision-making. Support and encouragement for community involvement should ensure that there is a representative sample of local people covering all interests and abilities.

2: Getting the following information will help to assess the extent of community involvement in local decision-making.

Starting points for information	Information you will need	Answers and notes
Sub-section 1: Local Government Structure & Access		
<ul style="list-style-type: none"> • County Council 	<p>Q 1 Councils:</p> <p>a. What councils are there in the area? <i>Identify County, District or Borough, Village and Parish Councils</i></p> <p>b. What services do they cover (for example, planning, payments, environmental health, social services, youth, school)?</p> <p>(Worksheets EC2 Q18; T2 Q11,12; T3 Q16 also refer to local government services)</p>	<p>a) Royal Borough of Windsor and Maidenhead (RBWM) unitary authority and local council; Cookham Parish Council. There are 14 parish councils and 1 Village council in the borough.</p> <p>Services provided by Cookham Parish Council</p> <ol style="list-style-type: none"> a. Planning applications – approx 2-300 per year b. Tree applications in our two Conservation areas c. Attending at Borough Planning meetings when necessary d. Care and maintenance of the Alfred Major Recreation Ground e. Care and maintenance of the play area on Alfred Major f. Clearance of over 80 footpaths about the parish g. Care and running of Cookham Cemetery h. Care of the Chapel at the Cemetery i. Rental of Cemetery Cottage j. Maintenance of over 80 street lights k. Provision of benches, litter bins and dog litter bins on Council property l. Care and maintenance of three allotment sites m. Care of Odney Common n. Care of The Causeway o. Care of Stonehouse Common p. Running the Britain in Bloom competition and Gardens in Bloom q. Supply of subsidised hanging baskets r. Supply of 2 public Christmas trees in the Village and the Rise s. Road closure for Cookham Village Shopping afternoon t. Parish Council finances u. Care of two War Memorials in the Village and the Dean <p>c) RBWM has the following directorates and services. <u>Corporate</u></p>

		<p><u>Services Directorate:</u> Business Improvement, Central Services, Corporate Performance & Development, Democratic Services , Financial Services, Human Resources, Procurement.</p> <p><u>Learning and Care Directorate:</u> Childrens' Services. Adult Social Services, Learning and Achievement, Housing Policy and Residential Development, Organisational Development and Support/Strategy and Resources.</p> <p><u>Community Services Directorate:</u> Community Services (Leisure Services, Library and Information Services), Technical Services (Assets and Building Services, Highways and Engineering, Planning, Public Protection and Sustainability, Streetcare Service).</p>
<ul style="list-style-type: none"> Village, Parish, District/Borough and County Councils Individual councillors 	<p>Q 2 Council access:</p> <ol style="list-style-type: none"> How can local residents access these Councils? Where are the Councils' offices? Where are Council information points located (for example, the library or Village hall)? Where and when do councillors hold local surgeries? 	<ol style="list-style-type: none"> Councils can be accessed in person at the council offices, by telephone to parish clerk or RBWM customer service centre, written literature and alternate-language-need literature, website and email links provided. Maidenhead Town Hall, York House in Windsor, Cookham Parish Council Office. Internet access via libraries. Customer service centres in Village hall and York House. Information points on notice boards in Village centres parish/Village council offices, Windsor information centre in royal station, libraries in Cookham and Maidenhead. Open parish meeting 2 or 3 per annum
<ul style="list-style-type: none"> District Council LSP 	<p>Q 3 Is there a Local Strategic Partnership (LSP) for the County and/or District (or for the unitary authority area)? If so:</p> <ol style="list-style-type: none"> Who are the co-coordinators of the LSP(s)? What agencies are involved? Which of these agencies have a presence locally? What thematic or local sub-groups do the LSP(s) have, and who chairs and administers them? What local issues are being addressed by the LSP(s)? 	<p>There is a local strategic partnership in RBWM called the Community Partnership (CP).</p> <ol style="list-style-type: none"> The CP is co-ordinated by the RBWM Partnerships Manager and Cllr Bateson (lead for community partnerships). Agencies involved include Berkshire College of Agriculture, East Berkshire College, Government Office of the South East, Household Cavalry, Hutchison 3G, Maidenhead Advertiser, Maidenhead and District Chamber of Commerce, Maidenhead District Housing Association (Housing Solutions Group) National Probation Services, Parkside Housing Group, Royal Berkshire Fire and Rescue Service, Royal Borough of Windsor and Maidenhead, Thames Valley Police, Thames Valley Police

		<p>Authority , Thames Valley Probation Services , Windsor, Ascot and Maidenhead Primary Care Trust , Windsor and Maidenhead Voluntary Action ,Windsor District Chamber of Commerce.</p> <p>c) All of the agencies have a local presence. Thames Valley Police, fire service (as per need), WMVA, Primary Care Trust, RBWM, Chamber of Commerce Windsor.</p> <p>The CP has six ambition groups including Getting About, Learning for life, Safe and secure, A good place to live and visit, Health and caring and a Guiding Principles group.</p>
--	--	--

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • Community Strategy 	<p>Q 4 Community Strategy:</p> <ol style="list-style-type: none"> a. What does the Community Strategy specifically say about the Village or local parishes? b. Where is your area mentioned by name? c. Where are your local issues mentioned? d. How well have your needs and aspirations been taken into account? e. What commitments in the Community Strategy of both the District and County Councils, or unitary authority, may have an impact on your Village and surrounding countryside? f. When they are planned to take effect? 	<ol style="list-style-type: none"> a) Community is at the heart of the community strategy vision (thriving, active, co-operative, learning and informed communities) P10. b) It is not. c) They are not. d) Unclear, likely to be more so in the revised strategy awaiting cabinet approval/consultation. e) All of the ambition groups affect the people who live in the local Village area including Safe and Secure and Getting about. The guiding principles group has key emphasis toward involving people and engaging with the wider community (P52). f) The strategy is a ten-year vision. Specific actions are broken down on annual action plans.
<ul style="list-style-type: none"> • District and County Councils • LSP 	<p>Q 5 Future action plans:</p> <ol style="list-style-type: none"> a. How do the LSP or local authorities intend to 'bridge the gap' between the Community Strategy and your future action plan? b. What protocols, guides, discussion forums or templates are there for drawing together research and actions? c. How would the local authority or LSP like you to liaise with them during preparation of your action plan and afterwards? 	<ol style="list-style-type: none"> a) The local authority/LSP consults with community regarding the community strategy. The CP manager, team and representatives from various council; departments and partners within the LSP sit on the Cookham Plan Steering Group. This partnership will be integral to the formation of an action plan and will work together to deliver solutions therefore bridging the gap. b) The CP team in RBWM work closely with CCB and research best practice advice in community working with local partnerships/Village councils. A toolkit for RBWM officers is to be produced to clearly state interactions with community partnerships. c) The local authority has nominated a designated officer (Brian Martin) in addition to the partnerships manager to meet with the CP as per need and as per part A.

Sub-section 2: Community Involvement		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> District/Borough Council's Electoral Services Unit 	<p>Q 6 These questions will help assess how thriving democracy is:</p> <ol style="list-style-type: none"> What was the turnout in the last General Election? How does this compare with the 2001 national average of 59%¹ What was the turnout at the last District/Borough election? How does this compare with the 2003 national average for Shire Districts of 35%² How many seats were contested at the last Parish/Village Council election? Has the local Village or Parish council been awarded Quality Parish status? <p><i>This recognises councils that have a full electoral mandate and a high standard of management by qualified staff.</i> (Worksheets EN2 Q11; EN3 Q1; EC2 Q5; EC3 Q19 also refer to community involvement)</p>	<ol style="list-style-type: none"> Turnout May 2005 = 73.3% Above average 50% Similar 3 seats No, although it is actively working towards compliance
<ul style="list-style-type: none"> County, District, Village & Parish Councils 	<p>Q 7 Local community representation:</p> <ol style="list-style-type: none"> What representation does the local community have on partnership and council committees or sub-committees? How many representatives are there? How active are they? Which committees or sub-committees do they sit on? Which groups of the community do they represent? <p>(Worksheets EN2 Q11; EN3 Q1; EC2 Q5; EC3 Q19 also refer to community involvement)</p>	<p><u>RJ Kellaway (Borough Councillor)</u> Licensing Panel, Local Development Framework Working Group, Maidenhead Development Control Panel, Maidenhead Town Centre Management Partnership Board, Planning and Environment Overview and Scrutiny Panel, Audit and Performance Review Panel (Substitute), Corporate Services Overview and Scrutiny Panel (Substitute)</p> <p><u>JC Stretton (Borough Councillor)</u> Access Advisory Forum, Maidenhead Development Control Panel, Rights of Way and Highway Licensing Panel (Chairman), Licensing Panel (Substitute), Maidenhead Town Forum</p> <p><u>MJ Saunders (Borough Councillor)</u> Audit and Performance Review Panel, Corporate Services Overview and Scrutiny Panel (Vice-Chairman), Standards Committee, Standards Committee - Parish Sub-Committee, Employment Panel (Substitute) Licensing Panel (Substitute)</p>

