



Biddulph Town Council Action Plan 2017-18

No.	Objectives	Key tasks	Responsibility	Timescales
Theme 1- Economy				
1	Safeguard and improve existing viable employment areas in the town.	<ul style="list-style-type: none"> Work with Staffordshire Moorlands District Council (SMDC) in relation to the emerging Local Plan Continue to develop a Neighbourhood Plan, with inclusion of consideration of the local economy. Play an active role in the Town Deal meetings and lead on a development of a masterplan covering the town centre. 	<ul style="list-style-type: none"> Councillors to work with communities to encourage constructive feedback. Planning Committee to oversee development of a Neighbourhood Plan through the Working Group. Chief Officer and Councillors to attend meetings. General Purposes Committee to oversee masterplan development. 	<p>Summer 2017</p> <p>Complete by June 2018</p> <p>Phase 1 of masterplan complete by November 2017.</p>
2	Support social enterprise, start-up businesses and the development of small businesses, including specialist employers.	<ul style="list-style-type: none"> Support the recently reformed Biddulph Business Chamber (BBC). Consider the role of the High Street and the feasibility of pop-up shops. Promote appropriate alternative uses of vacant town centre units and derelict buildings. Consider ways to improve the night-time economy. 	<ul style="list-style-type: none"> Chief Officer to liaise directly with BBC Chair. Civic Committee to consider requests for support. Events and Partnerships Officer to develop new initiatives, for consideration by the Civic Committee. Masterplan proposals may generate new ideas; Chief Officer to keep under review. Chief Officer to work collaboratively with SMDC and BBC to make vacant units attractive for new projects. Events and Partnerships Officer to identify grants and be aware of new developments. Events and Partnerships Officer to develop new initiatives and improve social media profile of the Town Council. 	<p>To be reviewed April 2018.</p> <p>Consider options such as a pop-up shop during summer 2017. Assess impact of masterplan proposals November 2017.</p> <p>To be reviewed April 2018.</p> <p>To be reviewed April 2018.</p>
3	Support the development of visitor and tourism-related facilities.	<ul style="list-style-type: none"> Re-visit the idea of developing a Biddulph trail. Continue to work with local businesses to improve the tourism 'offer' in the town centre, including consideration of a museum. 	<ul style="list-style-type: none"> Events and Partnerships Officer to develop trail, in conjunction with relevant groups, e.g. Historical Society. Events and Partnerships Officer to work collaboratively with SMDC in relation to improving tourism. New initiatives to feed into Civic Committee. 	<p>Complete January 2018</p> <p>September 2017</p>
4	Work with local suppliers.	<ul style="list-style-type: none"> As part of tendering exercises, and in line with the Council's Procurement Policy, continue to offer opportunities to appropriate local organisations. 	The Chief Officer will report to relevant Committee in relation to new tenders.	Effectiveness of Procurement Policy to be reviewed January 2019.
5	Ensure Town Council finances are managed effectively.	<ul style="list-style-type: none"> Review banking options and seek appropriate possibilities with regard to the management of earmarked reserves. Regular review (and adoption) of the Financial Regulations. Introduce an Annual Finance Report for consideration by the Finance Committee. 	<ul style="list-style-type: none"> Chief Officer to present options to Finance Committee April 2017. To be reviewed annually. First report to be presented in April 2017 for consideration 	<p>April 2017</p> <p>January 2018</p> <p>April 2017</p>

