



## Biddulph Town Council Action Plan 2017-18

No.	Objectives	Key tasks	Responsibility	Timescales
<b>Theme 1- Economy</b>				
1	Safeguard and improve existing viable employment areas in the town.	<ul style="list-style-type: none"> <li>Work with Staffordshire Moorlands District Council (SMDC) in relation to the emerging Local Plan</li> <li>Continue to develop a Neighbourhood Plan, with inclusion of consideration of the local economy.</li> <li>Play an active role in the Town Deal meetings and lead on a development of a masterplan covering the town centre.</li> </ul>	<ul style="list-style-type: none"> <li>Councillors to work with communities to encourage constructive feedback.</li> <li>Planning Committee to oversee development of a Neighbourhood Plan through the Working Group.</li> <li>Chief Officer and Councillors to attend meetings. General Purposes Committee to oversee masterplan development.</li> </ul>	<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"> <li>Support the recently reformed Biddulph Business Chamber (BBC).</li> <li>Consider the role of the High Street and the feasibility of pop-up shops.</li> <li>Promote appropriate alternative uses of vacant town centre units and derelict buildings.</li> <li>Consider ways to improve the night-time economy.</li> </ul>	<ul style="list-style-type: none"> <li>Chief Officer to liaise directly with BBC Chair. Civic Committee to consider requests for support.</li> <li>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.</li> <li>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.</li> <li>Events and Partnerships Officer to develop new initiatives and improve social media profile of the Town Council.</li> </ul>	<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"> <li>Re-visit the idea of developing a Biddulph trail.</li> <li>Continue to work with local businesses to improve the tourism 'offer' in the town centre, including consideration of a museum.</li> </ul>	<ul style="list-style-type: none"> <li>Events and Partnerships Officer to develop trail, in conjunction with relevant groups, e.g. Historical Society.</li> <li>Events and Partnerships Officer to work collaboratively with SMDC in relation to improving tourism. New initiatives to feed into Civic Committee.</li> </ul>	<p>Complete January 2018</p> <p>September 2017</p>
4	Work with local suppliers.	<ul style="list-style-type: none"> <li>As part of tendering exercises, and in line with the Council's Procurement Policy, continue to offer opportunities to appropriate local organisations.</li> </ul>	<p>The Chief Officer will report to relevant Committee in relation to new tenders.</p>	<p>Effectiveness of Procurement Policy to be reviewed January 2019.</p>
5	Ensure Town Council finances are managed effectively.	<ul style="list-style-type: none"> <li>Review banking options and seek appropriate possibilities with regard to the management of earmarked reserves.</li> <li>Regular review (and adoption) of the Financial Regulations.</li> <li>Introduce an Annual Finance Report for consideration by the Finance Committee.</li> </ul>	<ul style="list-style-type: none"> <li>Chief Officer to present options to Finance Committee April 2017.</li> <li>To be reviewed annually.</li> <li>First report to be presented in April 2017 for consideration</li> </ul>	<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"> <li>Continue to be proactive with regards to the identification of schemes that will improve the town for the people that live here.</li> <li>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).</li> </ul>	<ul style="list-style-type: none"> <li>Chief Officer to work collaboratively with colleagues in SMDC and other partners to identify appropriate opportunities.</li> <li>Chief Officer to pursue new opportunities when they become available with the relevant committee.</li> </ul>	<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"> <li>Manage risk effectively.</li> <li>Ensure that robust contracts are in place for the maintenance and management of assets, and are reviewed regularly.</li> <li>With regard to the Burial Grounds, complete work to ensure trees are safe and implement an annual review of tree safety. Action recommendations effectively.</li> </ul>	<ul style="list-style-type: none"> <li>Risk assessments to be reviewed annually (or more often if risk changes).</li> <li>Finance Committee to have responsibility for overview of contracts. Recommendations to be received from relevant committees.</li> <li>Chief Officer to commission tree work.</li> </ul>	<p>January 2018</p> <p>April 2017</p> <p>Summer 2017</p>
<b>Theme 2- Town Centre</b>				
8	Promote the role of Biddulph town centre for shopping, business, leisure and community facilities.	<ul style="list-style-type: none"> <li>Work with the Biddulph Business Chamber and local organisations to encourage residents to use local services.</li> <li>Continue to develop the monthly Artisan Market.</li> <li>Work with the Festival Committee to encourage use of local services.</li> <li>Host a Christmas Lights Switch-On, involving local organisations.</li> </ul>	<ul style="list-style-type: none"> <li>Events and Partnerships Officer to generate new ideas.</li> <li>Events and Partnerships Officer to increase number of traders and footfall.</li> <li>Grant assistance and support from Events and Partnerships Officer.</li> <li>Town Council and partners to host event- overseen by Civic Committee.</li> </ul>	<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"> <li>Install fingerposts within the town centre to direct visitors to local facilities.</li> <li>Work with the Biddulph Business Chamber to consider ways to promote local businesses with signage.</li> </ul>	<ul style="list-style-type: none"> <li>Civic Committee project.</li> <li>Events and Partnerships Officer to support.</li> </ul>	<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"> <li>Continue to work with local transport organisations and promote the work of the Transport Coordinator</li> <li>Work with Staffordshire County Council Highways Officers to develop and implement new approaches to the High Street and South View.</li> <li>Identify the ownership and management arrangements of the land at Station Road, and improve this area through the use of s.106 money.</li> </ul>	<ul style="list-style-type: none"> <li>Transport Coordinator and Chief Officer to report to General Purposes Committee.</li> <li>Options to be generated for consideration by the Civic Committee.</li> <li>Chief Officer to work closely with SMDC to develop options.</li> </ul>	<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"> <li>Work with SMDC in relation to effective lighting schemes, access to the building and promotion of local events.</li> </ul>	<p>Chief Officer to liaise with SMDC officers and present updates for consideration by the Civic Committee.</p>	<p>Summer 2017</p>