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • District Council • Local Community groups 	<p>Q 8 Community influence: What mechanisms do community groups have to influence developing policies or strategies?</p> <p><i>Look, for example, at what influence they have in preparing Village Design Statements, Supplementary Planning Guidance, or delivering local services.</i></p>	<p>The CP works closely with partner agency via their representation on the partnership and jointly work to deliver solutions. The partnership link into the LSP provides an avenue to influence policies and strategies. The action plan to be produced as a result of this process will be used by RBWM to include in their local policies and service provision. This is definitely an opportunity to strengthen ties and provide closer partnership working between the local Parish council, local people and Borough council.</p>
<ul style="list-style-type: none"> • County Council • District Council • Local Housing Association 	<p>Q 9 Are there any active neighbourhood forums, residents' or tenants' associations?</p>	<p>Tenants – Janet Wheeler Cookham Society - David Ashwanden Association of Rural Communities Windsor and Maidenhead Crime and Disorder Forum Racial Incidents Advisory Forum (Windsor and Maidenhead)</p>
<ul style="list-style-type: none"> • District Council 	<p>Q 10 Involvement in community development:</p> <ol style="list-style-type: none"> a. What opportunities have local people had to experience being actively involved in community development? b. What community consultation programmes have been run in the last year? 	<p>Numerous consultations about plan LDF Consultation / Surgery Cookham Various Questionnaires as part of information gathering</p>
<ul style="list-style-type: none"> • District Council • Rural Community Council 	<p>Q 11 What support is there to help develop community involvement or co-ordinate building capacity in the community?</p> <p><i>Is there, for example, a dedicated local authority or rural community council officer?</i></p>	<p>A number of staff (4) at RBWM is assigned to helping communities develop their own local plans. In addition, these staff can call on other Local Authority staff, resources and expertise.</p>

3: This part is called a SWOT analysis, where you identify Strengths, Weaknesses, Opportunities and Threats. Once you have the information, use the tick boxes in this table to show the Strengths and Weaknesses in the level of community involvement in local decision-making. Also flag up where there are Opportunities to improve things or where there might be Threats in the future. The conclusions give the basis for a summary that can go forward to the Healthcheck Report.

You may need to tick more than one column for each question.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered.	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
How easily can local people gain access to local government officials or members?	RBWM offices are in Maidenhead and Windsor. Parish Council Office is open part time. Internet and telephone increase accessibility	✓					
How well is the community represented in, or consulted by, local government?	Perception is that Cookham is not a problem area compared with the rest of the Borough						
How well are local issues fully considered in local strategies and community planning?	Hopefully this plan will increase this consideration.				✓		
How active and influential is the community in local decision-making?	The community is an active one generally and does care about its environment.		✓				
How well is the community encouraged and supported to become involved in decision-making/development issues?	The Cookham Society and Parish Council do encourage such processes.		✓				

WORKSHEET S5: SPORT, LEISURE AND OPEN SPACE

Task: to find out basic information about the use and quality of sport and leisure facilities in both the Village and the surrounding countryside

I: Introduction to the task

Access to sport, leisure and open space facilities contributes to a healthy community. In order to assess what is already available and what residents would like to see you can:

- Undertake a survey of people who use existing facilities
- Carry out an open space character assessment
- Ask local people what they think about the range and quality of existing provision through an attitude survey

Sport and leisure clubs will be an important source of information. Local schools, youth groups or the Groundwork Trust, for example, might be interested in helping with surveys of what people like/dislike about an area of open space. Guidance on undertaking an open space character assessment is given in the Data Sources and Survey Methods Directory.

2: Getting the following information will help you to assess the quality and use of sport and leisure facilities in your area.

Starting points for information	Information you will need	Answers and notes
Sub-section 1: Sport & Leisure Facilities		
<ul style="list-style-type: none"> • Local sports groups • User surveys • User attitude surveys 	<p>Q 1 Sports and leisure facilities:</p> <ol style="list-style-type: none"> a. Where are local sports and leisure facilities located? b. Are they in good condition? c. How well used are these facilities? d. How affordable are these facilities for local residents? <p>(Worksheets EN3 Q6,7; EC7 Q13, T3 Q17 also refer to recreation & leisure)</p>	<ol style="list-style-type: none"> a) Alfred Major Recreation Ground, Winter Hill Golf Club, Cookham Dean Cricket Club b) Yes c) Yes d) These facilities are reasonably affordable
<ul style="list-style-type: none"> • Local sports groups • Library 	<p>Q 2 Shared facilities:</p> <ol style="list-style-type: none"> a. Which local school/college facilities are open for public use? b. Which are available inside or outside school hours/term time? 	<p>The local Primary Schools (Cookham, Cookham Rise and Cookham Dean) are available for use by local groups outside school hours</p> <p>N.B. There are very limited sports facilities at the Schools.</p>

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • Local sports and leisure facilities • Clubs and groups 	<p>Q 3 Use of facilities:</p> <ol style="list-style-type: none"> a. What proportion of the eligible population belongs to a sport or leisure club? b. How do membership numbers of sports groups compare with the area's total population in appropriate age groups? 	<p>a) This is difficult to quantify fully. In addition to the local clubs covered in 1a) above, there is a health club in Marlow and sports centres in Maidenhead and Windsor. b) N/A</p>
<ul style="list-style-type: none"> • Survey local knowledge • Local Tourist Board • Yellow pages • County Council (ask for information on Rights of Way) 	<p>Q 4 Where can residents pursue outdoor sporting activities (for example, walking, horse riding, hire bikes, and rock climbing) or use outdoor activity centres? (Worksheet EN3 Q6 also refers to open space)</p>	<p>Walking - extensive footpaths Cycling – common in area particularly along the Thames Footpath Sailing - Cookham Sailing Club Fishing - (Cookham Reach) Golf - Winter Hill Cricket - Cookham Dean CC Football - Alfred Major</p>
<ul style="list-style-type: none"> • Local sports groups • Local survey 	<p>Q 5 Unmet needs:</p> <ol style="list-style-type: none"> a. In which locations are demands for specific sports or leisure facilities not met? b. Why are these needs not met? c. How many people have to travel outside the Village to take part in certain sports d. Which sports are they? 	<p>There are facilities for most sporting activities within easy travelling distance by car. Gym facilities are not readily available, but accessible by car in Maidenhead.</p>

Sub-section 2: Open Spaces		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Local user surveys Local plan proposal maps Parish, District & County Councils Tourist Information 	<p>Q 6 Open space:</p> <ol style="list-style-type: none"> Where are there areas of open space? What facilities do they contain? For example, do they have safe play areas and toilets? What activities do they allow? For example, do they allow specific sports only, leisure only, or a mixture? How well are these open areas/facilities used? Which areas or facilities are the most popular? What do people find most attractive about these areas? Which areas of open space need, and get, continued maintenance or protection? Which areas of open space suffer from poor maintenance, litter, graffiti or vandalism? <p><i>Include Village greens, recreation grounds, parks, country parks, historic parks, common land and local nature reserves</i> (Worksheets EN1; EN2 also refer to environmental features)</p>	<ol style="list-style-type: none"> Marsh Meadow, Cock Marsh, Winter Hill, Cookham Dean Cricket Green, Cookham Dean Common, Quarry Woods, Widbrook None. Not in keeping with the facilities. Walking, Cycling, Running, Sailing, Cookham Regatta Heavily Marsh Meadow / River Open space and natural beauty Most open land is the property of the National Trust Alfred Major Playing Fields (vandalism); Winter Hill (litter)
<ul style="list-style-type: none"> District Council (ask about formally designated open space) 	<p>Q 7 How well does the provision of open space meet the National Playing Fields Association Standard of 2.4 hectares per 1000 population?</p>	Very well
<ul style="list-style-type: none"> Local plan proposal maps 	<p>Q 8 Which, if any, residential areas are over 400 metres away from an area of open space?</p> <p>(Worksheets EN1; EN2;EN3; EC6 Q1; EC7 Q18 also refer to the built environment)</p>	Not many

