

## **STRATEGIC AIMS AND AREAS OF FOCUS**

### **1. *The Economy***

Bewdley Town Council will support the economic growth of the town to ensure its future prosperity. The Town Council recognises that tourism is a key driver of the local economy and will support its further development, and seek to ensure the town centre is a vibrant and appealing place to be. The Council will also encourage other industry sectors to consider Bewdley as a place to do business.

### **2. *The Environment***

We will seek to ensure that any proposed development is sympathetic to its environment, taking particular care over issues such as traffic and parking, the protection of historic assets, trees and open spaces, and enhancing the character and ambience of the town. The Council will keep up to date with the latest planning legislation and make representations as necessary, whilst being realistic about future development and the social and economic impacts of growth.

### **3. *The Community***

As the first level of local government, the Town Council are close to our communities and we take pride in and support them by providing local leadership and representation. As community representatives, we want to improve the quality and range of local services. We are committed to becoming actively involved in all parts of our community by working closely with voluntary organisations, community groups and businesses so that we are able to articulate and interpret their needs and aspirations. The Town Council will work in partnership with Wyre Forest District Council, Worcestershire County Council and other agencies, including neighbouring towns and parishes, so that we can give our local community a better deal on local service provision, and a stronger voice on decisions that affect their day to day lives.

## **OBJECTIVES SUMMARY**

### **STRATEGIC AIM - THE ECONOMY**

#### **1. PROMOTE PROSPERITY AND EMPLOYMENT OPPORTUNITIES IN BEWDLEY.**

- Work with WFDC, WCC and others to review the use of public sector assets in Bewdley to maximise employment opportunities.
- Encourage public and private economic development opportunities.
- Work with the Town Centres Manager and Traders Group to attract new businesses to the Town and support the retention and expansion of existing local businesses
- Explore what sectors of new business to target to complement existing businesses.
- Promote the establishment of new business units in empty properties to help support the economy of the town centre with a view to supporting start-up businesses where possible.

#### **2. MARKET WHAT BEWDLEY HAS TO OFFER TO LOCAL PEOPLE, BUSINESSES AND VISITORS**

- Make better use of the website as a one stop online information point for residents and visitors

- Produce leaflets to market town events and markets
- Work with the TIC to develop tourism opportunities
- Continue to improve and provide signage, noticeboards and map panels within and around the town
- Enhance the attractiveness of the town centre, working with community groups, schools and the District and County Councils
- Build on the town's rich history and heritage assets to encourage new residents, businesses and visitors

### **STRATEGIC AIM – THE ENVIRONMENT**

#### **3. ACHIEVE THE ASPIRATIONS OF THE COMMUNITY ON LAND USE THROUGH THE NEIGHBOURHOOD PLAN**

- Lead the community in the formulation of the Neighbourhood Plan
- The community's vision of the Town in the future would be achieved through a successful referendum
- The Plan will be used to inform planning decisions, alongside district and national planning policy

#### **4. REPRESENTING BEWDLEY'S INTERESTS THROUGH THE DEVELOPMENT CONTROL PROCESS**

- Receive, consider and make recommendations to Wyre Forest DC on the merits of planning applications for development in the town including the consideration of appropriate and balanced housing requirements, employment opportunities, protection and promotion of the vitality and viability of the town centre and the retention and enhancement of Bewdley's conservation area and heritage assets.

#### **5. PROTECT AND ENHANCE THE CIVIC HERITAGE OF THE TOWN AND PROMOTE AND DEVELOP PUBLIC ASSETS FOR THE BENEFIT OF THE COMMUNITY**

- Communicate with local people and visitors about the town's historical context via the latest interpretation methods and promotion of Heritage Open Day
- Raise awareness of the value of the town's historical context, built environment, geology and manufacturing history in collaboration with Bewdley Museum
- Work with WFDC to maintain and enhance the key civic heritage assets such as the Guildhall and Shambles.
- Continue to uphold important civic and ceremonial events in the town
- Explore ways to establish a Town Council "Hub" utilising the key heritage buildings of the Guildhall, Museum and possibly another vacant building in the town centre enabling the Town Council to deliver services with partners and promote Bewdley's heritage for the benefit of the community and visitors.
- Combine the vitality and future vision for the Town with enhancing access to Bewdley's unique heritage for all.

#### **6. MANAGE/ENHANCE SOCIAL AND LEISURE FACILITIES IN BEWDLEY**

- Look for opportunities to manage, improve and enhance social and leisure facilities in Bewdley in collaboration with Wyre Forest District Council and Worcestershire County Council
- Promote social and leisure opportunities in the town

- Support a Museum that encourages the town's feeling of community and social heritage
- Commit to retaining play equipment and spaces at Wyre Hill, Riverside North and other open spaces
- Support the increased use of Riverside North Park
- Develop a market area on Severnside South
- Support improvements to the Guildhall to broaden its appeal, accessibility and potential uses

## **STRATEGIC AIM – THE COMMUNITY**

### **7. ENGAGE AND COMMUNICATE WELL WITH OUR COMMUNITIES.**

- Engage with local people around options for service enhancement or provision
- Produce a town newsletter to both inform people and to seek their views
- Make good use of our websites and social media to engage, communicate and encourage participation in local issues
- Encourage public involvement in Council business and local issues and to involve those harder to reach
- Gain local press coverage through regular news releases
- Utilise the latest forms of interpretation to explain and promote the town's history and context
- Inform and encourage community awareness and participation in planning matters including the delivery of an economically, socially and environmentally sustainable Neighbourhood Plan.

### **8. WORK EFFECTIVELY WITH OTHER ORGANISATIONS TO SUPPORT COMMUNITY COHESION AND INCREASE LOCAL RESILIENCE AND SUSTAINABILITY.**

- Work with other organisations and groups to explore options for service provision or enhancement.
- Direct individuals and organisations to sources of grant funding and how to apply
- Identify organisations and businesses the Council can work in partnership with
- Publicise what other organisations are doing
- Co-ordinate events and activities in the town
- Develop a directory that lists the social support that is available in Bewdley
- Work with other local and Worcestershire wide organisations to put forward projects that support the resilience and sustainability of the town and its communities
- Bid for grant funding and keep abreast of available resources

### **9 IMPROVE THE TOWN COUNCIL'S INTERNAL ORGANISATION TO ACHIEVE OUR AIMS.**

- Use the Local Council Award Scheme as a framework to improve the Town Council's performance
- Ensure the Council are able to use the General Power of Competence
- Integrate the Council's Aims and Objectives into its everyday work
- Clearly identify Councillors and staff responsible for projects/work and their respective roles
- Ensure Councillors and staff receive relevant training
- Find opportunities for Councillors and staff to work together