<b>Theme 3 - Communities</b>				
12	Promote excellent educational facilities to meet the needs of the current and future population.	<ul style="list-style-type: none"> <li>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.</li> <li>Improve the Council's image through the introduction of a social media plan and through consideration of 'new' methods of engagement.</li> </ul>	<ul style="list-style-type: none"> <li>Town Council passed a resolution to engage effectively with young people. Chief Officer to seek appropriate opportunities.</li> <li>Events and Partnerships Officer to lead.</li> </ul>	<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"> <li>Support emerging initiatives and make recommendations, as appropriate.</li> </ul>	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"> <li>Monitor the provision of Rapid Response Vehicles.</li> <li>Work closely with the Fire Service to ensure that the new Station is accessible to the wider community.</li> </ul>	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"> <li>Implement a Grants Policy.</li> <li>Complete an annual review of the effectiveness of grant allocations.</li> <li>Award grants in line with Council priorities for the year ahead.</li> </ul>	<ul style="list-style-type: none"> <li>Chief Officer developed policy.</li> <li>Chief Officer implemented Grants Evaluation Scheme; review to be presented to Finance Committee.</li> <li>Finance Committee to consider applications in line with approved policy and council priorities.</li> </ul>	<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"> <li>Regularly update policies and procedures.</li> <li>Publish relevant information on the website in line with Freedom of Information requirements.</li> </ul>	<ul style="list-style-type: none"> <li>Chief Officer implemented two-year rolling cycle of policy development/ review.</li> <li>Policy adopted and regularly reviewed.</li> </ul>	New/ revised policies reviewed by HR Committee. Requests to be reviewed annually, in January.
<b>Theme 4 - Environment</b>				
17	Safeguard and enhance buildings, sites and areas of heritage and cultural importance.	<ul style="list-style-type: none"> <li>Work with the Neighbourhood Plan group, Historical Society, etc. to identify funding and opportunities to protect and promote local sites.</li> </ul>	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"> <li>Work closely with partners to understand the pressures and encourage the local community to lobby and support this Centre, where appropriate.</li> </ul>	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"> <li>Support the Neighbourhood Plan group to identify sites, lobby for effective mapping and promote inclusion within appropriate planning documents.</li> </ul>	Planning Committee oversees Neighbourhood Plan Working Group. To take action as requested.	Progress reports to be presented to Planning Committee.