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • Village or Parish Council • National Association of Allotments and Leisure Gardeners 	<p>Q 9 Allotments and settlements:</p> <ol style="list-style-type: none"> a. Where is space allocated for allotments in the Village, and in the surrounding countryside? b. What is the take up/length of waiting list for them? c. How many are under-used? d. Is there a local allotment forum or similar body? 	<ol style="list-style-type: none"> (a) Alfred Major Recreation Ground in Cookham Rise, Alleyns Lane in Cookham Dean, Sutton Road in Cookham. (b) Alleyns Lane usually 4-5 people on waiting list, Sutton Road usually 2-3 vacant plots, always vacancies on Alfred Major. (c) Alfred Major. (d) No, but there is a local Horticultural Society.
<ul style="list-style-type: none"> • District Council (ask for Local Plan development proposals) • Current planning applications • Private sector sports and leisure providers 	<p>Q 10 What are the known threats of loss of open space, parks and allotments, or closure of facilities, due to either development proposals or reduction in budgets?</p> <p>(Worksheets EN1 Q7,14; EN3 Q4; EC6 Q1,8,9; T1 Q3 also refer to development. Worksheets EC2 Q18; T2 Q11,12; T3 Q16 also refer to local government services)</p>	<p>Currently reasonably safe. Majority in the ownership of National Trust. There is a threat to Alfred Major for which the Parish Council are responsible dependent on the precept.</p>

3: This part is called a SWOT analysis, where you identify Strengths, Weaknesses, Opportunities and Threats. Once you have the information, use the tick boxes in this table to show the Strengths and Weaknesses in the provision of or access to sports, leisure or open space facilities. Also flag up where there are Opportunities to improve things or where there might be Threats in the future. The conclusions give the basis for a summary that can go forward to the Healthcheck Report.

You may need to tick more than one column for each question.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered.	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
Are there sufficient sports, leisure and open space facilities to meet the needs of residents? Where are there any gaps or shortfalls?	The area is one of natural beauty. Other facilities are available in the surrounding locality. Alfred Major Recreation Area is not utilised as much as it could be, and could provide more local facilities. The main strength, - open space and "freedom" activities - are not adequately publicised or signposted. Car parking is also a problem.				✓		
How well maintained are these areas and facilities? Where is additional management or maintenance needed?	National Trust property well maintained. Parish Council property depends on budgetary allocation. Alfred Major Recreation Area in need of attention.				✓		
Are the facilities accessible and affordable for residents?	Yes		✓				
Are any of these facilities or spaces under threat? What plans are there to ensure that provision is sufficient to meet future demand?	Most open spaces are either National Trust, Green Belt or in Conservation Areas.		✓				

WORKSHEET S6: CULTURE AND HERITAGE

Task: to find out about the breadth of cultural facilities and activities taking place in the Village and surrounding countryside

I: Introduction to the task

A rich culture and heritage or distinctive historical and cultural links can add to the attractiveness of a Village both for residents and visitors. This task will help you discover how rich and diverse is the cultural life in your Village and assist you in determining if more venues, facilities, events, involvement or promotion would be beneficial. Existing local arts and amenity groups will be an important source of information. Where there are gaps in your information you could:

- Carry out an audit of existing cultural and heritage facilities, and the numbers and types of active community groups
- Involve members of the community to undertake an attitude survey to see if current provision and facilities are of good quality and meet the needs of local people

Your Village may already have a Village trail or other guide to cultural and heritage locations and events. If you haven't, you might want to consider producing a map to record your findings. Some of the information you need on community groups could come from Worksheets S4 and S5. Some of the answers to this worksheet could help you with the Tourism worksheets.

2: Getting the following information will help you to identify the range of cultural and heritage facilities, activities and venues that are available to the community and visitors to the area. It will also help you identify any associations that give the area distinction.

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • Local knowledge • Tourist Information • Yellow Pages • Local website 	<p>Q 1 What range of cultural facilities is available?</p> <p><i>For example, does the Village have a theatre, cinema, art gallery, museum and library?</i></p> <p>(Worksheets EN3 Q6,7; EC7 Q13; T3 Q17 also refer to recreation & leisure)</p>	<p>In Cookham:-</p> <ul style="list-style-type: none"> • Art Gallery (Stanley Spencer) • Library <p>and nearby:-</p> <ul style="list-style-type: none"> • Heritage Centre - Maidenhead • Cinema - Maidenhead, Windsor, Wycombe • Theatre - Windsor, Reading, Wycombe • Arts Centre - Maidenhead, Windsor
<ul style="list-style-type: none"> • Local knowledge • Tourist Information 	<p>Q 2 Local events:</p> <ol style="list-style-type: none"> a. What local events have the potential to draw the whole community together? b. What types of events are these (for example, fairs, festivals, and carnivals)? c. How regular are they? d. How well attended are they? e. What opportunities are there to develop such events? <p>(Worksheets EN2 Q11; EN3 Q1; EC2 Q5; EC3 Q10 also refer to community involvement)</p>	<ul style="list-style-type: none"> • Cookham Festival - held every 2 years over a period of 2 weeks. Well attended, high standard and broad reach of arts covered. • Cookham Summer FM - local community radio held for 4 weeks every 5 years or so. • Cookham Regatta - held once a year on the river. • Colonel Garrett Cricket Cup for teams from Village - held on one Saturday in the summer at Cookham Dean CC • Boxing Day Games - Cookham Dean • Other regular events include: Scouts Fair, Cookham Dean Village Fete, School Fetes, Christmas charity afternoon – High St, Charity/Fund Raising Events. <p>Most of these events are well attended and well organised.</p>

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • Local knowledge • Village and Parish Councils 	<p>Q 3 Community venues:</p> <ol style="list-style-type: none"> a. What community venues are there in the area? b. Where are the community centres, Village halls and other venues? c. How does the number and location of available venues in the Village and surrounding Villages compare to the population and number of local community groups? d. What is the quality of these community venues and their facilities? <p>(Worksheets EN3 Q6,7; EC7 Q13; T3 Q17 also refer to recreation & leisure)</p>	<p>a. / b.</p> <ul style="list-style-type: none"> • Pinder Hall, Cookham Rise • St John the Baptist, Cookham Dean • Holy Trinity, Cookham, plus Parish Centre • Methodist Church, Cookham Rise • Catholic Church, Cookham Rise • Parish Council Community Centre (at the library) • Local School facilities, • Cookham Dean Village Hall • Cookham Dean WI Hall <p>The following can also be used but are privately/ corporately owned :-</p> <ul style="list-style-type: none"> • Winter Hill Golf Club • Odney Club (John Lewis Partnership) • Moor Hall (Institute of Marketing) <p>c. Reasonably – However, there is no one large venue. The churches, particularly Holy Trinity, have the largest capacities, but are restricted in their flexibility of use.</p> <p>d. Pinder Hall is the nearest thing to a community hall, but this is now some 60 years old, and although it has been kept up to date in terms of facilities, is on a busy road with no parking facilities.</p>
<ul style="list-style-type: none"> • Local arts groups • Library (see local directory) 	<p>Q 4 Arts-based community groups:</p> <ol style="list-style-type: none"> a. How many people are involved in arts-based community groups? b. What is this figure as a proportion of the local population? c. What facilities are there to meet the needs of the local arts groups? 	<ol style="list-style-type: none"> a. There are several arts organisations, covering a whole range of activities in the fields of music, drama, arts, including, but not limited to the Tarrystone Players, Cantorum Choir, and Cookham Arts Club. Some of these organisations draw in membership from outside the locality. b. There are probably around 250 although about 30% of these come from outside the Cookhams c. The venues referred to host most events, but there is no one large venue.
Starting points for information	Information you will need	Answers and notes