6	Where appropriate, consider opportunities where the Town Council can fund projects ourselves, assume responsibility for initiatives or source funding from elsewhere.	<ul style="list-style-type: none"> Continue to be proactive with regards to the identification of schemes that will improve the town for the people that live here. Seek grant funding for projects, where appropriate (for example, Heritage Lottery funding in relation to the Country Park or Moorlands Partnership Board funding for Heritage Projects). 	<ul style="list-style-type: none"> Chief Officer to work collaboratively with colleagues in SMDC and other partners to identify appropriate opportunities. Chief Officer to pursue new opportunities when they become available with the relevant committee. 	<p>To be reviewed April 2018.</p> <p>To be reviewed April 2018.</p>
7	Maintain the assets of the Town Council and ensure public access to them. (Assets include: the Town and Woodhouse Burial Grounds, the Butterfly Garden, Springfield Road land, Park Lane allotment site.)	<ul style="list-style-type: none"> Manage risk effectively. Ensure that robust contracts are in place for the maintenance and management of assets, and are reviewed regularly. With regard to the Burial Grounds, complete work to ensure trees are safe and implement an annual review of tree safety. Action recommendations effectively. 	<ul style="list-style-type: none"> Risk assessments to be reviewed annually (or more often if risk changes). Finance Committee to have responsibility for overview of contracts. Recommendations to be received from relevant committees. Chief Officer to commission tree work. 	<p>January 2018</p> <p>April 2017</p> <p>Summer 2017</p>
Theme 2- Town Centre				
8	Promote the role of Biddulph town centre for shopping, business, leisure and community facilities.	<ul style="list-style-type: none"> Work with the Biddulph Business Chamber and local organisations to encourage residents to use local services. Continue to develop the monthly Artisan Market. Work with the Festival Committee to encourage use of local services. Host a Christmas Lights Switch-On, involving local organisations. 	<ul style="list-style-type: none"> Events and Partnerships Officer to generate new ideas. Events and Partnerships Officer to increase number of traders and footfall. Grant assistance and support from Events and Partnerships Officer. Town Council and partners to host event- overseen by Civic Committee. 	<p>To be reviewed April 2018.</p> <p>Work to be ongoing during 2017 market season. Summer 2017.</p> <p>25 November 2017 with review early December 2017</p>
9	Enhance the signage in the town.	<ul style="list-style-type: none"> Install fingerposts within the town centre to direct visitors to local facilities. Work with the Biddulph Business Chamber to consider ways to promote local businesses with signage. 	<ul style="list-style-type: none"> Civic Committee project. Events and Partnerships Officer to support. 	<p>To be complete September 2017.</p> <p>To be reviewed April 2018.</p>
10	Improve public transport links to the town centre, and layout of existing roads.	<ul style="list-style-type: none"> Continue to work with local transport organisations and promote the work of the Transport Coordinator Work with Staffordshire County Council Highways Officers to develop and implement new approaches to the High Street and South View. Identify the ownership and management arrangements of the land at Station Road, and improve this area through the use of s.106 money. 	<ul style="list-style-type: none"> Transport Coordinator and Chief Officer to report to General Purposes Committee. Options to be generated for consideration by the Civic Committee. Chief Officer to work closely with SMDC to develop options. 	<p>Bi-monthly report.</p> <p>Decision about next steps-summer 2017.</p> <p>Options to be generated by September 2017.</p>
11	Improve the appearance and usage of the Town Hall, making this the 'centre' of the town	<ul style="list-style-type: none"> Work with SMDC in relation to effective lighting schemes, access to the building and promotion of local events. 	Chief Officer to liaise with SMDC officers and present updates for consideration by the Civic Committee.	Summer 2017

Theme 3 - Communities				
12	Promote excellent educational facilities to meet the needs of the current and future population.	<ul style="list-style-type: none"> • Work with young people wherever opportunities become apparent, including through Youth Advisor meetings, assisting schools in the teaching of the role of local democracy, etc. • Improve the Council's image through the introduction of a social media plan and through consideration of 'new' methods of engagement. 	<ul style="list-style-type: none"> • Town Council passed a resolution to engage effectively with young people. Chief Officer to seek appropriate opportunities. • Events and Partnerships Officer to lead. 	<p>To be reviewed September 2018.</p> <p>To be reviewed April 2018.</p>
13	Improve and enhance community facilities, working with the District Council in the review of play and leisure facilities.	<ul style="list-style-type: none"> • Support emerging initiatives and make recommendations, as appropriate. 	Chief Officer to work effectively with colleagues and report to relevant committee.	To be reviewed April 2018.
14	Work to ensure the effective provision of emergency services within Biddulph.	<ul style="list-style-type: none"> • Monitor the provision of Rapid Response Vehicles. • Work closely with the Fire Service to ensure that the new Station is accessible to the wider community. 	General Purposes Committee to oversee.	Regular updates to be provided.
15	Run a community grants scheme which prioritises the award of financial or other support to organisations and causes which serve wholly or mainly the residents of Biddulph.	<ul style="list-style-type: none"> • Implement a Grants Policy. • Complete an annual review of the effectiveness of grant allocations. • Award grants in line with Council priorities for the year ahead. 	<ul style="list-style-type: none"> • Chief Officer developed policy. • Chief Officer implemented Grants Evaluation Scheme; review to be presented to Finance Committee. • Finance Committee to consider applications in line with approved policy and council priorities. 	<p>April 2017</p> <p>April 2017</p> <p>June 2017</p>
16	Ensure the Council continues to be perceived as a transparent and 'open' authority.	<ul style="list-style-type: none"> • Regularly update policies and procedures. • Publish relevant information on the website in line with Freedom of Information requirements. 	<ul style="list-style-type: none"> • Chief Officer implemented two-year rolling cycle of policy development/ review. • Policy adopted and regularly reviewed. 	New/ revised policies reviewed by HR Committee. Requests to be reviewed annually, in January.
Theme 4 - Environment				
17	Safeguard and enhance buildings, sites and areas of heritage and cultural importance.	<ul style="list-style-type: none"> • Work with the Neighbourhood Plan group, Historical Society, etc. to identify funding and opportunities to protect and promote local sites. 	Civic Committee to oversee heritage projects and identify appropriate sources of funding.	Progress reports to be presented to Civic Committee.
18	Promote access to Bemersley Waste Centre	<ul style="list-style-type: none"> • Work closely with partners to understand the pressures and encourage the local community to lobby and support this Centre, where appropriate. 	General Purposes Committee to monitor developments.	To be reviewed April 2018.
19	Safeguard and enhance sites of biodiversity and geodiversity importance.	<ul style="list-style-type: none"> • Support the Neighbourhood Plan group to identify sites, lobby for effective mapping and promote inclusion within appropriate planning documents. 	Planning Committee oversees Neighbourhood Plan Working Group. To take action as requested.	Progress reports to be presented to Planning Committee.