<ul style="list-style-type: none"> • Local knowledge • Local history groups • Tourist Information • Library • Internet 	<p>Q 5 Associations and links</p> <ol style="list-style-type: none"> a. What strong associations or links does the area have? b. What locations are involved? c. How well are these associations promoted? <p><i>Look at cultural associations (for example, famous people and events, literary links, famous products, and local foods), and historical associations (for example, battles, historic ruins, houses and parkland).</i></p> <p>(Worksheets EN1; EN2 also refer to environmental features and local distinctiveness)</p>	<p>Sir Stanley Spencer RA lived, worked and depicted The Cookhams in his life and works. There is a gallery dedicated to him, and a charitable trust to look after the collection.</p> <p>The River Thames is the main geographical feature. Cookham has been a crossing point since at least Roman times, and there has been a church there for over 1000 years. The Thames is a key leisure facility. Kenneth Graham lived in Cookham Dean where he wrote “The Wind in the Willows”, thought mainly to be set on the river in this locality.</p> <p>In addition to boating traffic on the Thames, Cookham is also an important location on the Thames Path, and so walkers also are attracted to it.</p> <p>These associations are well promoted, and Cookham itself is famous for these connections. It receives many visitors especially in summer, and this brings its own problems in respect of congestion and crime (mainly theft from vehicles).</p>
<ul style="list-style-type: none"> • Local religious organisations • Library • Tourist Information 	<p>Q 6 Religious establishments:</p> <ol style="list-style-type: none"> a. What religious establishments are active in the community? b. Which denominations are served? c. How well attended are the religious establishments? d. How do religious establishment groups work with other groups and the local authorities on social issues? 	<ol style="list-style-type: none"> a. Christian b. Church of England (2), Roman Catholic and Methodist c. It is estimated that the total Sunday attendance is between 350 and 400. All the churches are active. The two C of E churches are served by one Ministry Team which is based in the Village The Methodist and RC churches are part of wider networks based in Maidenhead. <p>There is an inter-denominational framework at both Cookham and Maidenhead level. All churches are also part of the Maidenhead interfaith council which encompasses religions other than Christianity.</p>

Starting points for information	Information you will need	Answers and notes
	<p>Q 7 Local reportage:</p> <ol style="list-style-type: none"> What mechanisms does the local community have to report and comment on local events and issues? Where are they based? Who contributes to them? How effective are they in reaching their intended audiences? <p>Is there, for example, a local paper, radio station, TV station, web-based forum, or Village website?</p> <p>(Worksheets EN2 Q11; EN3 Q1; EC2 Q5; EC3 Q10 also refer to community involvement)</p>	<ul style="list-style-type: none"> Local press has specific locality pages. Most local organisations have contact with press. Maidenhead Advertiser is published weekly. Maidenhead Express and Bucks Free Press also circulate in the locality. Holy Trinity and St John Baptist share a Parish Magazine. In Cookham Dean this is delivered free to every household (c. 600). Both churches have a website. Methodist Church also has a magazine. Cookham Dean Village Club has a quarterly newsletter delivered to all households in Cookham Dean. Cookham has a very extensive, active and well maintained website – www.cookham.com . Most organisations have contact and event details on this single site. All these channels have extensive coverage of local events, and contain material that mostly originates in the community.

3: This part is called a SWOT analysis, where you identify Strengths, Weaknesses, Opportunities and Threats. Once you have the information, use the tickboxes in this table to show the Strengths and Weaknesses in the breadth of culture and heritage facilities and activities. Also flag up where there are Opportunities to improve things or where there might be Threats in the future. The conclusions give the basis for a summary that can go forward to the Healthcheck Report.

You may need to tick more than one column for each question.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered.	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
Are there are sufficient cultural and heritage venues and facilities to meet the community's needs?	Yes. The area is abundant with events, meetings, concerts, and community activities.		✓				
How well do current events and activities reflect the area's culture, heritage and strong historical or cultural associations? Have any distinctive or famous links been ignored?	The Stanley Spencer Gallery is the key cultural link. The Gallery itself is undergoing refurbishment with Lottery Grant and will re-open in 2007. The link with Kenneth Graham, who lived and wrote "The Wind in the Willows" in Cookham Dean, is often linked to suitable events.		✓				
Are members of the community actively engaged in the area's culture and heritage?	Very much so. Cookham website is a key focus for activities. There is a very full programme of events and activities all the year round.		✓				
Are the local culture and heritage sufficiently promoted?	Yes, but there is scope for more, especially following the refurbishment of the Stanley Spencer Gallery				✓		

Section 4: TRANSPORT AND ACCESSIBILITY

WORKSHEET T1: TRAVEL TO AND FROM THE LOCAL AREA

Task: to assess patterns of travel to and from the local area by car and by public transport

I: Introduction to the task

Local transport authorities have a pivotal role to play in improving accessibility through:

- strategies, policies and programmes;
- schemes and initiatives specially designed to improve accessibility;
- influencing the authority's wider policy areas
- *influencing the decisions of external bodies on location and delivery of services*

It will be useful to investigate the following when looking at transport issues relating to your Village.

Rural Transport Partnerships (RTPOs): a large majority of RTPOs still in operation are funded mainly by Local Authorities.

Accessibility Planning (Department for Transport DfT):

http://www.dft.gov.uk/stellent/groups/dft_control/documents/contentservertemplate/dft_index.hcst?n=8588&l=2

Accessibility planning promotes social inclusion by helping people from disadvantaged groups or areas access jobs and essential services. It encourages local authorities and other agencies to systematically assess whether people can get to places of work, healthcare facilities, education, food shops and other important destinations. It also provides the framework for transport authorities and other agencies to work together to develop and deliver solutions to accessibility problems that address the needs and priorities of local areas. Solutions might include changes to the location, design and delivery of non-transport services, measures against crime and the fear of crime in and around transport, changes to pupil, patient, social services and public transport and improvements to walking and cycling networks. Engagement with this process can help towns to connect with points of funding and expertise, as well as influence Local Authority priorities in their areas.

Local Transport Plans (LTPs):

The LTP system is built round 5-year integrated transport strategies, devised at local level in partnership with the community. Local transport authorities in England, (outside London), are due to submit Local Transport Plans for 2006/7 to 2010/11 to the Department of Transport in July 2005. More information on LTPs is provided in the introduction to Worksheet T2: *Ease of access to services*. The purposes of LTPs are to:

- promote good transport planning
- provide a basis for tracking performance locally
- inform the allocation of LTP capital funding

If there is not enough information available to answer the questions it may be necessary to carry out surveys to collect all the relevant information:

- Travel times by train and bus and frequencies can be obtained from timetables or directly from the service operators
- Travel times by car can be surveyed by undertaking the journey
- Distances can be derived from mapping or as part of the journey time survey

- Location of train and bus station and stops can be obtained by local survey

2: Getting the following information will help provide insights into how to might be possible to influence the way people travel to and from the area.

Starting points for information	Information you will need	Answers and notes
Sub-section 1: Travel by Car		
<ul style="list-style-type: none"> • The Local Transport Plan • Local maps 	<p>Q 1 What is the distance and travel time from the Village to:</p> <ol style="list-style-type: none"> The network of dual carriageway roads The least and most accessible Villages <p>(Worksheets EC1 Q2; EC4 Q14,17; EC7 Q7 also refer to travel)</p>	<p>a. A404 5 miles 12 mins b. not applicable</p>
<ul style="list-style-type: none"> • Travel time surveys • Local transport partnership 	<p>Q 2 What is the distance and average travel time by car to the nearest neighbouring large town, from:</p> <ol style="list-style-type: none"> The Village itself The most accessible Village within the surrounding countryside The least accessible Village within the surrounding countryside 	<p>15 mins Maidenhead 3 miles N/A</p>
<ul style="list-style-type: none"> • District Council and County Council (Local Transport Plan and the Regional Transport Strategy) 	<p>Q 3 Improvements:</p> <ol style="list-style-type: none"> What improvements are planned for the local/regional highway network in your Area? What are the proposed timescales? <p>(Worksheets EN1 Q9; EC7 Q7,16 S7 Q2 also refer to transport access. Worksheets EN1 Q7,14, EC6 Q 1,8,9; S2; S5 Q10 also refer to development)</p>	<p>RBWM investigating SRTS scheme for School Lane, Cookham See proposals in The Cookham Plan Not known</p>

Sub-section 2: Travel by public transport		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Local Transport Plan Undertaking a Survey Local maps Coach and train timetables Local Transport Plan 	<p>Q 4 Public transport:</p> <ol style="list-style-type: none"> Which of these are in the Village centre? <ul style="list-style-type: none"> The main bus station The main concentration of bus termini The railway station If not in the centre of Village, how long does it take to get to the Village centre from these places? How far apart are the train station and the bus termini? With which train services do the buses connect, and what are the waiting times? <p><i>Find out if there are any planned improvements which would help this interchange.</i></p> <p>(Worksheets EN1 Q9; EC7 Q7,15; S3 Q1,4 also refer to public transport)</p>	<p>No bus station or terminus Railway stn</p> <p>In centre</p> <p>There are bus stops on Station Hill and Lower Road (100m) Mon-Fri 0722 train 08.03 317 bus – 33 mins Sat 0750 train 08.03 317 bus – 13 mins Sun – no bus service</p> <p>Bus service not designed to connect</p>
<ul style="list-style-type: none"> Local maps Local knowledge Local survey 	<p>Q 5</p> <ol style="list-style-type: none"> How far is it and how long does it take to get from the train station to the Village centre by: <ul style="list-style-type: none"> foot bicycle taxi bus Is the walking/cycling route attractive and safe? <p>(Worksheets EN1 Q10; EN3 Q7; EC7 Q13,14 also refer to pedestrian access. Worksheets EN1 Q9; EC7 Q7,16; S7 Q2 refer to transport access)</p>	<p>In centre</p> <p>Attractive but not safe (e.g no safe path through The Pound)</p>

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Rail operators (National Rail has a website) 	<p>Q 6 Rail services:</p> <ol style="list-style-type: none"> What is the frequency of rail services? Are times convenient for people using the trains to get to work? Are there closed railway lines? Are there plans to re-open any closed railway lines? <p><i>Look at the frequency of services to neighbouring market towns with a rail station and to the closest large town or city. Are there neighbouring towns or cities without a rail connection?</i></p> <p>(Worksheets EC1 Q2; EC4 Q14,17; EC7 Q7 also refer to travel)</p>	<p>Hourly, more frequent at peak periods Sometimes</p> <p>Yes Group in Bucks trying to put together a plan to link, but unlikely to happen. An inter-urban coach link is more feasible</p>
<ul style="list-style-type: none"> National coach operators 	<p>Q 7 Coach services:</p> <ol style="list-style-type: none"> What is the number of national coach services per day? What are their destinations and departure points? 	<p>None N/A</p>
<ul style="list-style-type: none"> Rail, coach and bus operators 	<p>Q 8 What is the frequency of service and travel time from the Village and from Villages in the surrounding countryside to the nearest large town or city by:</p> <ul style="list-style-type: none"> bus coach train <p><i>Look at whether there are connecting local bus services from the Villages. If there are waiting times between changing services include these within the overall journey times</i></p> <p><i>Note where it is not possible to make this journey by public transport at all.</i></p>	<p>Maidenhead / Bourne End Bus / High Wycombe Timetable available – approximately an hourly service Mon - Sat Not Train hourly during day / half hourly in rush hour</p>

3: This part is called a SWOT analysis, where you identify Strengths, Weaknesses, Opportunities and Threats. Once you have the information, use this table to show the Strengths and Weaknesses in the transport infrastructure and how people use it. Also flag up where there are Opportunities to improve things or where there might be Threats in the future. The conclusions give the basis for a summary that can go forward to the Healthcheck Report.

You may need to tick more than one column for each question.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered.	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
To what extent is the car the predominant form of transport to and from the area?	Very much so	✓		✓			
Are there definable user-groups or usage patterns for car-users and for the different public transport services?	School run users Commuters Shoppers Visitors/tourists				✓	✓	
How easy is it to change between train and coach and/or bus services?	Not very easy. There are opportunities for interchange at Cookham Station – 2 bus stops within 100m served by 317 (hourly) and M1 (Mon-Thurs) However, there is no service to or from Cookham Dean.			✓	✓		
Are waiting times for bus/train connecting services acceptable?	Although 317 bus operates hourly service, it does not tie in with train connection times – 33 minute wait.			✓	✓		
Do public transport services meet local needs?	No bus service from/to Cookham Dean. 317 bus service does not tie in with train times.			✓	✓		

<p>What plans are there to improve the highway network or public transport services?</p>	<p>Safer Routes to School measures along School Lane. Funds raised by Section 106 on new development could be used for various small schemes. See proposals in The Cookham Plan</p>						
<p>Are there key routes for travel to and from the area?</p>	<p>Yes, but these tend to be used as rat runs to and from Wycombe, Beaconsfield, etc A4094, B4447</p>	<p>✓</p>				<p>✓ rat run s</p>	

WORKSHEET T2: EASE OF ACCESS TO SERVICES

Task: to identify how easy it is for people to get around the area

I: Introduction to the task

These questions help assess how easy it is to access services, mainly by public transport. The location of key services will have been identified through other worksheets, in particular retail and town centre services, training and education, health and public safety and culture and heritage. Note that:

- Travel times by car can be surveyed by undertaking the journey
- Distances can be derived from mapping or as part of the journey times survey.

Local Transport Plans (LTPs):

The LTP system is built round 5-year integrated transport strategies, devised at local level in partnership with the community. Local transport authorities in England, (outside London), are due to submit their next Local Transport Plans for 2006/7 to 2010/11 to the Department of Transport in July 2005. The purposes of LTPs are to:
promote good transport planning
provide a basis for tracking performance locally
inform the allocation of LTP capital funding

Guidance on preparing LTPs has been issued to Local Authorities. This includes a new requirement for accessibility strategies, including local targets for accessibility improvements. These strategies should be underpinned by accessibility assessments. Authorities should submit an accessibility strategy in their 2005 LTP submission, but will be allowed to refine these strategies until the end of November 2005.

The quality of accessibility strategies in LTPs will be one of the factors taken into account in allocating LTP integrated transport block funding.

The healthcheck process could help to inform the LTP, as accessibility strategies are designed to be set in the context of the wider vision and objectives for an area, as for example set out in a community strategy or Market Town action plan.

If there is not enough information available to answer the questions there are survey techniques that can be used: guidance on undertaking local transport surveys is given in Data Sources and Survey Methods.

2: Getting the following information will help to show how easy or difficult it is to use public transport to get to key services in the area.

Starting points for information	Information you will need	Answers and notes
Sub-section 1: Timetabling and accessibility of public transport		
<ul style="list-style-type: none"> Rural Transport Partnership Bus and train operators County Council transport department 	<p>Q 1 Information points: Where are the public transport information points? What is the quality of the information offered?</p> <p><i>Ask, for example, if there are there multi-mode timetables at bus stops and rail stations, and if special services (such as Dial-A-Ride) are widely advertised or actively promoted?</i></p> <p>(Worksheets EN1 Q9; EC7 Q7,15; S3 Q1,4 also refer to public transport)</p>	<p>The Borough produces timetable leaflets for all supported services, and they are on display at the Station. Also on web.</p> <p>Arriva produce timetable information for 317. First group produce timetable information for rail services</p>
<ul style="list-style-type: none"> Bus and train timetables District council 	<p>Q 2 Are bus and train times from outlying Villages to the Village convenient for getting to and from work and school?</p> <p><i>Compile a table showing bus and train times during the day. Note when first and last services of the day are.</i></p> <p>(Worksheets EC1 Q2; EC4 Q14,17; EC7 Q7 also refer to travel. Worksheets EN1 Q9; EC7 Q7,15; S3 Q1,4 also refer to public transport)</p>	<p>Hourly service on route 317 to Maidenhead, Bourne End and High Wycombe. Bus starts at 07.15 from Maidenhead; 06.15 from High Wycombe. Ends 18.45 from Maidenhead; 17.45 from High Wycombe (too early)</p> <p>Trains half hourly in the morning are convenient. Trains hourly p.m. until commuter time - less convenient for schools</p>
<ul style="list-style-type: none"> Local bus operators 	<p>Q 3 What times are the last Friday and Saturday night bus services to Villages in the surrounding countryside?</p>	<p>There are services to Maidenhead covered above, but no service to local surrounding countryside. Last bus on Friday and Saturday: 18.45 from Maidenhead; 17.45 from High Wycombe. Does not cater for evening leisure trips.</p>

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • County Council • Bus operators • Rural Transport Partnerships 	<p>Q 4 What special public and private transport services* are there for people who are less able?</p> <p>(Worksheets EC7 Q8; S3 Q7,9; S3 Q5 also refer to disability issues) *For example, bus, taxi, or alternative community or voluntary transport.</p>	<p>People to Places (volunteers) Elizabeth House driver rota (volunteers)</p> <p>Approx 30% of hackney carriages in RBWM are suitably adapted for disabled passengers. RBWM operates a taxi voucher scheme as part of Concessionary Fares Policy – up to £90 pa for eligible residents</p>
<ul style="list-style-type: none"> • District council (ask for Access Officers) • Specific surveys 	<p>Q 5 Where are the less able (for example, people who use a wheelchair or walking aid) disadvantaged in using public transport?</p> <p><i>Compare public transport routes that have accessible buses/trains with the total number of routes.</i></p> <p>(Worksheets EC7 Q8; S3 Q7,9; S3 Q5 also refer to disability issues)</p>	<p>Station only manned from 06.50. to 11.30 Mon-Fri; 08.15 to 12.00 Sat; closed Sun No self service option; no Permit to Travel machines</p> <p>Narrow footways (particularly through The Pound) may restrict access to/from bus stops. Wheelchairs are not accessible on the 317 service</p>
<ul style="list-style-type: none"> • Route maps from the bus operators • Measuring the distance directly from a map • Quick 'on the ground' surveys 	<p>Q 6 What are the walking distances from the main bus set down/pick up places to the focal point of the Village?</p> <p>(Worksheets EN1 Q10; EN3 Q7; EC7 Q13,14 also refer to pedestrian access)</p>	<p>Cookham Dean only served by M1i on Mon and Thur (to Maidenhead and return)</p> <p>Bus stops in heart of Cookham Village and Cookham Rise</p>

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • Local survey of the location of facilities • Bus and train timetables • Route maps • Surveys of travel times 	<p>Q 7 How does travelling from the Villages to the Village by car compare to using public transport for going to the:</p> <ul style="list-style-type: none"> • hospital • secondary school • job centre • supermarket • library • leisure/sports centre • cinema <p><i>Pick three rural settlements that have poor, adequate and good public transport links.</i></p> <p><i>For each of these describe the journeys in terms of:</i></p> <ul style="list-style-type: none"> • <i>journey time (including waiting times for public transport)</i> • <i>directness of service or number of changes</i> • <i>number of different types of transport used</i> • <i>timetabling difficulties (for example. when the journey can not be made by public transport)</i> • <i>car parking at the destination</i> <p>(Worksheets EC1 Q2; EC4 Q14,17; EC7 Q7 also refer to travel. Worksheets EN1 Q9; EC7 Q7,15; S3 Q1,4 also refer to public transport)</p>	<p>Cookham Dean residents must walk / drive to all facilities. Bus service provides alternative for Cookham/Cookham Rise Very Poor - > 1 hr or more to Wycombe/Heatherwood/Wexham Park Fair – 10-12min bus ride + 10 min walk to Furze Platt Good – 7min rail, 8 min walk (Maidenhead Job Centre) Good – 7min rail, 5 min walk (Maidenhead Tesco) Good - 3 minutes walk from bus route Fair – 7min rail, 12 min walk (Maidenhead Magnet) Good – 7min rail, 1 min walk (Maidenhead Odeon) The bus service is very poor for access to any of these facilities.</p> <p><u>Cookham</u> 1 hr 1 change 1 type ?</p> <p>OK</p>

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Local Transport Plan Bus and train operators 	<p>Q 8 What are the planned changes to rural public transport services that will improve services where the demand exists?</p> <p><i>Compare any planned changes such as new routes/discontinued routes or increased/decreased frequencies.</i></p>	<p>None currently proposed</p> <p>M1 service recently cut following end of RBWM funding</p>
Sub-section 2: Alternatives to private cars and public transport		
<ul style="list-style-type: none"> County Council Bus operators Rural Transport Partnerships 	<p>Q 9 What car clubs or travel share schemes are there?</p>	<p>Berkshirehscarshare.com (car sharing between 12 hospitals in Berkshire)</p> <p>National scheme</p>
<ul style="list-style-type: none"> Tourist information Village web site Library 	<p>Q 10 Are there safe, off-road cycle routes between the neighbouring town and Villages?</p>	<p>Partial – routes via North Town Moor and via Switchback Road North. From Maidenhead, Green Way exists but difficult to use due to high stiles.</p> <p>No route within Cookham/Cookham Rise/Cookham Dean</p>
<ul style="list-style-type: none"> Internet (search for all the public service providers, eg. local health trust, education authority, district council) Local survey of public internet access points 	<p>Q 11 Which public services are available on-line and where can they be accessed?</p> <p>(Worksheets EC2 Q18; S2 Q5; S4; S5 Q10; S7 Q6 also refer to local government services)</p>	<ul style="list-style-type: none"> - Bus – RBWM.gov.uk - Train – firstgreatwestern.co.uk - transport-direct.info - Traveline.org.uk

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • Library • Local council 	<p>Q 12. What mobile services are available in the Villages?</p> <p><i>Look, for example, at local fruit and vegetable delivery box schemes, mobile shop(s), libraries, and meals on wheels services.</i></p>	<p>Meals on Wheels is available to eligible people Mobile library services Cookham Dean and Cookham Rise Vegetable box schemes serving area include: Abel + Cole</p>

3: This part is called a SWOT analysis, where you identify Strengths, Weaknesses, Opportunities and Threats. Once you have the information, use this table to show the Strengths and Weaknesses in the ways people can travel around the area. Also flag up where there are Opportunities to improve things or where there might be Threats in the future. The conclusions give the basis for a summary that can go forward to the Healthcheck Report.

You may need to tick more than one column for each question.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered.	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
Are bus and train times from outlying Villages to the Village convenient for people going to/from work and school?	There is no convenient bus feeder system to the railway station for people going to work or school in No regular bus service to Cookham Dean			✓	✓		✓
Where are the gaps in the rural transport services where demand exists?	Would like responsive bus service More trains to accommodate school finishing times			✓	✓		✓
Is public transport accessible to the less able?	No – vehicles, stops and access routes are not accessible	✓		✓	✓		✓
Is information on public transport easy to obtain?	Bus – website, leaflet . Could have info at train station Train OK – on-site info, website, leaflet				✓		
Do public transport services, including special services such as Dial-A-Ride, need to be more widely advertised or more actively promoted?	Yes – need public transport guide - need timetable displays at stops/RTP				✓		
Is there a need to relocate bus stops to bring them closer to the Village centre?	No – need better route coverage (Cookham Dean)			✓			✓
How easy is it to get to health, education, cultural and retail	Health – very poor (hospitals)	✓		✓	✓		

services from outlying Villages by public transport rather than by car?	Education – Poor (Secondary schools) Cultural/Retail - Fair			✓	✓		
In which parts of the area is access to services a problem?	Cookham Dean experiences more problems due to a lack of daily bus service			✓			
How easy it is to access electronic information about public services rather than having to physically travel to get it?	Depends on internet access RBWM has comprehensive district transport info on website	✓			✓		
Are mobile services able to replace the need for people to travel?	No				✓		

WORKSHEET T3: EASE OF MOVEMENT AROUND THE VILLAGE

Task: to assess how easy it is for people to move around the town

I: Introduction to the task

There may be a need to carry out several surveys to collect all the relevant information, including:

- Traffic and parking counts
- Travel to work and school data
- Assessing barriers to mobility
- A cycle review

Guidance on undertaking these surveys is given in Data Sources and Survey Methods. It may prove useful to map some of the information collected.

2: Getting the following information will help assess how easy it is for people to use different means of transport and indicate where there may be shortcomings in the transport network and infrastructure

Starting points for information	Information you need	Answers and notes
Sub-section 1: Traffic management		
<ul style="list-style-type: none"> County Council's transport or highways department 	<p>Q 1 How many road traffic accidents involving pedestrians and cyclists have there been at 'blackspots' in the Village?</p> <p><i>Compare accident rates involving pedestrians and cyclists with regional and national averages.</i></p> <p>(Worksheets EN1 Q9; EC7 Q7,16 S7 Q2 also refer to transport access)</p>	None according to official records
<ul style="list-style-type: none"> Traffic Management Strategy Local Transport Plan survey 	<p>Q 2 What traffic management measures are in place?</p> <p><i>Compare these measures to the information collected about traffic blackspots.</i></p>	The main traffic management measures in the Cookhams are as follows: Humps at the Pound, Berries Lane, and Halldore Hill; 20mph speed limit and a mini-roundabout at each end of the Pound; Traffic Lights / one way system on the Cookham Bridge; Road narrowing / precedence system under Cookham Railway Bridge.
<ul style="list-style-type: none"> Local knowledge Traffic count data collected by County and District Councils 	<p>Q 3 Where are the seriously congested junctions or parts of the local road network, and at what times are they at their worst?</p>	Cookham Bridge – rush hour can tail back half mile towards Boulters Lock, Pound, Lower Rd; School Lane, High Road, Dean Lane and Bigfrith Lane at school times.

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Local knowledge Traffic counts or surveys 	<p>Q 4 Where are the places where there is conflict between pedestrians and cars, buses or heavy vehicles?</p> <p><i>Look, for example, at shopping streets.</i></p>	<p>The Pound / Station Hill / High Road / School Lane / High Street/ Maidenhead Road by bridge/ Sutton Road; Outside all schools, particularly at drop-off / collection times.</p>
<ul style="list-style-type: none"> Local surveys 	<p>Q 5 Which of the main shopping streets in the Village centre are pedestrianised or with pedestrian priority measures?</p> <p>(Worksheets EN1 Q10; EN3 Q7; EC7 Q13,14 also refer to pedestrian access)</p>	<p>None</p>
<ul style="list-style-type: none"> Bus operators 	<p>Q 6 Do traffic management measures prevent buses accessing the focal points of the Village centre such as the main shopping areas?</p> <p><i>Look, for example, at one-way systems, traffic calming, and pedestrianisation.</i></p> <p>(Worksheets EN1 Q9; EC7 Q7,16 S7 Q2 also refer to transport access)</p>	<p>No</p>

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> • Canvas the opinions of local bus operators • Survey users 	<p>Q 7 Do traffic conditions and/or traffic management measures in the Village mean that buses experience delays or unreliability?</p> <p>(Worksheets EN1 Q9; EC7 Q7,15; S3 Q1,4 also refer to public transport)</p>	<p>To some extent – peak traffic lights on bridge (weighted traffic lights). Peak times bus quite often late. Buses trying to pass lorries frequently cause problems in The Pound.</p>
<ul style="list-style-type: none"> • Canvas the opinions of local bus operators • Survey users 	<p>Q 8 What makes public transport a less attractive option?</p> <p><i>Consider, for example, the walking distance from bus stops to the main shopping areas, the length of journey due to indirect routes and/or congestion, and quality of the vehicles.</i></p> <p>(Worksheets EN1 Q9; EC7 Q7,15; S3 Q1,4 also refer to public transport)</p>	<p>Lack of service – particularly for Cookham Dean Quality of vehicles/size of buses Reliability Access to information Bus stop facilities – lack of bus shelters Cost – (although there are reductions for Senior Citizens but they need to apply beforehand)</p>

Sub-section 2: Car parking		
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Car park operators District Council Survey 	<p>Q 9 Parking:</p> <ol style="list-style-type: none"> How many short and long-term car park spaces (including park and ride), coach parks, off street parking and disabled parking spaces are available? Where are they? How well used are they, and does this vary according to the time/day /season? What restrictions/charges are in place? <p><i>Compare the number of free spaces at different times/days /seasons (e.g. 11.00am on a weekday, market day and Saturday, and in summer and winter).</i></p> <p>(Worksheets EN1 Q9; EC7 Q7,16 S7 Q2 also refer to transport access)</p>	<p>A) Village: 33 High St; 22 around War Memorial; 18 Sutton Road; 40 National Trust on Moor. Rise (adj Station) 18+6 Station Approach; 17 Station East side; 47 Shopping parade (private); 40 Station Park (West side); 22 Medical Centre. High Road 30 on street; 6 Cookham Rise School; 8 for library. Cookham Dean c50 adjacent to Church on street.</p> <p>B) All central</p> <p>C) All very well used</p> <p>D) High Street – one side double yellow lines, other side 1 hr parking in Main High St. No charges. High Road – some yellow lines. Dean – none.</p> <p>The above excludes pubs and restaurant car parks. In most areas, excluding the Dean, on-street parking for residents is inadequate or dangerously cramped.</p>
<ul style="list-style-type: none"> Car park survey 	<p>Q 10 Are the majority of short-term parking places within 400 metres of the main shopping area?</p> <p><i>The easiest method is to set out the 400m area on a map on which you have marked the car parks.</i></p>	<p>Yes at the Station Parade, but in Cookham Village, the limited parking is shared with residents.</p>
Sub-section 3: Ease of access		
<ul style="list-style-type: none"> Test in person Survey visitors Visitor Surveys conducted by the local Tourist Board 	<p>Q 11 Using signposts only, both as a pedestrian and as a car user, how easy is to find the way from key locations such as the short-stay car park, train station and bus station to the:</p> <ul style="list-style-type: none"> main shopping street library tourist information centre 	<p>Signposting is limited but adequate for all three parts of the Village. Signing to library is needed.</p> <p>Easy Not easy n/a There is no tourist info centre. A kiosk exists at the rail station, owned by Cookham Society.</p>
Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Local survey 	<p>Q 12</p>	

<ul style="list-style-type: none"> Local maps 	<p>Are the majority of disabled parking places within 250 metres of the main focal points of the Village centre such as the main shopping area?</p> <p><i>Consider if the routes between parking spaces and focal points easy to access; for example, do they have steep or high curbs?</i></p> <p><i>It is probably easiest to identify and plot the area with a 250m radius on a map.</i></p> <p>(Worksheets EC7 Q8; S2 Q7,9; S3 Q5 also refer to disability issues)</p>	<p>Yes only at the Station.</p>
<ul style="list-style-type: none"> Disability or Access Officer of the district council Internet search 	<p>Q 13</p> <p>Where is the shop mobility scheme, when is it open and how many motorised wheelchairs does it have?</p>	<p>Does not exist</p>
<ul style="list-style-type: none"> Local survey 	<p>Q 14</p> <p>Do the majority of pedestrian crossings have tactile markings and audible warnings such as pelican crossings?</p> <p>(Worksheets EN1 Q10; EN3 Q7; EC7 Q13,14 also refer to pedestrian access)</p>	<p>No P/Cs</p>
<ul style="list-style-type: none"> Local survey 	<p>Q 15</p> <p>Are the pavements in good condition and are there dropped kerbs at crossing points?</p>	<p>Many not in good condition and few dropped curves at main crossing points</p>

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> District or county council disability or access officer Local survey 	<p>Q 16 Which public buildings and shops have disabled access?</p> <p>(Worksheets EC7 Q8; S2 Q7,9; S3 Q5 also refer to disability issues. Worksheets EC4 Q2,3; EC5; S7 also refer to retail and service sector)</p>	<p>Library, Spencer Gallery, schools, churches, Village halls, some shops.</p>
Sub-section 4: Cycling and walking		
<ul style="list-style-type: none"> County Council Local Transport Plan 	<p>Q 17 Where are the main foot and cycle paths within the Village?</p> <p><i>Identify the paths available for use by both pedestrians and cyclists, including family groups and the less able-bodied.</i></p> <p>(Worksheets EN3 Q6,7; EC7 Q13; S5; S6 also refer to leisure and recreation. Worksheets EN1 Q10; EN3 Q7; EC7 Q13,14 also refer to pedestrian access)</p>	<p>No cycle routes within the Village.</p> <p>Footways are present, but very narrow in places</p> <p>Thames Path runs through Cookham</p>
<ul style="list-style-type: none"> Tourist Information County council Library Local survey 	<p>Q 18 Are there dedicated/segregated cycle routes linking residential areas to the Village centre and to local schools?</p> <p><i>Choose two or three residential areas within 2 miles and describe the route to the town centre and to schools in terms of the:</i></p> <ul style="list-style-type: none"> <i>length of journey on dedicated/segregated cycle route</i> <i>length of journey on quiet residential roads</i> <i>length of journey on major roads</i> <i>number of main roads crossed and presence of any dedicated crossing points</i> <i>where the route is well-lit</i> <p>(Worksheets EC1 Q6,7; EC3; EC4; S1 Q3 also refer to children and young people)</p>	<p>No</p> <p>Route chosen is between the centre of the Cookhams (Cookham Rise) and a local Secondary School (Furze Platt). The route is approx 2.5 miles and 30% cycle path or <u>pavement</u>. However, to gain access to the start of this route from other parts of the Village it is necessary to pass through several 'choke points' which make cycling hazardous, these points being The Pound, the approach and exit to Cookham bridge, and the Railway bridge underpass on Maidenhead Road.</p> <p>Approx 1.0 miles inc wide pavement</p> <p>Approx 1.5 miles</p> <p>Approx 1.0 miles</p> <p>Two</p> <p>Approx 2.0 miles</p>

Starting points for information	Information you will need	Answers and notes
<ul style="list-style-type: none"> Local survey 	<p>Q19 Is it easy for people to walk to/from school?</p> <p><i>Choose two or three residential areas within a mile of both a primary and secondary school and describe the route in terms of:</i></p> <ul style="list-style-type: none"> <i>route length and how long it takes</i> <i>number of main roads crossed and presence of any dedicated crossing points and/or assistance available</i> <i>where the route is unlit</i> <p>(Worksheets EC1 Q6,7; EC3; EC4; SI Q3 also refer to children and young people. Worksheets EC1 Q6,7; EC3; EC4; SI Q3 also refer to children and young people).</p>	<p>For some only; narrow lanes, particularly in Cookham Dean, and lack of footpaths in many places make this hazardous. (Many pupils come from Maidenhead)</p> <p>No – School Lane in Cookham Village has no footways and carriageway is severely congested at start and end of school day.</p> <p>Secondary School > 2 miles away</p>
<ul style="list-style-type: none"> Local survey 	<p>Q 20 What secure cycle parking is there at convenient locations throughout the Village?</p> <p><i>Look, for example, at the railway station, in the main shopping areas, at the bus station, and at schools.</i></p>	<p>None</p>

3: This part is called a SWOT analysis, where you identify Strengths, Weaknesses, Opportunities and Threats. Once you have the information, use the table to show the Strengths and Weaknesses in transport and travel arrangements in the Village. Also flag up where there are Opportunities to improve things or where there might be Threats in the future. The conclusions give the basis for a summary that can go forward to the Healthcheck Report.

You may need to tick more than one column for each question.

You need to consider what the information you have gathered tells you in the light of these questions:	Write your answers here. Base them on the information you have gathered.	Conclusion					
		It's a Fact	Strength	Weakness	Opportunity	Threat	Need more info
What plans are there to resolve traffic 'hot spots'?	Safer Routes to School scheme proposed for School Lane						✓
Are there accident 'black spots' where there is a need to introduce safety measures to protect pedestrians and cyclists?	The Pound – frequent minor accidents and horrible experience for cyclists and pedestrians. Maidenhead Rd. under railway bridge	✓ ✓				✓ ✓	✓ ✓
Are there any opportunities to increase bus access and circulation in the Village centre?					✓		
Are there opportunities to extend pedestrian prioritisation in the shopping areas?	No	✓					
Is it easy for people, including those with disabilities, to find their way around Village?	No			✓			
How could the network of footpaths and cycle routes be improved for all sectors of the community?	Separated from roads more Widening				✓		

Do the cycle paths and footpaths connect places that people wish to go to?	Yes, largely	✓					
In what ways could dedicated/segregated cycle routes and footpaths linking residential areas to the Village centre and to local schools be improved?	Separated from roads more Widening			✓	✓		

APPENDIX I

Health-check summary – Business and the Economy in Cookham

1. Employment.

- There is more or less full employment in Cookham.
- Employers do not complain of lack of labour locally. Many workers travel into Cookham daily and the rail link is important service.
- Firms generally are bullish about future prospects

2. Business support

- There are limited facilities for business meetings and conferences in Cookham with the notable exception of the comprehensive facilities at the CIM. The newly opened Training/Conference facility at the Odney Club is for the exclusive use of JLP (a planning condition).
- There is only 1 bank - Nationwide Building Society, but it does not provide comprehensive business account management.
- From our research we perceive a need for a location/facility within the Village to provide business support (especially ICT) for home-workers.
- There is also a desire and need for local business networking opportunities - the only one that meets currently is the Cookham Bridge Rotary Club. However there is an informal local meeting of business people at the Crown pub.

3. Training and Education

- As a Village there are few vocational or professional training facilities (with the notable exception of marketing at the CIM, and nearby in Hurley, the Berkshire College of Agriculture). However residents use facilities in the borough, Reading, Slough, London or beyond.
- There are 13 Nursery/playschools and 3 primary schools. Secondary education takes place outside the Village.

4. Learning and Skills Development

- The 2 principal training centres in the Village are the CIM and the Odney Club both of which are highly regarded.
- Specialist training in IT/Web is offered by 21 consultancies within the Village.
- There is a discernible trend towards more part-time working and home-working.
- The local rail service is vital in transporting children to school. Most secondary pupils travel to and from Cookham each school day.
- Tourism is a major contributor to the local economy. On the job training is provided by the 18 pubs/restaurants in the Village.

5. Retail and Village centre services in Cookham

- Of the 245 businesses in Cookham, 35 (14pc) are retailers. Pubs/restaurants number 18 (7pc).
- Shops typically employ 3 staff - c.100 total. Apart from the owners/managers, few live in the Village.
- A full list of the businesses trading in Cookham is attached as well as a summary by type.
- The main tourist attraction is the Stanley Spencer gallery. Annual visitors are around 14,000. This number is expected to increase after the current refurbishment programme is completed.
- There are no charity shops but an eBay sales service is offered at Elizabeth House for commission. Proceeds are donated to charity.
- There is a perceived imbalance of shops with too much representation by hairdressers and Indian restaurants.

6. Commercial and Industrial Property

- According to local Estate Agents there is no significant unmet demand for commercial and industrial property.
- Local Development plans are summarised in the Royal Borough of Windsor and Maidenhead's Local Development Framework.

7. Tourism and Visitor services

- The importance of tourism in the local business economy is significant.
- Visitors arrive by rail, boat, coach, car and cycle. The Stanley Spencer gallery is the most significant tourist attraction.
- Accommodation facilities are limited - only 2 B and B's, 1 small hotel (Inn on the Green), some pubs and sometimes spare capacity at the CIM.
- No formal assistance or facilities are provided for visitors.
- Parking is a real issue in accommodating tourists at peak periods.

8. Key Statistics

Cookham GDP is estimated to be circa £18m split as below:-

- Shopping accounts for £4m.
- Eating £4m.
- Transport 1.6m.
- Accommodation £2.35m.
- Events/attractions £2.75m.
- Related activities £3m.
- 550 people are employed locally in "tourism". CHECK

Main employment sectors:- Tourism,
Other services: Small scale industry/commerce and Farming